



**Thank you for your interest in taking this survey! Before we get started, we would like to share some information about this research study with you.**

### **ABOUT THIS STUDY**

This survey is being conducted by researchers at Virginia Tech, with funding from the Association of Fish and Wildlife Agencies (AFWA) and individual fish and wildlife agencies across the United States. **The goal of this research is to learn about the activities, experiences, and preferences of people who recreationally participate in wildlife viewing**, which includes observing, photographing, or feeding wildlife; improving or maintaining wildlife habitat; or visiting parks and natural areas for the primary purpose of wildlife viewing.

This survey should take you about 15-25 minutes to complete. Your participation in this research study is **voluntary and anonymous**. Your responses will never be presented in a way that they can be connected to your identity. The results of the survey will be published in summary form in reports, graduate theses, and journal articles. Anonymous survey data will be made available to state fish and wildlife agencies and may be archived online in a publicly accessible format. There are **no known risks** associated with this research; there are **no right or wrong answers** to survey questions; and **you can leave the survey at any time**, for any reason.

For questions about this survey, please contact Emily Sinkular at [wildlifeviewingsurvey@vt.edu](mailto:wildlifeviewingsurvey@vt.edu) or (540) 358-0346. This research has been approved by Virginia Tech's IRB committee (Protocol #20-1018). If you have any questions or concerns about this study's conduct or your rights as a research subject, you may contact the Virginia Tech IRB at 540-231-3732 or at [irb@vt.edu](mailto:irb@vt.edu).

**Do you consent to participate in this research study?**

(Please select one.)

☐ Yes

☐ No

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**First, we would like to know about your participation in different kinds of wildlife viewing.**

In which, if any, of the following forms of **wildlife viewing** have you participated in the past 5 years?

**Note:** For this survey, "**wildlife**" refers to all animals, such as birds, fish, insects, mammals, amphibians, and reptiles, that are living in natural environments, including in urban and semi-urban places. Wildlife does not include animals living in artificial or captive environments, such as aquariums, zoos, or museums, or domestic animals such as farm animals or pets. "**Wildlife viewing**" refers to intentionally observing, photographing, or feeding wildlife; improving or maintaining wildlife habitat; or visiting parks and natural areas for the primary purpose of wildlife viewing. Wildlife viewing does not include simply noticing wildlife while doing something else, such as gardening, exercising, hunting, or fishing, or intentionally scouting for game.

(Please select all that apply.)

☐ Closely observing wildlife or trying to identify unfamiliar types of wildlife

☐ Photographing or taking pictures of wildlife

☐ Feeding wild birds

☐ Feeding other wildlife

☐ Maintaining plantings or natural areas for the benefit of wildlife

☐ Visiting parks and natural areas to observe, photograph, or feed wildlife

☐ Taking trips or outings to any other location to observe, photograph, or feed wildlife

☐ I did not participate in any of these forms of wildlife viewing in the past 5 years.

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**Before we continue with the rest of the survey, we have just a few quick questions about you.**

In **what year** were you born?

(Please select your birth year from the drop-down list.)

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Which **state** do you live in for most of the year?

*(Please select a state from the drop-down list.)*

What is your **gender**?

*(Please select one.)*

☐ Man

☐ Woman

☐ Non-binary

☐ Prefer to not disclose

☐ Prefer to self-describe

What is the **highest degree or level of school** you have completed?

*(Please select one.)*

- ☐ High school diploma, equivalent, or less
- ☐ Some college
- ☐ Associate's or technical degree
- ☐ Bachelor's degree
- ☐ Professional, master's or doctoral degree

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**Now, we would like to ask you more about your wildlife viewing activities.**

Which of the following **types of wildlife** are you interested in observing, photographing, or feeding?

*(Please select all that apply.)*

☐ **Birds**  
*(such as songbirds, waterfowl, birds of prey, etc.)*

☐ **Insects or spiders**  
*(such as butterflies, dragonflies, beetles, etc.)*

☐ **Amphibians**  
*(such as frogs, salamanders, etc.)*

☐ **Land mammals**  
*(such as deer, bears, elk, etc.)*

☐ **Freshwater or saltwater fish**  
*(such as sunfishes, darters, trout, salmon, sea bass, etc.)*

☐ **Marine mammals**  
*(such as whales, seals, dolphins, etc.)*

☐ **Reptiles**  
*(such as turtles, snakes, etc.)*

☐ **None of the above**, I am not interested in observing, photographing, or feeding wildlife

☐ **None of the above**, I am interested in observing, photographing, or feeding other types of wildlife

How would you **rate your skill level** in wildlife viewing?

