

AMERICA'S WILDLIFE VALUES

A Multistate Conservation Grant Study of Wildlife Values in the United States





Project Leads

- Ollie Torgerson, Executive Secretary of MAFWA
- Jeff Vonk, Former Chair of the WAFWA Human Dimensions Committee and Secretary of the South Dakota Department of Game, Fish and Parks



Investigator Team

Research Team

- Mike Manfredo and Tara Teel, Colorado State University
- Mark Duda, Responsive Management
- David Fulton, Minnesota Cooperative Fish and Wildlife Research Unit
- Jeremy Bruskotter, Ohio State University

Project Managers

- Andrew Don Carlos, Colorado State University
- Lou Cornicelli, (Agency Liaison) Minnesota DNR
- Loren Chase, (Agency Liaison) Arizona Game and Fish Department



NCN Proposal

- NCN accepted: *Strengthening state fish and wildlife agency capacity to understand and respond to changing trends in constituent values and demographics*
- Pre-proposal submitted by MAFWA and WAFWA under that NCN
- Full proposal invited, then funded

Today's Purpose

1. Summarize the study background and purpose.
2. Describe study options for each state.
3. Provide a brief update on process and timeline.
4. Respond to questions.



Allows
Replication of WAFWA's
Multistate Conservation Grant Project
2004 Wildlife Values in the West Survey

Establishing Baseline of Wildlife Values for 31 States



A Unique Effort

- Unique because of ability to compare across states and across time.
- Values allow excellent prediction (without conducting another survey).



