

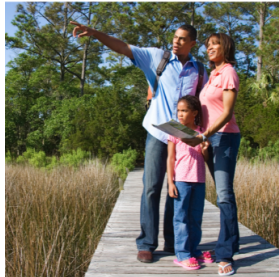
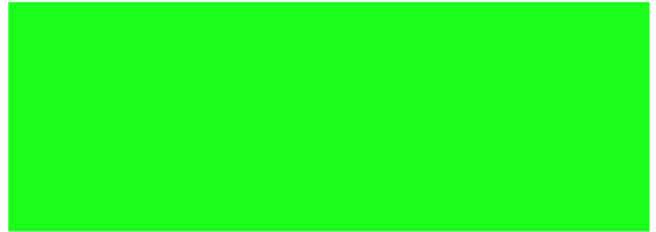


Florida Results of the **Wildlife Viewer Survey**

Enhancing Relevancy and Engaging Support from a Broader Constituency

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Acknowledgements

This state report is part of a larger project funded by the U.S. Fish and Wildlife Service's Multistate Conservation Grant Program (grant F21AP00617-00), which is jointly managed by the Association of Fish and Wildlife Agencies and the Service's Wildlife and Sport Fish Restoration Program. This state-level survey sampling, analysis, and report was funded by the Florida Fish and Wildlife Conservation Commission.

We thank the 2022 Wildlife Viewing and Nature Tourism Academy in-person and virtual attendees for their participation in the Recommendations Workshop. We thank Dr. Jessica Barnes, Kelsey Jennings, and Dr. Willanda Chaves for their contributions to the development of the survey and the regional report that was the foundation for this state report. We also thank Anna Klewicki, Jessica Willebeek-Lemair, and Morgan Karns for their assistance with tables and editing.

Suggested Citation

Pototsky, P.C., Sinkular, E.N., & Dayer, A.A. 2022. Florida Results of the Wildlife Viewer Survey: Enhancing Relevancy and Engaging Support from a Broader Constituency. Virginia Tech; Blacksburg, Virginia.

EXECUTIVE SUMMARY

Background

Wildlife viewing (defined as “closely observing, photographing, or feeding wildlife, maintaining plantings or natural areas for the benefit of wildlife, or taking trips to parks or other natural areas to feed, photograph, or observe wildlife”) is one of the fastest growing wildlife-related recreation activities in the United States (U.S. Fish and Wildlife Service, 2018). As participation in wildlife viewing continues to grow, so do questions about the characteristics of wildlife viewers and their perceptions of state agencies.

Historically, state fish and wildlife agencies (hereafter, state agencies) have depended on hunters and anglers to fund the agencies’ conservation efforts, through a system known as the North American Model of Conservation (Price Tack et al., 2018). In this system, state agencies rely heavily on funds derived from sales taxes on certain sporting equipment and receipts from licenses and permits purchased by hunters, anglers, and trappers to support operations. In recent years, surveys show a plateau or decline in participation in hunting and angling, while participation in wildlife viewing continues to rapidly grow (U.S. DOI et al., 2016). Yet, many viewers do not contribute directly to supporting the state agencies responsible for ensuring the sustainability of resources on which their recreation activities depend.

As the number of viewers continues to rise, it is increasingly important that state agencies understand who these wildlife viewers in the United States are and their perspectives on and expectations of state agencies and wildlife conservation. Wildlife viewers have the potential to significantly aid state agencies in achieving their conservation goals (AFWA & WMI, 2019), through financial contributions as well as a range of other behaviors. This study of wildlife viewers in Florida, one of 15 states which participated in state-level surveying, represents a key step in implementing the strategies outlined in the Fish and Wildlife Relevancy Roadmap (AFWA & WMI, 2019) by providing the Florida Fish and Wildlife Conservation Commission (hereafter, FWC) with information and tools to connect with a broader constituency of wildlife viewers.

Methods

To understand wildlife viewers, our Virginia Tech research team collaborated with the Association of Fish and Wildlife Agencies’ (AFWA) Wildlife Viewing and Nature Tourism Working Group (WVNTG) to conduct a multi-state survey of wildlife viewers in 2021, with additional sampling at the state level in 15 states. A Steering and Executive Committee, which consisted of members of the WVNTG and other state agency representatives, worked closely with us

throughout the duration of this project. We also contracted with Qualtrics to conduct an online survey of wildlife viewers in Florida, which was administered entirely online from October 29-December 15, 2021. Survey respondents were compensated by Qualtrics for their participation in the study. All survey respondents resided in Florida for most of the year, were over the age of 18 years old, who reported participating in wildlife viewing (defined as closely observing, photographing, or feeding wildlife, maintaining plantings or habitat for the benefit of wildlife, or taking trips to parks or other natural areas with the purpose of observing, feeding, or photographing wildlife) in the past five years. For the 15 states with additional sampling, the survey was adapted to be most applicable to each state.

The survey questionnaire was informed by the Multi-State Steering and Executive Committees, state agency representatives, and findings from a variety of surveys, including the Virginia Wildlife Recreation Study Report (Grooms et al., 2020), National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (hereafter, National Survey of Wildlife Recreation; U.S. DOI et al., 2016), and a survey conducted by the North American Waterfowl Management Plan (NAWMP) Human Dimensions Working Group (NAWMP, 2021). Respondents answered questions about their wildlife viewing behaviors, identities, preferences, and experience with their state agencies.

To ensure high-quality responses, we incorporated numerous attention check questions and minimum time limits in this survey. We set demographic quotas for survey respondents based on findings from the 2016 National Survey of Fish and Wildlife-Related Recreation in an effort to achieve a survey sample that is representative of the wildlife viewing population across Florida in terms of age, education level, and gender (U.S. DOI et al., 2016). For the purposes of this report, we analyzed survey responses by comparing “consumptive viewers” (those who participated in hunting and/or angling in the past five years) and “nonconsumptive viewers” (those who did not participate in these other recreation activities). We chose to compare consumptive and nonconsumptive viewers’ responses throughout the report because of the focus of this project on expanding relevancy to a broader constituency for state agencies, particularly for those wildlife viewers who are not already engaged in hunting and angling. Analysis consisted of chi-square or t-tests conducted in the Statistical Package for Social Science (SPSS).