*(Please select one.)*

☐ Beginner

☐ Novice

☐ Intermediate

☐ Advanced

☐ Expert



Do you own any **specialized equipment** for wildlife viewing (*such as binoculars, cameras, mobile apps, spotting scopes, field guides, or specialized clothing*), or have you rented or borrowed any specialized equipment for wildlife viewing in the past 5 years?

(Please select one.)

☐ Yes

☐ No

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**Next, we would like to know about your expenditures related to wildlife viewing.**

**How much money do you spend** on the following expenses related to wildlife viewing in a typical year?

**Note:** Throughout this survey we will ask you about your activities during "a typical year." This is because we recognize that the last year has been unusual due to the COVID-19 pandemic, and this may have impacted your participation in wildlife viewing. By "a typical year," we mean a recent year (within the last ~5 years) that was not impacted by unusual circumstances like the COVID-19 pandemic. If you started viewing wildlife during the pandemic, please answer all questions about "a typical year" for the past year.

(For each expense category below, please select the response that contains your best estimate of how much you typically spend.)

**Trip-related costs for wildlife viewing** (such as transportation, lodging, guide fees, or access fees)

**All other wildlife viewing expenses and equipment** (such as binoculars, hiking or boating equipment for viewing, field guides, bird feeders or bird food, or membership dues for wildlife viewing organizations)

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**Now, we would like to know more about the role of wildlife viewing in your life.**

To what extent do you **agree or disagree** with the following statements?

*(Please select one response per statement.)*



To what extent do you **agree or disagree** with the following statements?

*(Please select one response per statement.)*

|                                                                       | Strongly<br>disagree  | Somewhat<br>disagree  | Neither<br>agree<br>nor<br>disagree | Somewhat<br>agree     | Strongly<br>agree     |
|-----------------------------------------------------------------------|-----------------------|-----------------------|-------------------------------------|-----------------------|-----------------------|
| I think of <b>myself</b> as a wildlife viewer.                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Being a wildlife viewer is an important part of <b>who I am</b> .     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Wildlife viewing has a <b>central role</b> in my life.                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| A lot of my life is <b>organized</b> around wildlife viewing.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Wildlife viewing is <b>not an important</b> part of my life.          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| People who <b>look like me</b> participate in wildlife viewing.       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| I feel <b>welcome</b> among other wildlife viewers.                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Being a wildlife viewer is <b>not a key</b> part of who I am.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| I <b>teach</b> or <b>mentor</b> others in wildlife viewing.           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |
| Wildlife viewing is one of the <b>most enjoyable</b> activities I do. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>               | <input type="radio"/> | <input type="radio"/> |

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**We are also interested in your history with wildlife viewing.**

How did the **COVID-19 pandemic** impact your overall participation in wildlife viewing?

*(Please select one.)*

- ☐ **No impact;** I was wildlife viewing prior to the COVID-19 pandemic, and I continued wildlife viewing during the pandemic.
- ☐ I was wildlife viewing prior to the COVID-19 pandemic, but **I stopped wildlife viewing** during the pandemic.
- ☐ While I previously participated in wildlife viewing, I was not currently wildlife viewing when the COVID-19 pandemic started. During the pandemic, I **started wildlife viewing again**.
- ☐ I **started wildlife viewing for the first time** during the COVID-19 pandemic.

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For about **how many years** have you participated in wildlife viewing?

*(Please select the category that contains your best estimate.)*

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**In this section of the survey, we will ask you about how much time you spend wildlife viewing in different locations.** The first question asks about the number of days you spend wildlife viewing in *a typical year*. The next two questions ask you about how many days you spent wildlife viewing in the *past year* and how much time you think you will spend wildlife viewing in the *upcoming year*.

First, **how many days** do you spend wildlife viewing in each of the following locations **in a typical year**?