Utilitarian Wildlife Value Orientation

Ideal World

Wildlife exists for human
use & enjoyment

Abundance of wildlife for
hunting & fishing

Principles

Manage wildlife so that
humans benefit

Needs of humans take
priority over wildlife



Mutualism Wildlife Value Orientation

Ideal World

Humans & wildlife live side
by side without fear

All living things part of one
big family

No animal suffering

Principles

Animals should have rights
like humans

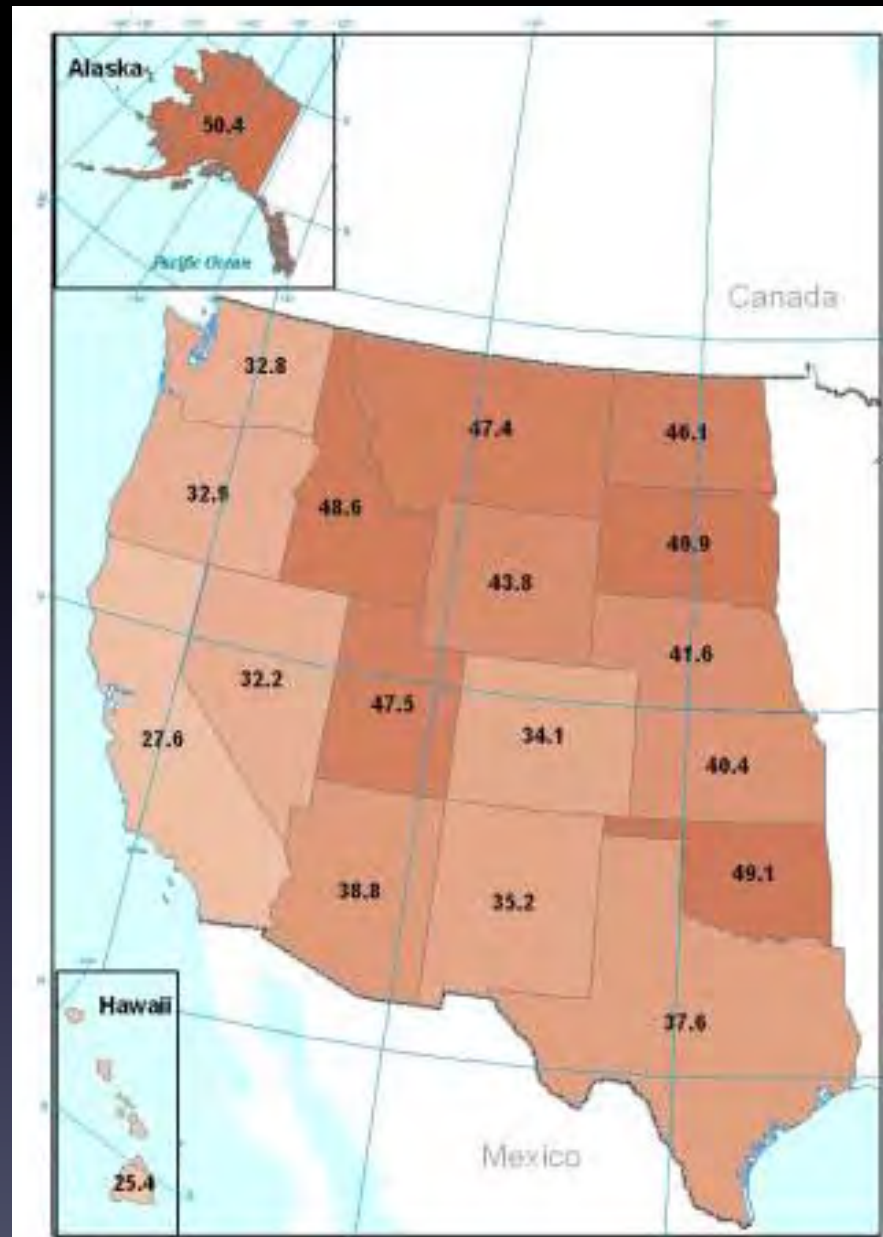
Take care of wildlife

Prevent cruelty to animals



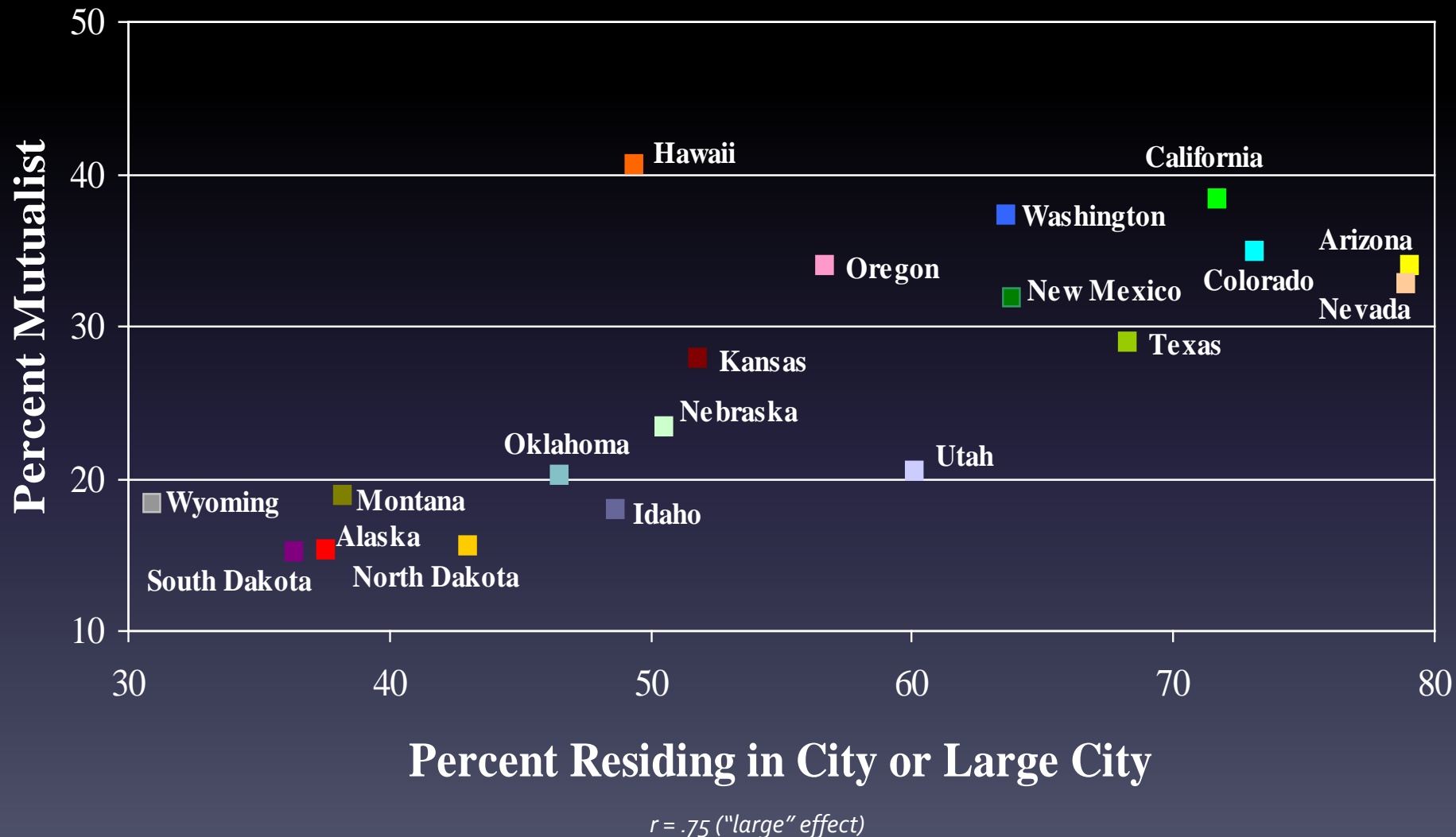


Percent classified as Utilitarians



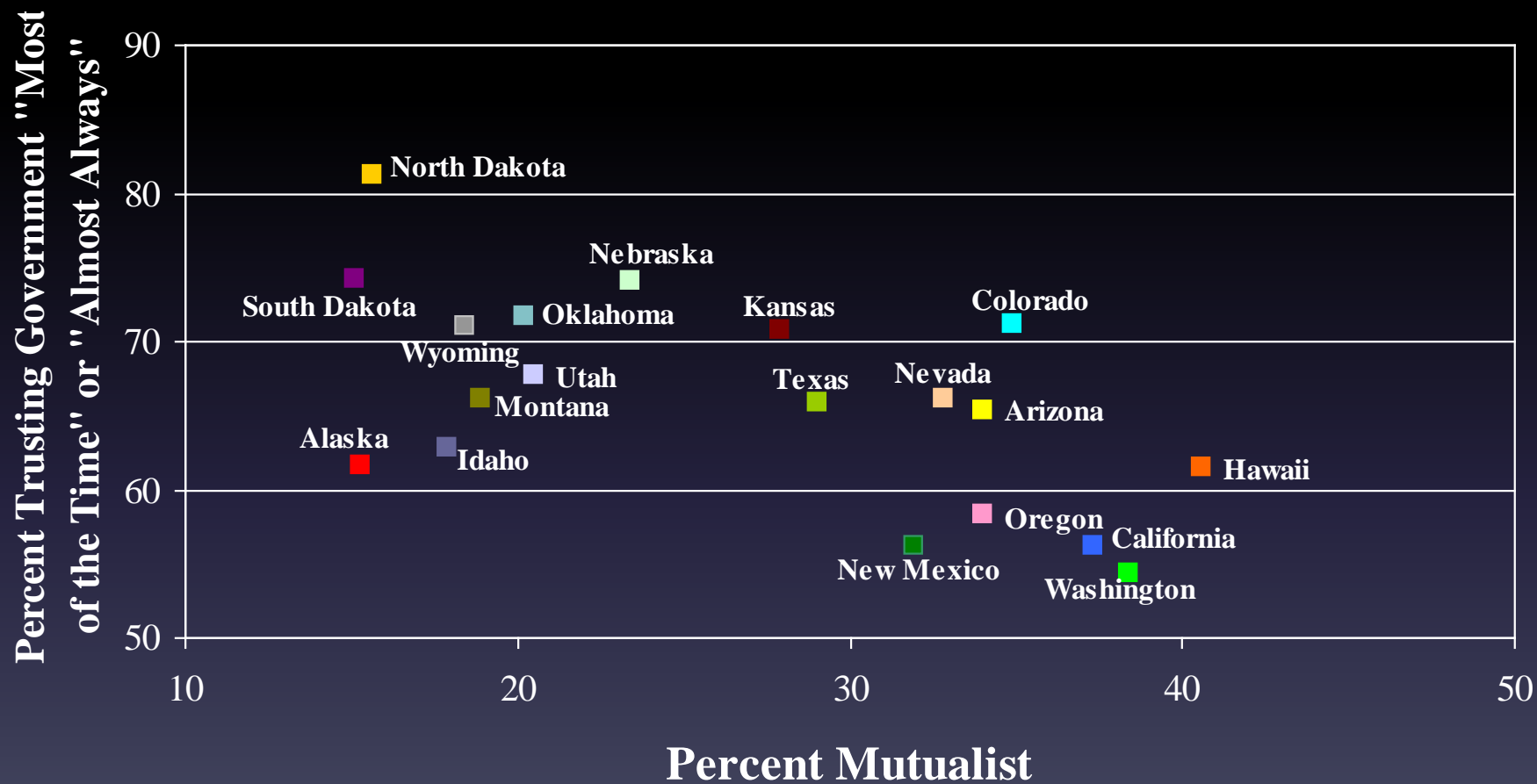


Shift Toward Mutualism Caused by Modernizing Society





