

APPENDIX A. Survey Instrument



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 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.

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.)





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.)

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



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.



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

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





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.)

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 North Carolina.

In a typical year, in **which locations** do you participate in wildlife viewing in North Carolina?

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 free time to participate in wildlife viewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Few people who support your wildlife viewing activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Few people to participate in wildlife viewing with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of organized viewing opportunities 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 skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to equipment or supplies for wildlife viewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial costs associated with wildlife viewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Distance 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
Informing or teaching others about wildlife conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhancing wildlife habitat <i>(the place or environment where wildlife live and grow)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in civic engagement <i>(such as voting or advocating)</i> related to wildlife conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collecting data 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"/>
Donating money to support wildlife conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing products that benefit wildlife or whose proceeds support conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleaning up trash or litter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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In this section of the survey, we would like to know more about your experiences with and thoughts about N.C. Wildlife Resources Commission, the state agency responsible for conserving fish and wildlife and their habitats and managing wildlife-related recreation in North Carolina, among other things.

How **familiar** are you with N.C. Wildlife Resources Commission?

(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 N.C. Wildlife Resources Commission.

(Please select one response per statement.)

	Not at all familiar	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
N.C. Wildlife Resources Commission staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
N.C. Wildlife Resources Commission programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
N.C. Wildlife Resources Commission lands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
N.C. Wildlife Resources Commission 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.)





Regardless of your level of familiarity with N.C. Wildlife Resources Commission, 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 N.C. Wildlife Resources Commission 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 N.C. Wildlife Resources Commission.

N.C. Wildlife Resources Commission offers a variety of **programs and services** that connect people with wildlife and support wildlife viewing. Which of the following N.C. Wildlife Resources Commission programs and services, if any, have you **participated in or used** in the past 5 years?

(Please select all that apply.)

- ☐ Volunteer research or wildlife data collection opportunities
- ☐ 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
- ☐ N.C. Wildlife Resources Commission lands
- ☐ N.C. Wildlife Resources Commission nature, education, or visitor centers
- ☐ 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 N.C. Wildlife Resources Commission (*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 N.C. Wildlife Resources Commission can best meet the needs of wildlife viewers.

Which of the following potential programs or services from N.C. Wildlife Resources Commission would better **support your wildlife viewing activities** in North Carolina?

(Please select all that apply.)

N.C. Wildlife Resources Commission can better support my wildlife viewing activities by providing...

- ☐ More information about where and when to view wildlife where there is **no hunting**
- ☐ More **virtual programs** for wildlife viewing *(such as video classes, online presentations, or wildlife cameras)*
- ☐ More **accessible features** in wildlife viewing locations *(such as paved trails, accessible parking, or tactile signage)*
- ☐ More **amenities** for wildlife viewing *(such as viewing platforms, blinds, or signs)*
- ☐ More information about **how** to view various types of wildlife
- ☐ More information about **wildlife in North Carolina**
- ☐ More information about **where** to go to see wildlife
- ☐ More agency **staff** to support wildlife viewing
- ☐ More programs to **interact** with other wildlife viewers
- ☐ Access to more **places** to go wildlife viewing
- ☐ More opportunities to be involved in volunteer **research** or wildlife data collection activities
- ☐ More wildlife viewing **events** *(such as wildlife viewing festivals or competitions)*
- ☐ More **training** opportunities for wildlife viewing guides or mentors
- ☐ More programs to improve wildlife viewing **skills**
- ☐ More opportunities for **youth** to learn how to participate in wildlife viewing
- ☐ 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 N.C. Wildlife Resources Commission.

Below are a variety of ways that wildlife conservation and recreation opportunities provided by N.C. Wildlife Resources Commission are *financially* supported by the public in North Carolina. 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 North Carolina hunting license

☐ Any North Carolina fishing license

☐ North Carolina conservation or habitat stamp *required with purchase of a hunting license*

☐ North Carolina conservation or habitat stamp *voluntarily purchased independent of a hunting license*

☐ N.C. Wildlife Resources Commission lands access pass, permit, or entrance fee

☐ Voluntary donation of a portion of state income tax return to N.C. Wildlife Resources Commission

☐ Donation of land to N.C. Wildlife Resources Commission through a conservation easement

☐ Direct donation of money to N.C. Wildlife Resources Commission

☐ Virtual products from N.C. Wildlife Resources Commission (*such as podcasts, e-books, and other online materials*)

☐ Tangible products from N.C. Wildlife Resources Commission (*such as books, maps, and other merchandise*)

☐ 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 N.C. Wildlife Resources Commission.