**Note:** By "a typical year," we mean a recent year (within the last ~5 years) that was not impacted by unusual circumstances like the COVID-19 pandemic.

*(Please select the response that contains your best estimate for the number of days you spend wildlife viewing in each location. If you do not typically participate in wildlife viewing in these locations, please select 0 days.)*

[illegible]

**How many days** did you spend wildlife viewing in each of the following locations **during the first year of the COVID-19 pandemic** (March 2020 - February 2021)?

*(Please select the response that contains your best estimate for the number of days you spent wildlife viewing in each location. If you did not participate in wildlife viewing in these locations during the first year of the COVID-19 pandemic, please select 0 days.)*

|                                                             | 0 days                | 1-30 days             | 31-60 days            | 61-90 days            | 91-120 days           | 121-150 days          | 151-180 days          | 181-210 days          | 211 or more days      |
|-------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Around or within 1 mile of your home                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| More than 1 mile away from your home, but within your state | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Outside of your state or outside of the United States       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

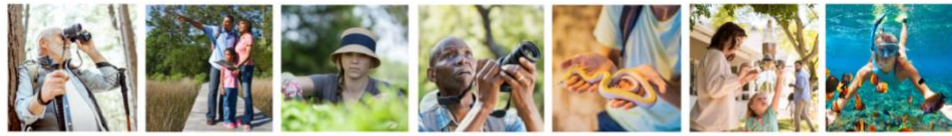
**How many days** do you think you will spend wildlife viewing in each of the following locations **in the next 12 months?**

*(Please select the response that contains your best estimate for the number of days you expect to spend wildlife viewing in each location. If you do not expect to participate in wildlife viewing in these locations in the upcoming year, please select 0 days.)*

|                                                             | 0 days                | 1-30 days             | 31-60 days            | 61-90 days            | 91-120 days           | 121-150 days          | 151-180 days          | 181-210 days          | 211 or more days      |
|-------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Around or within 1 mile of your home                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| More than 1 mile away from your home, but within your state | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Outside of your state or outside of the United States       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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**Now, we would like to know more about where you participate in wildlife viewing in New Mexico.**

In a typical year, in **which locations** do you participate in wildlife viewing in New Mexico?

**Note:** By "a typical year," we mean a recent year (within the last ~5 years) that was not impacted by unusual circumstances like the COVID-19 pandemic.

(Please select all that apply.)

☐ My own home or property

☐ Property of friends or family

☐ Other privately-owned areas (such as lands owned by land trusts, non-profit organizations, private companies, or individuals)

☐ Locally-managed areas (such as town or county parks, trails, or open spaces)

☐ State-managed areas (such as state parks, forests, boat landings, fishing areas, conservation areas, or Wildlife Management Areas)

☐ Federally-managed areas (such as National Parks, National Wildlife Refuges, Bureau of Land Management Land, Waterfowl Production Areas, or National Forests)

☐ Tribal lands

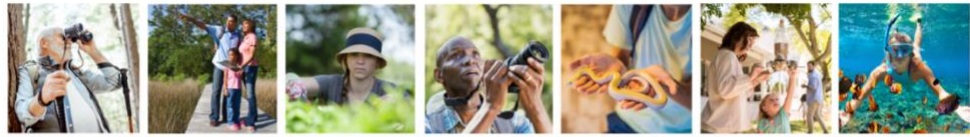
☐ I am unsure who owns or manages the areas where I participate in wildlife viewing.

☐ I do not participate in wildlife viewing in any of the above locations.

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**Next, we would like to understand the factors that support and limit your participation in wildlife viewing.**

To what extent do people in each of the following groups **encourage your participation** in wildlife viewing?

*(Please select one response per statement.)*

|                  | Not at all            | Very little           | Somewhat              | Quite a bit           | A great deal          |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Family member(s) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Friend(s)        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mentor(s)        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Peer(s)          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

To what extent do you experience **accessibility challenges** related to wildlife viewing?

**Note:** By "**Accessibility challenges**" we mean the difficulties someone experiences in interacting with or while using the physical or social environment while trying to engage in a meaningful activity (such as wildlife viewing). This may be a result of a mobility challenge, blindness or low vision, intellectual or developmental disabilities (including Autism), mental illness, being Deaf or Hard of Hearing, or other health concerns. (Definition from Birdability.org)

(Please select one.)