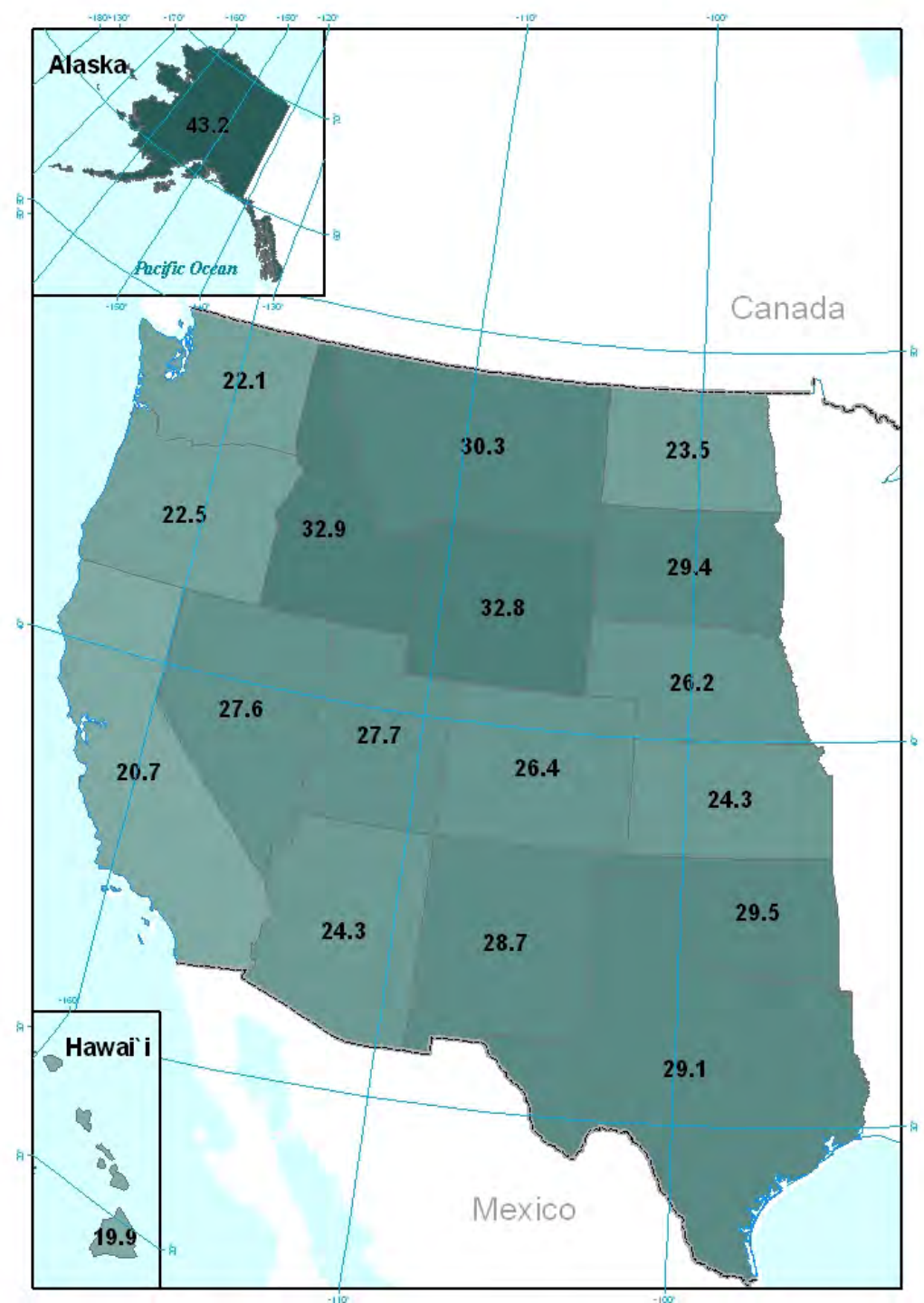
Finding Highlight: Mixed Public, Lower Trust in State Fish & Wildlife Agencies



$r = -.60$ ("large" effect)



Finding Highlight: There is Strong Latent Demand for Hunting





Finding Highlight: Regional Value Differences Suggests Regional Program Support

Objectives of the 2015-2016 Study

- 1) Identify trends in wildlife values in the western region/create baseline in other states
- 2) Show how values are geographically distributed across the landscape at state, regional, and national levels
- 3) Assess characteristics and approaches to agency governance and how they relate to values and levels of public trust
- 4) Provide current data on public attitudes and behaviors regarding key management issues of interest to participating agencies