Findings

In the following section, we review findings for the state of Florida, which consisted of a statewide descriptive analysis and a consumptive-nonconsumptive comparative analysis based on 1,013 complete survey responses. Our survey examined demographics, behaviors, frequency, and preferences of viewing activities of wildlife viewers in Florida. We also examined

Florida wildlife viewers' current relationships with and preferences for support from FWC. Roughly half of our survey respondents were consumptive viewers and half were nonconsumptive viewers. Overall, we found that consumptive and nonconsumptive viewers are distinctive groups; consumptive and nonconsumptive viewers have different preferences, behaviors, and levels of participation in wildlife viewing. However, we identified no demographic differences between consumptive and nonconsumptive viewers. Generally, we can define consumptive viewers as more active, involved, and specialized in viewing than nonconsumptive viewers; consumptive viewers individually participate in wildlife viewing more, spend more on wildlife viewing, and are more broadly active in wildlife viewing and outdoor recreation. We also found that consumptive viewers tended to have higher levels of experience with, familiarity with, and financial contribution (past, present, and future) to FWC than nonconsumptive viewers.

Wildlife viewer demographics

Over three-quarters of survey respondents identified as White, while about a quarter identified as another race or ethnicity. Over half of our respondents reported their total household income as \$49,999 or less. Approximately 40% of wildlife viewers surveyed lived in a major city, 30% reported living in a small city, and the remaining one-third reported living in a rural area or small town.

Consumptive and nonconsumptive viewer comparisons

We found no differences in the demographic characteristics of consumptive and nonconsumptive viewers in terms of ethnoracial identity, household income, residential location, or education level. We did find that consumptive viewers were significantly younger than nonconsumptive viewers. In addition, when analyzing binary gender identity (due to low sample size), more consumptive wildlife viewers identified as men and more nonconsumptive wildlife viewers identified as women.

Wildlife viewing behaviors

Viewing interests and activities

Wildlife viewers most commonly participated in wildlife viewing by visiting parks and natural areas with the purpose of viewing wildlife, photographing wildlife, or feeding wild birds. Three-quarters of wildlife viewers were interested in viewing birds. Over half of wildlife viewers were interested in viewing land mammals or marine mammals. In addition to visiting parks and other

locally-managed areas to view, many wildlife viewers participated in viewing at their own home. In a typical year, over half of the survey respondents reported viewing for 30 days or more per year.

Impacts of the COVID-19 pandemic on wildlife viewing

Compared to a typical year, total participation in wildlife viewing declined during the first year of the COVID-19 pandemic for around-the-home viewing (defined as within one mile of their home) and away-from-home viewing (both within Florida and outside of Florida). For the upcoming year at the time of taking the survey (fall 2021), wildlife viewers anticipated spending time viewing that was comparable to a typical year. We also asked wildlife viewers how the COVID-19 pandemic impacted their overall participation in wildlife viewing and interpreted these findings using “R3” terminology (recruitment, retention, and reactivation) from the Outdoor Recreation Adoption Model. Over half of wildlife viewers were classified as “retained” meaning the pandemic had no impact on their overall participation in wildlife viewing—they were wildlife viewing prior to the COVID-19 pandemic, and continued wildlife viewing during the pandemic. Over 10% of wildlife viewers were classified as “reactivated,” meaning that they had participated in wildlife viewing in the past, were not actively participating when the pandemic began, but resumed participation during or after March 2020. Finally, less than 10% of wildlife viewers were classified as “recruited”, meaning that they participated for the first time during the pandemic.

Skill level and support

In terms of expertise as a wildlife viewer, the majority of survey respondents self-identified as beginner, novice, or intermediate level viewers rather than advanced or expert. Just about half of viewers reported having participated in wildlife viewing for roughly 20% or more of their lives. Over half of wildlife viewers own (or have rented or borrowed) specialized equipment for viewing in recent years. Family and friends were the most commonly reported type of social support that influenced viewer participation.

Consumptive and nonconsumptive viewer comparisons

Overall, we found that the wildlife viewing behaviors of consumptive and nonconsumptive viewers tended to be different. In comparison to nonconsumptive viewers, more consumptive viewers participated in most forms of wildlife viewing, except for maintaining natural plantings or natural areas for the benefit of wildlife. More consumptive viewers were interested in a range of wildlife types: marine mammals, reptiles, fish, insects, and amphibians. We found no

differences between consumptive and nonconsumptive viewers for around-the-home viewing, both generally and in terms of the number of days spent viewing at home. However, nonconsumptive viewers were more likely to report fewer days spent viewing away from home and out of state in a typical year, COVID-19 year, and the upcoming year. In addition, more consumptive viewers reported viewing on state-managed lands, federally-managed lands, property of friends or family, private property, and tribal lands.

More nonconsumptive viewers were characterized as retained during the COVID-19 pandemic, meaning it had no impact on their level of participation in viewing. More consumptive viewers were characterized as reactivated viewers, meaning that they had participated in wildlife viewing in the past but were not actively participating when the pandemic began, but resumed participation during or after March 2020.

In terms of wildlife viewing expertise, we found that more nonconsumptive viewers classified themselves as beginner or novice and more consumptive viewers classified themselves as intermediate or advanced. In addition, nonconsumptive viewers were significantly more likely to have spent only 0-20% of their lives participating in wildlife viewing. More consumptive viewers have owned, borrowed, or rented specialized equipment for wildlife viewing, with less than half of nonconsumptive viewers having done so. Finally, we found that nonconsumptive viewers were more likely to report that they felt no social support at all from family, friends, peers, and mentors.

Conservation behaviors

We investigated the likelihood of wildlife viewers in Florida to participate in a number of conservation activities, both generally and with or in support of FWC. Overall, wildlife viewers most often reported being likely to clean up trash or litter or purchase products that benefit wildlife. They least often reported being likely to collect data on wildlife or habitat to contribute to science or management or to inform or teach others about wildlife conservation. When comparing wildlife viewers' likelihood to engage in conservation behaviors generally or with the state agency, most levels did not differ. We did find that wildlife viewers were significantly less likely to purchase products that benefit wildlife or whose proceeds support conservation and to enhance wildlife habitat with or in support of FWC, compared to their interest to do so in general.