☐ Not at all

☐ Very little

☐ Somewhat

☐ Quite a bit

☐ A great deal

To what extent do each of the following **limit the extent of your participation** in wildlife viewing in a typical year?

**Note:** By "**a typical year**," we mean a recent year (within the last ~5 years) that was not impacted by unusual circumstances like the COVID-19 pandemic.

(Please select one response per statement.)

|                                                                                       | Not at all            | Very little           | Somewhat              | Quite a bit           | A great deal          |
|---------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Lack of <b>free time</b> to participate in wildlife viewing                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Few <b>people who support</b> your wildlife viewing activities                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Few <b>people to participate in wildlife viewing with</b>                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of <b>organized viewing opportunities</b> within your community or social groups | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of wildlife viewing <b>skills</b>                                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of access to <b>equipment or supplies</b> for wildlife viewing                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Financial costs</b> associated with wildlife viewing                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Distance</b> to high-quality locations for wildlife viewing                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Not knowing **where to go wildlife viewing**

☐☐☐☐☐

Lack of **transportation** to wildlife viewing locations

☐☐☐☐☐

**Accessibility challenges** for yourself or the people you go wildlife viewing with

☐☐☐☐☐

Lack of **facilities** at wildlife viewing locations

☐☐☐☐☐

**Safety concerns** when wildlife viewing

☐☐☐☐☐

**Crowds** in wildlife viewing locations

☐☐☐☐☐

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**We are also interested in your participation in other kinds of outdoor recreation.**

Which of the following **outdoor activities**, if any, do you participate in during a typical year?

**Note:** By "a typical year," we mean a recent year (within the last ~5 years) that was not impacted by unusual circumstances like the COVID-19 pandemic.

(Please select all that apply.)

☐ Camping

☐ Fishing

☐ Horseback riding

☐ Winter sports  
(such as skiing, snowboarding, or snowshoeing)

☐ Rock climbing or bouldering

☐ Foraging  
(for wild foods such as mushrooms or berries)

☐ Hunting

☐ Swimming

☐ Recreational shooting sports or archery

☐ Geocaching

☐ Hiking or backpacking

☐ Off-roading or use of Off Highway Vehicles  
(such as ATVs or snowmobiles)

☐ Motorized boating

☐ Non-motorized boating  
(*such as kayaking or canoeing*)

☐ Road or mountain biking

☐ Running, jogging, or walking

☐ I do not participate in any of these activities.

☐ Botanizing or viewing wildflowers, other plants, or fungi

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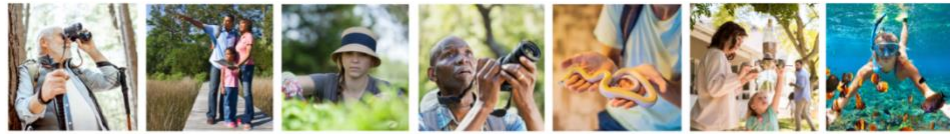
Now we would like to know more about your interest in participating in wildlife or habitat conservation activities in the future.

How likely would you be to participate in each of the following **conservation activities** in the next 5 years, if you had the opportunity to do so?

(Please select one response per conservation activity.)

|                                                                                                          | Not at all likely     | Slightly likely       | Moderately likely     | Very likely           | Extremely likely      |
|----------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <b>Informing</b> or <b>teaching</b> others about wildlife conservation                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Enhancing wildlife habitat</b> (the place or environment where wildlife live and grow)                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Participating in <b>civic engagement</b> (such as voting or advocating) related to wildlife conservation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Collecting data</b> on wildlife or habitat to contribute to science or management                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Donating money</b> to support wildlife conservation                                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Purchasing products</b> that benefit wildlife or whose proceeds support conservation                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Cleaning up</b> trash or litter                                                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |





**In this section of the survey, we would like to know more about your experiences with and thoughts about New Mexico Department of Game and Fish, the state agency responsible for conserving fish and wildlife and their habitats and managing wildlife-related recreation in New Mexico, among other things.**

How **familiar** are you with New Mexico Department of Game and Fish?