- 5) Identify and model the underlying causes of value shift to depict future scenarios



Approach



- Target all 50 states
- Develop mail/web survey research methodology
 - Consultation with Don Dillman, Washington State University
- Random sample of ~400 / state (estimates $\pm 5\%$ at 95% C.I.)
- Non-response check via wave analysis

Agency Participation Options: Menu Approach

- Level I
 - Basic values information plus a limited amount of descriptive questions
 - No direct cost to state; cost for all 50 states covered by grant

Agency Participation Options: Menu Approach

- Level II
 - Everything in Level I, plus a state-specific page of questions (~10 questions)
 - State gets state-specific report
 - Cost to state: \$10,000

Agency Participation Options: Menu Approach

- Level III
 - Strata level data collection (e.g., county level, urban vs. rural, hunter/angler)
 - State gets state-specific report
 - Cost to state: depends on the number of strata



General Timeline

- | | |
|-------------------|---|
| Dec. 2014 | - Assemble 50-state committee of state reps. |
| Jan. 2015 | - Kickoff webinar with state reps. |
| March – July 2015 | - Develop study design
- Determine state levels of involvement |
| July – Dec. 2015 | - Instrument development (with states) |
| Jan. 2016 | - Begin data collection |



Questions?

Project website:

<http://www.wildlifevalues.org/>

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