Consumptive and nonconsumptive viewer comparisons

When comparing consumptive and nonconsumptive viewers, we found that more consumptive wildlife viewers reported higher levels of likelihood to participate in all conservation behaviors investigated in this report, generally and related to FWC.

Wildlife viewing barriers

We surveyed wildlife viewers in Florida about a variety of topics which limited their participation in wildlife viewing. Our results indicate that distance to viewing locations is the greatest barrier, with more than half of wildlife viewers reporting *somewhat to a great deal* of limitation to their participation. Financial cost and lack of free time were also reported commonly as barriers.

We also specifically investigated the degree to which wildlife viewers experience accessibility challenges, which were defined as “[t]he difficulties someone experiences interacting with the physical or social environment when engaging in a meaningful activity such as birding. These may be the result of mobility challenges, blindness or low vision, intellectual or developmental disabilities (including autism), mental illness, being Deaf or Hard of Hearing or other health concerns” (Birdability, 2021). We found that over one-third of wildlife viewers in Florida experience *somewhat to a great deal* of accessibility challenges when participating in wildlife viewing.

Consumptive and nonconsumptive viewer comparisons

Although there were only three out of 14 barriers identified with differences between consumptive and nonconsumptive viewers (lack of free time, having few people who support wildlife viewing activities, and having few people to participate in wildlife viewing with), the overall pattern in these differences were the same; nonconsumptive viewers were more likely to feel that these barriers did not limit their participation in wildlife viewing at all. We did not find any differences in the extent to which consumptive and nonconsumptive viewers experienced accessibility challenges while participating in wildlife viewing.

Relationships with FWC

Finally, we explored Florida wildlife viewers’ familiarity, perceptions, experiences, trust, and financial contributions of FWC.

Familiarity with FWC

Well over half of wildlife viewers were *slightly, moderately* or *extremely familiar* with FWC as a whole and over two-thirds of survey respondents had seen the FWC logo. However, over 40% of wildlife viewers were *not at all familiar* with FWC staff. The majority of survey respondents in Florida, regardless of whether they were classified as consumptive or nonconsumptive viewers, reported that they felt the state agency's level of prioritization of programs and services for wildlife viewing was *about right*; still, over a quarter of respondents felt it was *too low* or *far too low*. Still, survey respondents generally indicated moderate levels of trust in FWC as an agency and in FWC staff. Similarly on various facets of trust (capability, benevolence, and integrity), wildlife viewers also scored FWC moderately on average.

Experience with FWC programs and services

Nearly half of survey respondents had not used or engaged in any FWC programs and services in the last five years. Of the respondents who had utilized at least one program or service from FWC in the past five years, they most commonly reported utilizing information provided by FWC, including information about wildlife in the state and information about wildlife viewing opportunities in the state. The least used FWC programs were conservation law enforcement and wildlife festivals/viewing competitions.

Financial contributions to FWC

Over one-third of wildlife viewers in Florida had not made any purchases or contributions in the past five years. In general, more wildlife viewers had contributed via nonvoluntary mechanisms (e.g., fees, licenses, and required habitat or conservation stamps) than voluntary mechanisms (e.g., donations, products, and voluntarily purchased habitat or conservation stamps) in the past five years. FWC fishing licenses were the most commonly purchased item. We also examined the likelihood of wildlife viewers to contribute via voluntary and nonvoluntary funding mechanisms. Over half of survey respondents in Florida indicated that they were *moderately, very, or extremely likely* to purchase a fishing license or a FWC lands access pass, permit, or entrance fee in the next five years. This list included items which are currently not available from FWC and over half of wildlife viewers indicated that they were *moderately, very, or extremely likely* to purchase a lottery ticket for which the proceeds go to habitat conservation in the next five years, if they had the opportunity to do so. Additionally, we found that over one-third of wildlife viewers were *very or extremely likely* to increase their contributions to FWC if they knew their funds would be used for the conservation of rare and vulnerable species or to support conservation of the types of wildlife they like to view.

Viewing support preferences

To better support wildlife viewers' participation, the most respondents reported that FWC can provide viewers with more information about where to go to see wildlife and more information about wildlife in Florida. Finally, we found that the most preferred channels of state agency communication for wildlife viewers in Florida were printed materials (such as brochures and maps), email updates or e-newsletters, and the FWC website.

Consumptive and nonconsumptive viewer comparisons

Broadly, we found that consumptive and nonconsumptive viewers have very different perceptions of and experiences with FWC. Overall, consumptive viewers were considerably more familiar with and had stronger relationships with FWC, in terms of utilization of FWC programs, past and future contributions to FWC, and interest in receiving wildlife viewing support from FWC.

In contrast, nonconsumptive viewers were far less familiar with all aspects of FWC. For example, nonconsumptive viewers were more likely to be *not at all familiar* with state agency lands, programs, staff, and mission than consumptive viewers. Indeed, over half of nonconsumptive viewers were *not at all familiar* with FWC staff.

In addition, over 80% of consumptive viewers reported having seen the FWC logo before, in comparison to just less than 60% of nonconsumptive viewers. However, although we did find some statistically significant differences in our measures of trust in FWC between consumptive and nonconsumptive viewers, these differences are not necessarily relevant for management. Importantly, both consumptive and nonconsumptive viewers have similar, moderate levels of trust in the state agency.

The most sweeping differences between consumptive and nonconsumptive viewers were in their experiences with FWC programs or financial contributions to FWC. Well over half of nonconsumptive viewers had not participated in or used any FWC programs and services in the last five years, in comparison to just over one-third of consumptive viewers. More consumptive viewers had participated in all listed programs and services except for programs or presentations for groups or clubs. In addition, for past purchases and contributions, more consumptive viewers had purchased or contributed via all nonvoluntary and voluntary funding mechanisms. Furthermore, for all nonvoluntary and voluntary funding mechanisms, at least one-third of nonconsumptive viewers reported being *not at all likely* to make any purchases or

contributions in the next five years. In addition, more nonconsumptive viewers were *not at all likely* to increase their financial contribution to FWC, given any possible alternative use of their funds.