*(Please select one.)*

☐ Not at all familiar

☐ Slightly familiar

☐ Moderately familiar

☐ Very familiar

☐ Extremely familiar

Now, we would like to know more about your **familiarity** with different aspects of New Mexico Department of Game and Fish.

*(Please select one response per statement.)*

|                                                 | Not at all familiar   | Slightly familiar     | Moderately familiar   | Very familiar         | Extremely familiar    |
|-------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| New Mexico Department of Game and Fish staff    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| New Mexico Department of Game and Fish programs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| New Mexico Department of Game and Fish lands    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| New Mexico Department of Game and Fish mission  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Have you seen this **logo** before?

*(Please select one.)*

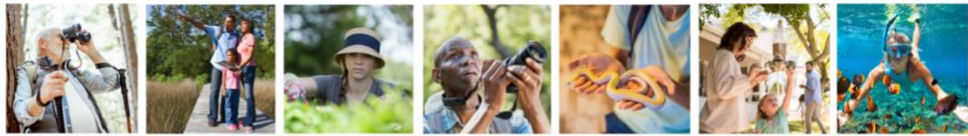


☐ **Yes**, I have seen this logo before

☐ **No**, I have not seen this logo before

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Regardless of your level of familiarity with New Mexico Department of Game and Fish, we are interested in your thoughts about **how the agency currently prioritizes** programs and services that support wildlife viewing. Please complete the following statement:

*The level at which New Mexico Department of Game and Fish prioritizes programs and services that support wildlife viewing is...*

*(Please select one.)*

☐ Far too low

☐ Too low

☐ About right

☐ Too high

☐ Far too high

☐ I don't have an opinion.

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**We are also interested in any experiences you may have with the programs and services offered by New Mexico Department of Game and Fish.**

New Mexico Department of Game and Fish offers a variety of **programs and services** that connect people with wildlife and support wildlife viewing. Which of the following New Mexico Department of Game and Fish programs and services, if any, have you **participated in or used** in the past 5 years?

*(Please select all that apply.)*

☐ Volunteer opportunities, not related to research or data collection

☐ Technical assistance or information about improving wildlife habitat

☐ Information about wildlife viewing opportunities in the state

☐ Information about wildlife in the state

☐ Programs or presentations for groups or clubs

☐ New Mexico Department of Game and Fish lands

☐ Conservation law enforcement

☐ I have not used or engaged in any of these agency programs or services in the last 5 years.

Have any members of your household engaged in programming for children or youth provided by New Mexico Department of Game and Fish (*such as school-based programs, camps, or youth and family events*)?

(Please select one.)

☐ **Yes;** children or youth in my household have engaged in some of these programs.

☐ **No;** children or youth in my household have not engaged in any of these programs.

☐ **Not applicable;** I do not have children or youth in my household.

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**We would also like to understand how New Mexico Department of Game and Fish can best meet the needs of wildlife viewers.**

Which of the following potential programs or services from New Mexico Department of Game and Fish would better **support your wildlife viewing activities** in New Mexico?

(Please select all that apply.)

***New Mexico Department of Game and Fish can better support my wildlife viewing activities by providing...***

☐ More **virtual programs** for wildlife viewing (*such as video classes, online presentations, or wildlife cameras*)

☐ Access to more **places** to go wildlife viewing

☐ More programs to improve wildlife viewing **skills**



- ☐ More wildlife viewing **events** *(such as wildlife viewing festivals or competitions)*
- ☐ More information about **where** to go to see wildlife
- ☐ More information about **wildlife in New Mexico**
- ☐ More information about **how** to view various types of wildlife
- ☐ More opportunities for **youth** to learn how to participate in wildlife viewing
- ☐ More agency **staff** to support wildlife viewing
- ☐ More **training** opportunities for wildlife viewing guides or mentors
- ☐ More **amenities** for wildlife viewing *(such as viewing platforms, blinds, or signs)*
- ☐ More **accessible features** in wildlife viewing locations *(such as paved trails, accessible parking, or tactile signage)*
- ☐ More information about where and when to view wildlife where there is **no hunting**
- ☐ More opportunities to be involved in volunteer **research** or wildlife data collection activities
- ☐ More programs to **interact** with other wildlife viewers
- ☐ I am **not interested** in any of these options to support my wildlife viewing activities.
- ☐ More opportunities to be involved in other **volunteer** activities, not related to research or data collection

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**Now, we would like to know about your past financial support of New Mexico Department of Game and Fish.**

Below are a variety of ways that wildlife conservation and recreation opportunities provided by New Mexico Department of Game and Fish are *financially* supported by the public in New Mexico. Which of the following **purchases or contributions**, if any, have you made in the past 5 years?