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

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

	Not at all likely	Slightly likely	Moderately likely	Very likely	Extremely likely
Any North Carolina hunting license	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any North Carolina fishing license	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
North Carolina conservation or habitat stamp <i>required with purchase of a hunting license</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
North Carolina conservation or habitat stamp <i>voluntarily purchased independent of a hunting license</i>	<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"/>
N.C. Wildlife Resources Commission lands access pass, permit, or entrance fee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fees for a program or event hosted by N.C. Wildlife Resources Commission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voluntary donation of a portion of state income tax return to N.C. Wildlife Resources Commission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donation of land to N.C. Wildlife Resources Commission through a conservation easement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct donation to N.C. Wildlife Resources Commission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lottery ticket for which the proceeds go to habitat conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virtual products from N.C. Wildlife Resources Commission (<i>such as podcasts, e-books, and other online materials</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical products from N.C. Wildlife Resources Commission (<i>such as books, maps, and other merchandise</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





We would like to understand what might encourage you to provide additional financial support to wildlife conservation through N.C. Wildlife Resources Commission.

How likely would you be to provide **more financial support** than you currently do to N.C. Wildlife Resources Commission, 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 habitat conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supported conservation of rare or vulnerable species	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supported conservation of the types of wildlife you like to view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supported more opportunities or resources for wildlife viewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supported more education or outreach related to wildlife conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supported wildlife research or monitoring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Were matched with funding from a different source	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





We would also like to know more about your interest in supporting N.C. Wildlife Resources Commission 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 N.C. Wildlife Resources Commission** 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
Informing or teaching others about wildlife conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhancing wildlife habitat <i>(the place or environment where wildlife live and grow)</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in civic engagement <i>(such as voting or advocating)</i> related to wildlife conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collecting data 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"/>
Donating money to support wildlife conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing products that benefit wildlife or whose proceeds support conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleaning up trash or litter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Next, we would like to know more about how you feel about N.C. Wildlife Resources Commission.

To what extent do you agree or disagree with each of the **following statements** about N.C. Wildlife Resources Commission?

(Please select one response per statement.)

	Strongly Disagree	Somewhat Disagree	Neither Disagree nor Agree	Somewhat Agree	Strongly Agree
I trust N.C. Wildlife Resources Commission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the staff at N.C. Wildlife Resources Commission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I doubt the honesty of N.C. Wildlife Resources Commission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promises made by N.C. Wildlife Resources Commission are likely to be reliable .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect that N.C. Wildlife Resources Commission will keep promises they make.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not doubt the honesty of N.C. Wildlife Resources Commission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect that N.C. Wildlife Resources Commission is well-meaning .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect that N.C. Wildlife Resources Commission has good intentions toward wildlife viewers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect that N.C. Wildlife Resources Commission's intentions are benevolent .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I doubt that N.C. Wildlife Resources Commission is well-meaning .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I expect that N.C. Wildlife Resources Commission is **well-meaning**.

☐☐☐☐☐

I expect that N.C. Wildlife Resources Commission has **good intentions** toward wildlife viewers.

☐☐☐☐☐

I expect that N.C. Wildlife Resources Commission's intentions are **benevolent**.

☐☐☐☐☐

I **doubt** that N.C. Wildlife Resources Commission is **well-meaning**.

☐☐☐☐☐

N.C. Wildlife Resources Commission **knows about** wildlife viewing.

☐☐☐☐☐

N.C. Wildlife Resources Commission **understands** the environment they work in.

☐☐☐☐☐

N.C. Wildlife Resources Commission knows how to **support** to wildlife viewers.

☐☐☐☐☐

N.C. Wildlife Resources Commission **does not know** about wildlife viewing.

☐☐☐☐☐



Finally, we would like to learn how N.C. Wildlife Resources Commission can best communicate with wildlife viewers in North Carolina about recreation opportunities and conservation issues.

Which, if any, of the following ways are you interested in **receiving information** from N.C. Wildlife Resources Commission?

Note: Your responses are for data collection only. N.C. Wildlife Resources Commission 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
- ☐ N.C. Wildlife Resources Commission 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 N.C. Wildlife Resources Commission.

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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 North Carolina?
(Please select the number that's your best estimate of total years you've lived in North Carolina.)

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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