We also found that, in general, more consumptive viewers were interested in receiving further support from FWC for their wildlife viewing activities. Finally, consumptive viewers were more interested in receiving information via the FWC website or social media, whereas the most nonconsumptive viewers were interested in receiving information via printed materials or email updates.

Conclusions

The results of The Wildlife Viewer Survey for Florida provide a profile of wildlife viewers which can be utilized by FWC to overcome barriers to broader relevance, public engagement, and support (AFWA & WMI, 2019). Our profile includes what they like to participate in, how they view and trust state agencies, what services and programs they wish agencies provided, how they most like to support conservation through action and/or funding, and more.

As FWC aims to better engage wildlife viewers in Florida, we recommend three general needs to establish a lasting and equitable relationship: 1) provide wildlife viewing information and access, 2) promote around-the-home viewing opportunities, and 3) develop social support networks for wildlife viewers. As a part of this engagement process, we identify a need for FWC to focus efforts on wildlife viewers who do not hunt or fish through the provision of services that specifically serve them, including support for around-the-home viewing, birding, and information on wildlife viewing tailored for beginners, is an important next step in developing relationships with this currently underserved group. These efforts will additionally serve the established constituency of hunters and anglers that also view wildlife. Finally, we recommend the development of wildlife viewer-specific funding mechanisms, with an emphasis on establishing funding relationships with wildlife viewers who do not hunt or fish.

The following report details the methodology, findings, and conclusions from analysis of data from the Wildlife Viewer Survey for Florida. Accompanying Appendices contain the survey instrument and supplemental results tables.

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BACKGROUND

Introduction

Across the United States, state fish and wildlife agencies (hereafter, state agencies) are key players in the conservation of wildlife and their habitats (AFWA, 2017). State agencies have legal authority and responsibility to steward wildlife resources as a public trust, in the interest of all current and future members of the public (Organ et al., 2012). To that end, the 50 state agencies manage public lands and waterways, provide technical support for conservation on private lands, conduct wildlife research and monitoring, and govern wildlife harvests and wildlife-associated recreation, among other activities (AFWA, 2017; Organ et al., 2012). Since their inception, the work of many state agencies has been largely funded through the sale of hunting and fishing licenses, boating and shooting permits, and taxes on recreation equipment under a user-pay user-benefit model (Organ et al., 2012). However, a shifting user-base and cultural conditions call for re-examining and possibly revising this model. In particular, declines or stagnation in hunting and angling among an increasingly urbanized population have made it clear that the sustainability of state agencies and their contributions to wildlife conservation is contingent on expanding and diversifying the financial and political support provided by the public (U.S. DOI et al., 2016; AFWA & WMI, 2019). Specifically, agencies face the challenge of maintaining their current supporters while increasing their relevance to and engagement with new and broader constituencies (AFWA & WMI, 2019). These broader constituencies include people in diverse demographic, social, and geographic groups. In addition, this includes recreationists who are invested in wildlife and the outdoors, but may have values, interests, and behaviors that differ from those of the hunting and angling communities that have traditionally been the target audience for agencies (AFWA & WMI, 2019). Central among these nontraditional recreation groups are people who participate in wildlife viewing, one of the fastest growing outdoor recreation activities in the United States (U.S. DOI et al., 2016).

Wildlife Viewers

Wildlife viewing is a broad category of wildlife-associated recreation that includes intentionally observing, photographing, or feeding wildlife, improving or maintaining wildlife habitats, and visiting parks and natural areas for the primary purpose of wildlife viewing (U.S. DOI et al., 2016). As of 2016, over a third of U.S. adults participate in various forms of wildlife viewing, including 14.3 million additional wildlife viewers reported since 2011 (U.S. DOI et al., 2016). From 2011 to 2016, the number of U.S. adults participating in wildlife viewing increased by 14.3 million, or an increase in participation to over one-third of the adult population. Viewers spend nearly \$76 billion on their viewing activities annually, including \$170 million in access fees for public lands (U.S. DOI et al., 2016). Specifically, in Florida, the 2011 National Survey of Hunting,

Fishing, and Wildlife-Associated Recreation (hereafter, National Survey of Wildlife Recreation) estimated 4,308,000 wildlife-watching participants in Florida, approximately one in four of state residents. Between 2001 and 2011, in-state wildlife-watching expenditures grew by 52% (U.S. DOI et al., 2011). In 2011, across the U.S. South, Florida ranked first in wildlife-watching expenditures and also generated the most employment from wildlife-watching expenditures (Poudel et al., 2017).

Birdwatchers and other viewers also directly contribute funds to wildlife and habitat conservation (Fulton et al., 2017). A study in New York State found that people who bird (including those who both hunt and bird) are more likely than non-recreationists and hunters to donate to conservation (Cooper et al., 2015). They are also more likely to participate in pro-environmental behaviors such as conducting habitat enhancement, joining environmental groups, and supporting conservation policy (Cooper et al., 2015). Similar patterns have been seen in Virginia, where recreationists who identify as birders or other viewers (alone or in addition to identifying as hunters and anglers) engage in a range of conservation activities more often than those who only hunt or fish (Grooms et al., 2020). Additionally, wildlife viewing is a means of connecting people to nature and garnering general support for wildlife conservation (Kellert et al., 2017). Wildlife viewers are thus a critical constituency for state fish and wildlife agencies, especially given stable or declining rates of participation in hunting and angling over the past decade (U.S. DOI et al., 2016) and the ongoing need to generate broader support for agency efforts. However, viewers' direct support of wildlife agencies is currently limited. In part, this limited support is due to a lack of dedicated funding streams for wildlife viewers that would parallel the licenses, permits, and excise taxes that connect hunters and anglers to state agencies (Organ et al., 2012). Limited financial support from viewers may also be due to their perceptions that agencies serve them less than hunters and anglers (Grooms et al., 2019). Additionally, birders and other viewers tend to have lower levels of trust in state and federal agencies, relative to other entities (Fulton et al., 2017) and in comparison with hunters and anglers (Grooms et al., 2020).