**Note:** Please also select options for which you have ever made a one-time, permanent purchase, such as a lifetime hunting or fishing license.

*(Please select all that apply.)*

☐ Any New Mexico hunting license

☐ Any New Mexico fishing license

☐ New Mexico conservation or habitat stamp *required with purchase of a hunting license*

☐ New Mexico conservation or habitat stamp *voluntarily purchased independent of a hunting license*

☐ New Mexico Department of Game and Fish lands access pass, permit, or entrance fee

☐ Fees for a program or event hosted by New Mexico Department of Game and Fish

☐ Voluntary donation of a portion of state income tax return to New Mexico Department of Game and Fish

☐ Donation of land to New Mexico Department of Game and Fish through a conservation easement

☐ Direct donation of money to New Mexico Department of Game and Fish

☐ I have not made any of these purchases or contributions.

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**Now, we would like to know about future purchases or contributions you may make to New Mexico Department of Game and Fish.**

How likely are you to make the following **purchases or contributions** in the next 5 years, assuming these options are available in New Mexico?

*(Please select one response for each type of contribution, regardless of whether or not the option is currently available in New Mexico.)*

|                                                                                                 | Not at all likely     | Slightly likely       | Moderately likely     | Very likely           | Extremely likely      |
|-------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Any New Mexico hunting license                                                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Any New Mexico fishing license                                                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| New Mexico conservation or habitat stamp required with purchase of a hunting license            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| New Mexico conservation or habitat stamp voluntarily purchased independent of a hunting license | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Conservation or wildlife license plate                                                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

New Mexico Department of Game and Fish  
lands access pass, permit, or entrance fee

☐☐☐☐☐

Fees for a program or event hosted by New  
Mexico Department of Game and Fish

☐☐☐☐☐

Voluntary donation of a portion of state income  
tax return to New Mexico Department of Game  
and Fish

☐☐☐☐☐

Donation of land to New Mexico Department of  
Game and Fish through a conservation  
easement

☐☐☐☐☐

Direct donation to New Mexico Department of  
Game and Fish

☐☐☐☐☐

Lottery ticket for which the proceeds go to  
habitat conservation

☐☐☐☐☐

Virtual products from New Mexico Department  
of Game and Fish (*such as podcasts, e-books,  
and other online materials*)

☐☐☐☐☐

Physical products from New Mexico  
Department of Game and Fish (*such as books,  
maps, and other merchandise*)

☐☐☐☐☐

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**We would like to understand what might encourage you to provide additional financial support to wildlife conservation through New Mexico Department of Game and Fish.**

How likely would you be to provide **more financial support** than you currently do to New Mexico Department of Game and Fish, if your contributions were used in the following ways?  
(Please select one response per statement.)

|                                                                                     | Not at all likely     | Slightly likely       | Moderately likely     | Very likely           | Extremely likely      |
|-------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Supported <b>habitat</b> conservation                                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Supported conservation of <b>rare</b> or <b>vulnerable</b> species                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Supported conservation of the types of <b>wildlife</b> you like to view             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Supported more <b>education</b> or <b>outreach</b> related to wildlife conservation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Supported wildlife <b>research</b> or <b>monitoring</b>                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Were <b>matched</b> with funding from a different source                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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We would also like to know more about your interest in supporting New Mexico Department of Game and Fish by participating in wildlife or habitat conservation activities in the future.

How likely would you be to participate in each of the following **conservation activities** *with or in support of New Mexico Department of Game and Fish* in the next 5 years, if you had the opportunity to do so?