While wildlife viewers undoubtedly benefit from the work of state agencies through activities such as habitat management and research, as well as established wildlife viewing programs that serve viewers directly, agency relationships with this emerging constituency are still relatively new in some states. The Fish and Wildlife Relevancy Roadmap (hereafter, Relevancy Roadmap) developed by the Association of Fish and Wildlife Agencies (AFWA) and Wildlife Management Institute (WMI) in 2019 identified limited capacity to understand and plan for engagement with new groups as key barriers in the ability of agencies to broaden their public support and serve diverse constituencies (AFWA & WMI 2019). The Relevancy Roadmap articulates a need for "increase[d] acquisition and application of social science information" to address these barriers

with “science that is as robust and comprehensive as the ecological information relied upon in the past” (AFWA & WMI, 2019, p. 11). Indeed, important insights about wildlife viewer behaviors and their relationships with agencies have emerged from social science surveys at both state (e.g., Cooper et al., 2015; Grooms et al., 2020) and national levels (e.g., Fulton et al., 2017; NAWMP, 2021; U.S. DOI et al., 2016). (For a review of the current literature on wildlife viewing, see Sinkular et al., 2021) Nonetheless, key knowledge gaps remain about the activities, experiences, perceptions, needs, and preferences of wildlife viewers across the country—critical information for agencies to become more inclusive of and relevant to wildlife viewers, fulfill their missions and public trust directives, and sustainably advance fish and wildlife conservation for generations to come.

Project Background

A 2021 Multistate Conservation Grant Program (MSCGP) grant was awarded to the Association of Fish and Wildlife Agencies’ (AFWA) Education, Outreach & Diversity (EOD) Committee - Wildlife Viewing and Nature Tourism (WVNT) Working Group and Virginia Tech to address barriers to the relevancy and inclusivity of state agencies for wildlife viewers. The project included a synthesis of current literature on the behaviors, interests, experiences, and preferences of wildlife viewers (Sinkular et al., 2021); a national-scale web-based survey ($n = 4,030$) that built upon previous research to deepen understanding of wildlife viewers across all four AFWA regions (West, Midwest, Northeast, and Southeast); and recommendations for improved engagement between state agencies and wildlife viewers, co-produced by the research team and staff from state agencies across the country. State agencies were offered the opportunity to opt in to additional survey data collection and analysis within their state in addition to the regional-level survey data and analysis. State-level sampling provided states with the unique opportunity to have results specific to the wildlife viewing constituencies in their state.

A six-member Executive Committee and a 16-member Steering Committee were established to guide implementation of the project by the Virginia Tech team. The Executive Committee, which included the Chair of the WVNT Working Group and other MSCGP proposal co-authors from five state agencies, provided big-picture, strategic guidance for the project and was also responsible for final decisions on a number of fine-scale details in survey design and administration. The Steering Committee, which included human dimensions, wildlife viewing, and nongame wildlife staff from 11 additional state agencies, participated in routine project meetings, liaised with others in their agencies related to the project, and provided feedback to ensure that the survey would be relevant to wildlife viewers and produce data that meet the needs of state agencies. Each of the states that participated in the state-level surveys

participated in the Steering Committee. In doing so, they provided feedback on the design of the survey instrument and the state sampling approach.

About this Report

This report presents analysis of data from the Wildlife Viewer Survey (hereafter, Survey) for the state of Florida and concludes with evidence-based communications and engagement strategies that the Florida Fish and Wildlife Conservation Commission (hereafter, FWC) can implement to increase their relevance to wildlife viewers and the participation of wildlife viewers in activities that support agencies' conservation goals. The results and conclusions contained in this report contribute to the implementation of multiple strategies of the Relevancy Roadmap by identifying opportunities to enhance the relevancy of state fish and wildlife agencies to wildlife viewers, particularly those who are not already engaged in hunting and angling, avenues for building partnerships with viewers to support implementation of state conservation plans, and potential strategies for engaging viewers in conservation funding mechanisms (AFWA & WMI, 2019).

METHODS

Survey Instrument

Building upon other national and state-specific survey efforts of wildlife recreationists, and based on input from the Steering Committee and state agency representatives, we first developed the regional survey instrument, which consisted of 117 closed-ended questions about wildlife viewers' recreation and conservation behaviors and relationships with their state wildlife agencies. Initially, the state survey was administered to 125 respondents in the state.

After completing the regional survey, we adapted it for the state of Florida through the addition of survey items about familiarity with FWC, as well as the removal of survey options which were not applicable to the state for survey items about past behavior (see Appendix A for full survey instrument). For all questions which directly relate to the role of the state wildlife agency, FWC was directly named.

Survey questions covered wildlife viewers':

- Duration, location, and frequency of participation in wildlife viewing
- Participation in other forms of outdoor recreation
- Level of specialization as a wildlife viewer
- Travel- and equipment-related expenditures for wildlife viewing
- Barriers to and social support for participating in wildlife viewing
- Likelihood of participating in conservation behaviors
- Pattern of participation in wildlife viewing during the COVID-19 pandemic
- Familiarity with, perceptions of, and trust in the state agency
- Experience with agency programs and services
- Past financial contributions to state wildlife agencies
- Likelihood to support agencies financially and through conservation behaviors in the future
- Preferred forms of viewing support and communications from the state agency
- Demographic characteristics

To aid in respondent recall, survey questions about behaviors are usually asked with reference to a distinct period of time (e.g., the past year) (Vaske, 2019, Chapter 4). Due to the impact of the COVID-19 pandemic during the survey administration period and the desire to provide state agencies with information from a less unusual time, we instead asked respondents to reflect on "a typical year," which we defined in the survey instrument as "a recent year (within the last ~5 years) that was not impacted by unusual circumstances like the COVID-19 pandemic."

Survey Sampling and Administration

State-level surveys were administered entirely online from October 29-December 15, 2021. All potential survey respondents were identified and recruited through a survey panel administered by Qualtrics, and participants completed the online survey through the Qualtrics platform. When conducted with appropriate methodological decisions, panel surveys have shown to be a valuable tool for conducting online social science research (Wardropper et al., 2021). Panel surveys are a form of internet surveys that consist of sampling respondents from an online group, or panel, and usually provide a small compensation. Attention checks, or quality assurance items (Czeisler et al., 2020), and time limits based on a fraction of the median completion time from pilot samples (Miller et al., 2020), are two tools utilized to increase the quality of response gathered in panel research.

The survey was administered to separate samples in 15 states, with a goal of 1,000 respondents from each state, although Qualtrics provided lower estimates of respondents for several states, the lowest of which being Idaho, with a goal of only 500 respondents (Figure 1).

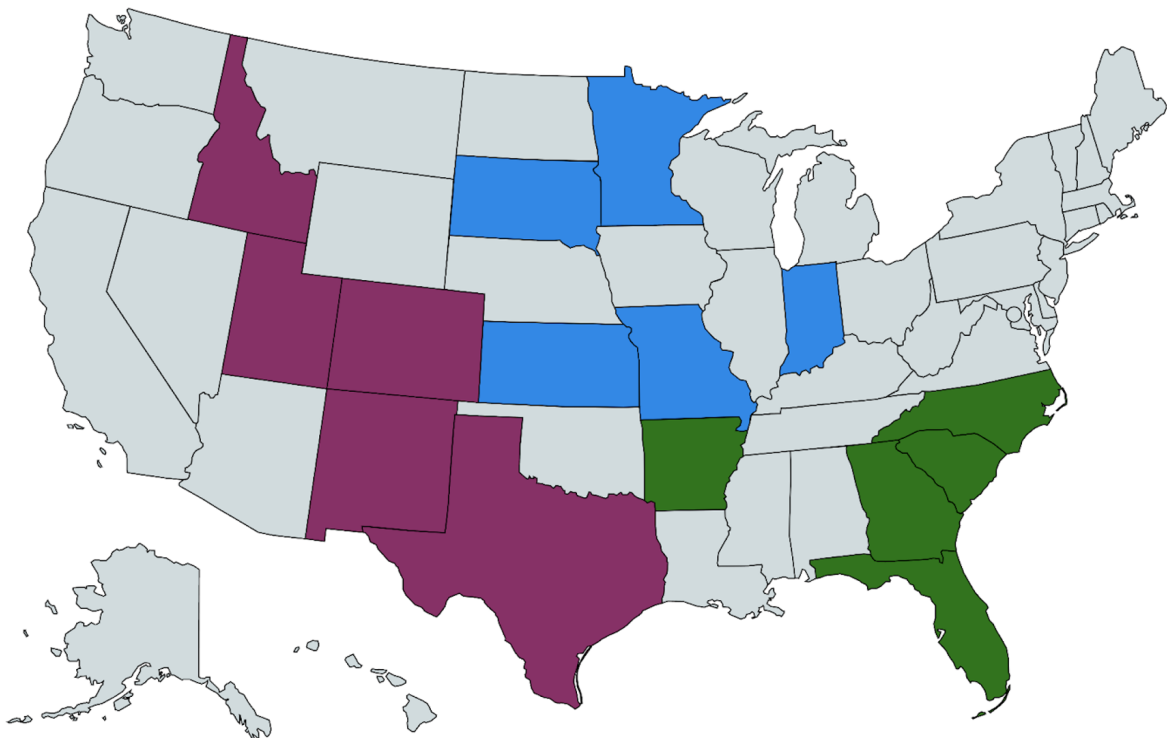


Figure 1: Map of state-level sampling

Map of the United States showing the 15 states that participated in state-level sampling for the Wildlife Viewer Survey. Participating states are colored according to their AFWA region assigned in the regional Wildlife Viewer Survey report (Sinkular et al., 2022).

Eligibility

Respondents were asked to indicate consent to participate in the study at the very beginning of the online survey instrument. Initial survey questions then screened for participant eligibility to participate in the study based on their 1) involvement in wildlife viewing; 2) state of residence; and 3) demographic characteristics such as age, gender, and education level.

Only individuals who had participated in some form of wildlife viewing in the past five years were able to complete the survey. This study did not examine traits of non-wildlife viewers. The survey provided a definition of both “wildlife” and “wildlife viewing” to ensure the inclusion of a broad range of people who participate in various forms of wildlife viewing and the exclusion of those who only observe wildlife incidentally during other outdoor activities. The following definitions were adapted from the 2016 National Survey of Wildlife Recreation (U.S. DOI et al., 2016):

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.

Participant eligibility was also determined by three broad demographic quotas set to ensure a representative sample of wildlife viewers, while also ensuring we would be able to meet targets for the number of respondents. In our state-level surveys, we set quotas for respondent gender, age, and education based on national-level results of the National Survey of Wildlife Recreation, with some changes to accommodate for lower sample sizes (U.S. DOI et al., 2016). First, we required that each state sample consist of no more than 74% male or 51% female. For the age quota, we defined three broad categories by combining the smaller categories used in the National Survey of Wildlife Recreation (U.S. DOI et al., 2016). We required that no more than 28% and no less than 17% of respondents be between 18 and 34 years old, no more than 41% be between 35 and 54 years old, and no more than 56% be 55 years old or older. Unlike the National Survey of Wildlife Recreation, we did not survey individuals under 18 years of age. Finally, while the National Survey of Wildlife Recreation classified respondent educational

attainment in terms of the number of years of education (e.g., “11 years or less”, “12 years”, and “1 to 3 years of college”), we set quotas based on degree attainment, consistent with Qualtrics’ standard survey methodology for panels, as well as other surveys of wildlife viewers (NAWMP, 2021). For state reports, we required that no more than 48% of respondents have completed a bachelor’s or graduate degree.

Data Quality

We implemented a number of measures to maximize the quality of the data generated through the Qualtrics panel, including attention checks and a minimum completion time (following best practices for using survey panels, as described in Wardropper et al., 2021). The survey instrument contained two different kinds of attention checks. First, there were five sets of statements in the survey that were worded as opposites of each other (e.g., “Wildlife viewing has a central role in my life” and “Wildlife viewing is not an important part of my life”). Inconsistent responses to these statements indicated that a respondent may be taking the survey without being thoughtful. For the second kind of attention check, we identified combinations of responses that suggested the respondent was providing bad data (e.g., if a respondent indicated that they participate in “photographing or taking pictures of wildlife” in one question and in a later question responded that they are “not interested in observing, photographing, or feeding wildlife”). Respondents who failed any two attention checks in the survey were eliminated from the final sample (see Appendix B for a full list of attention checks). Finally, we also established a minimum survey completion time in order to remove respondents from the sample that completed the survey so quickly that their responses were unlikely to have been genuine. The minimum completion time was set at 6.35 minutes (or 381 seconds), which was the longest survey duration for the fastest quintile of the 101 respondents in the Qualtrics pilot test of the regional survey.