(Please select one response per conservation activity.)

|                                                                                                          | Not at all likely     | Slightly likely       | Moderately likely     | Very likely           | Extremely likely      |
|----------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <b>Informing or teaching others</b> about wildlife conservation                                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Enhancing wildlife habitat</b> (the place or environment where wildlife live and grow)                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Participating in <b>civic engagement</b> (such as voting or advocating) related to wildlife conservation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Donating money</b> to support wildlife conservation                                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Purchasing products</b> that benefit wildlife or whose proceeds support conservation                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <b>Cleaning up trash or litter</b>                                                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |





**Next, we would like to know more about how you feel about New Mexico Department of Game and Fish.**

To what extent do you agree or disagree with each of the **following statements about New Mexico Department of Game and Fish?**

*(Please select one response per statement.)*

|                                                                                                   | Strongly Disagree     | Somewhat Disagree     | Neither Disagree nor Agree | Somewhat Agree        | Strongly Agree        |
|---------------------------------------------------------------------------------------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| I <b>trust</b> New Mexico Department of Game and Fish.                                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I <b>trust</b> the <b>staff</b> at New Mexico Department of Game and Fish.                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I <b>doubt</b> the <b>honesty</b> of New Mexico Department of Game and Fish.                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| <b>Promises</b> made by New Mexico Department of Game and Fish are likely to be <b>reliable</b> . | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I expect that New Mexico Department of Game and Fish will <b>keep promises</b> they make.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I <b>do not</b> <b>doubt</b> the honesty of New Mexico Department of Game and Fish.               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |

I expect that New Mexico Department of Game and Fish is **well-meaning**.

☐☐☐☐☐

I expect that New Mexico Department of Game and Fish has **good intentions** toward wildlife viewers.

☐☐☐☐☐

I expect that New Mexico Department of Game and Fish's intentions are **benevolent**.

☐☐☐☐☐

I **doubt** that New Mexico Department of Game and Fish is **well-meaning**.

☐☐☐☐☐

New Mexico Department of Game and Fish **knows about** wildlife viewing.

☐☐☐☐☐

New Mexico Department of Game and Fish **understands** the environment they work in.

☐☐☐☐☐

New Mexico Department of Game and Fish knows how to **support** to wildlife viewers.

☐☐☐☐☐

New Mexico Department of Game and Fish **does not know** about wildlife viewing.

☐☐☐☐☐

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**Finally, we would like to learn how New Mexico Department of Game and Fish can best communicate with wildlife viewers in New Mexico about recreation opportunities and conservation issues.**

Which, if any, of the following ways are you interested in **receiving information** from New Mexico Department of Game and Fish?

**Note:** Your responses are for data collection only. New Mexico Department of Game and Fish will not receive your specific response nor contact you as a result of this survey.

*(Please select all that apply.)*

☐ Printed materials *(such as brochures and maps)*

☐ Mailed newsletter or other subscription

☐ Email update or e-newsletter

☐ Online magazine

☐ New Mexico Department of Game and Fish website

☐ Local news *(such as television or online or print newspapers)*

☐ Blogs

☐ Facebook

☐ Twitter

☐ Tik-Tok

☐ Instagram

☐ YouTube

☐ Podcast

☐ Text alert

☐ One-on-one interaction with agency staff

☐ I would prefer not to receive information from New Mexico Department of Game and Fish.

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**This is the final section of the survey. We have just a few more quick questions about you.**

For about how many years total have you lived in New Mexico?

*(Please select the number that's your best estimate of total years you've lived in New Mexico.)*

What is your race and/or ethnicity?

*(Please select all that apply.)*

☐ American Indian or Alaska Native

☐ Asian

☐ Black or African American

☐ Hispanic, Latino, or Spanish

☐ Middle Eastern or North African

☐ Native Hawaiian or other Pacific Islander

☐ Some other race or ethnicity

☐ White

What was your total household income during the past 12 months?

*(Please select one.)*

☐ Less than \$24,999

☐ \$25,000 - \$49,999

☐ \$50,000 – \$74,999

☐ \$75,000 – \$99,999

☐ \$100,000 – \$124,999

☐ \$125,000 or more

☐ I prefer not to answer.

What is your five-digit zip code?

Which of the following best describes where you currently live?

*(Please select one per statement.)*

☐ Rural area (Less than 2,500 people)

☐ Small town (2,500 - 9,999 people)

☐ Small city (10,000 - 49,999 people)

☐ Urban area (50,000 or more people)

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