Data Analysis

In this report, we generally present response frequencies for each survey question from wildlife viewers across the entire state, referred to throughout the report as the “statewide sample”, as well as separate response frequencies for “consumptive” and “nonconsumptive” wildlife viewers. Theoretical and applied frameworks both characterize wildlife recreation activities and recreationists by so-called “consumptive” and “nonconsumptive” definitions, based on their use of and impact on wildlife (Vaske & Roemer, 2013; Tremblay, 2001). Within this definition, consumptive activities, such as hunting, fishing, and trapping, generally result in the harvest or catching of species from their habitat, while nonconsumptive activities, such as hiking, birdwatching, and other forms of wildlife viewing, do not (Duffus & Deardon, 1990). We recognize the assignment of recreational activities into these categories is not clear-cut, as

activities traditionally deemed nonconsumptive can also result in substantial negative impacts on wildlife, including mortality (Green & Higginbottom, 2000). Still, we compare consumptive and nonconsumptive viewers' responses throughout the report because of the focus of this project on expanding relevancy to a broader constituency for state agencies. Consumptive wildlife viewers were defined as those who participated in either (or both) hunting and angling as additional forms of outdoor recreation during the past five years. Nonconsumptive wildlife viewers were those without this experience. It is important to note that, due to missing data within the question for which the consumptive and nonconsumptive wildlife viewers were defined, the sample size for the statewide sample and the consumptive-nonconsumptive sample are different: 1,013 respondents for the statewide sample and 1,010 respondents for the consumptive/nonconsumptive sample. This difference is visually represented in most figures with hatching on the statewide sample bars or noted in figure captions. We used the Statistical Package for Social Science (SPSS) to produce descriptive statistics for survey questions and to conduct inferential statistical tests (i.e., t-test, chi-square, or ANOVA) to explore differences across consumptive and nonconsumptive wildlife viewers. Results from these tests are described in the Results section and also included in Appendix C.

RESULTS

Survey response

The Survey for the state of Florida was initiated by 1,365 panel participants and completed by 1,013 wildlife viewers. A total of 352 potential participants were considered ineligible because they did not complete the survey, did not consent to participate in the study, were under 18 years of age, had not participated in any of the included forms of wildlife viewing in the past five years, failed two attention checks, or completed the survey too quickly. The three demographic quotas that were set (see Methods) were achieved.

Out of 1,013 wildlife viewers, 49% of our sample could be classified as consumptive viewers, meaning that, in addition to wildlife viewing, they reported participating in hunting or fishing in the past five years. Specifically, 36% of wildlife viewers in Florida also fish, 3.1% also hunt, and 10% also hunt and fish. So, 51% of our sample were classified as nonconsumptive viewers, meaning that they did not report participation in hunting or fishing in the past five years.

Survey Quota: Age

We asked respondents to indicate their birth year, with options ranging from 1920 to “After 2003” (i.e., most recent age eligible). Respondents who indicated they were born in 2003 were then asked a follow-up question, “Are you 18 years of age?”, in order to account for those who had not yet turned 18 at the time of survey completion.

The reported ages of all respondents in Florida ranged from 18 to 91 (Mean [M] = 49, Standard Deviation [SD] = 18). Consistent with our established quota, 25% of respondents were between the ages of 18-34, 35% were between the ages of 35-54, and 40% of respondents were over the age of 55. A t-test indicated that the mean age of consumptive wildlife viewers ($M = 45$, $SD = 16$) was significantly lower than the mean age of nonconsumptive wildlife viewers ($M = 53$, $SD = 18$; $t = 7.65$, $df = 1003$, $p < .001$; Table 1; Figure 2).

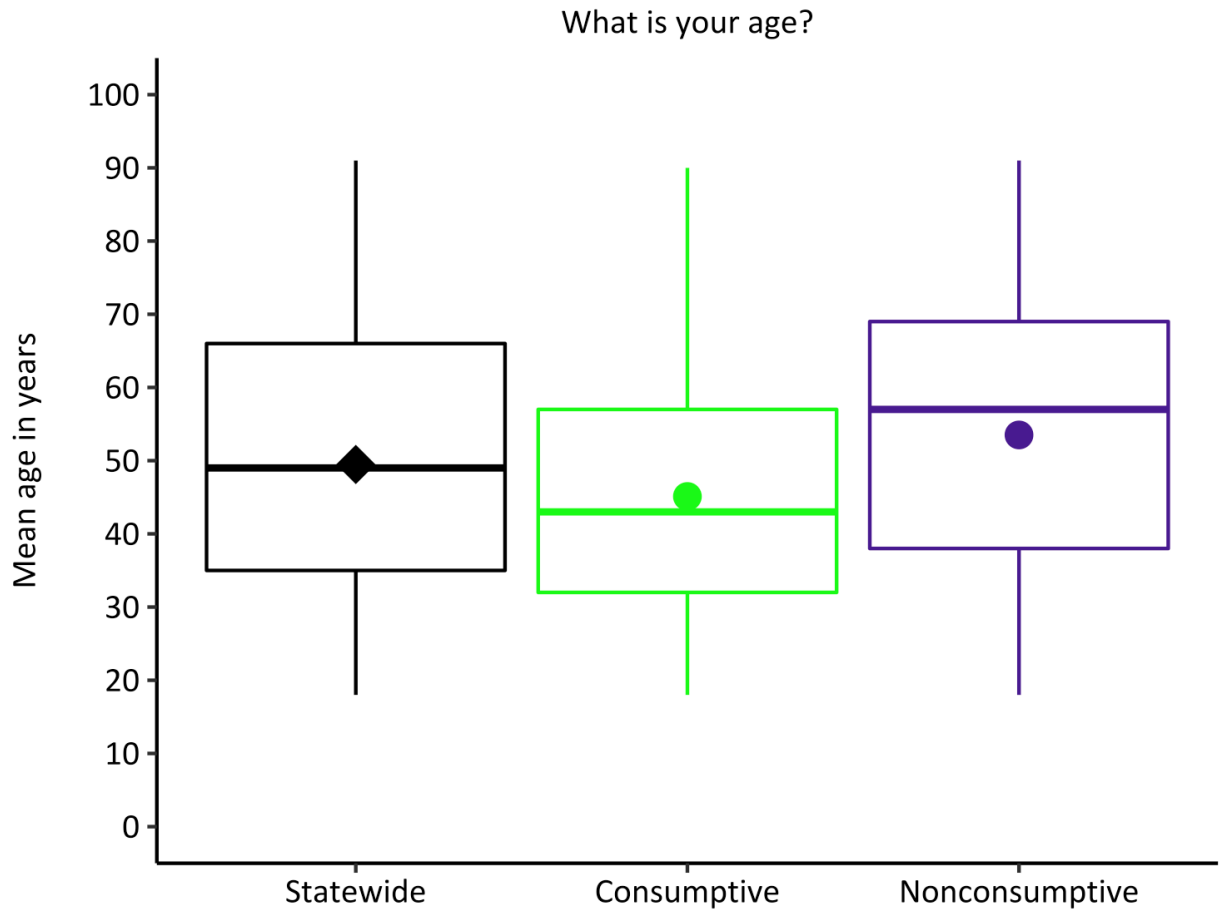


Figure 2: Mean respondent age

Boxplots (median and interquartile ranges within the boxes) showing the differences in the age of wildlife viewers in Florida across the state (statewide) and for consumptive and nonconsumptive viewers. Points represent the mean age (diamond for statewide group, circles for consumptive-nonconsumptive group) and whiskers represent the minimum and maximum values for the dataset. A t-test indicated that the mean age of consumptive wildlife viewers was significantly lower than the mean age of nonconsumptive wildlife viewers (Table 1).

Survey Quota: Gender

We provided respondents with five gender-inclusive response options, as suggested by Speil et al. (2019). These options included “man,” “woman,” “non-binary,” “prefer to not disclose,” and “prefer to self-describe” accompanied by an open textbox. As described in the Methods, a quota was set only for two gender options (man and woman); other genders were not calculated in the gender quotas but were included in the sample of respondents.

Consistent with the quota, 53% of respondents were men and 46% of respondents were women (Figure 3). Only a very small percentage of respondents (1.28%) selected other

response options; 0.9% were non-binary and 0.3% preferred to self-describe their gender using terms such as “Transgender MTF.” Due to low sample size, non-binary and self-describing respondents, as well as any that preferred not to disclose their gender identity ($n = 1$) were not included in the following gender identity analysis of consumptive and nonconsumptive wildlife viewers. A chi-square test indicated a statistically significant difference in the binary gender identity of consumptive and nonconsumptive wildlife viewers ($\chi^2 = 8.31, df = 2, p = .004$; Table 2; Figure 3), with more consumptive wildlife viewers identifying as men (59%) and more nonconsumptive wildlife viewers identifying as women (51%).

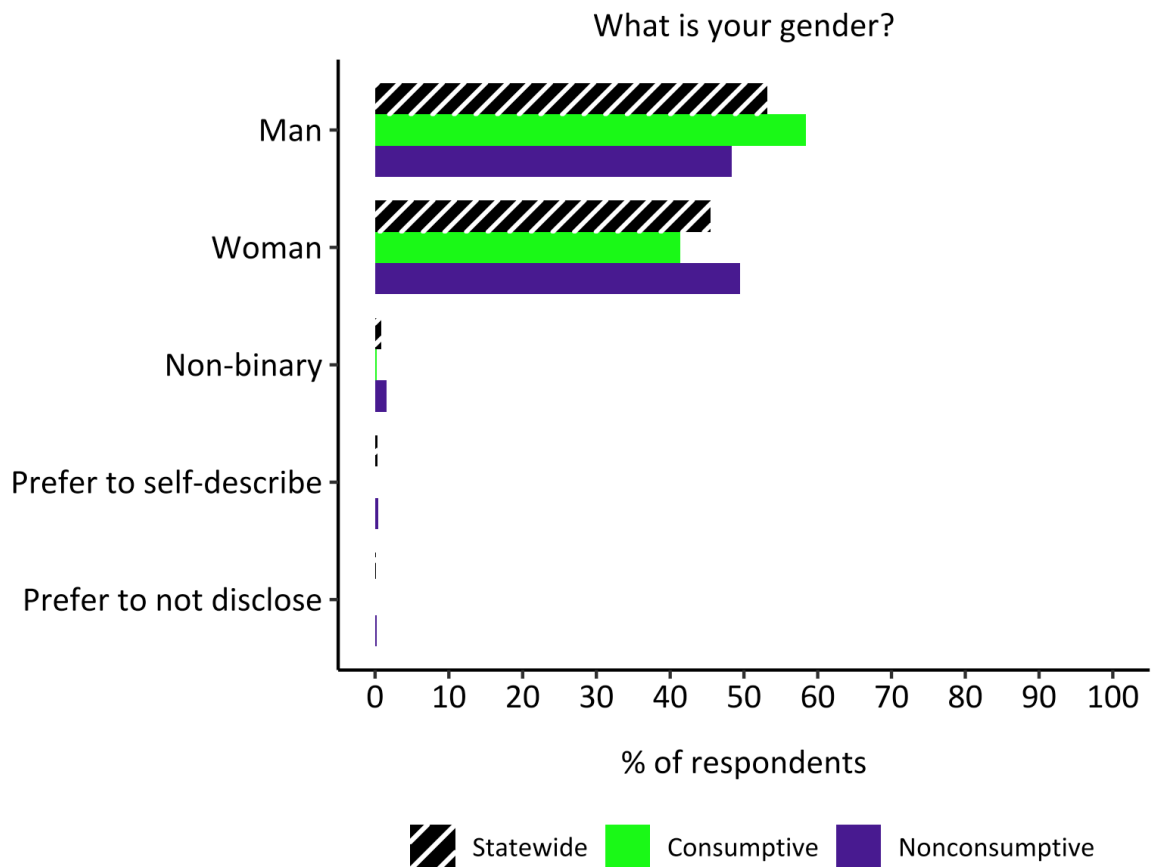


Figure 3: Respondent gender identity

Gender identity of wildlife viewers in Florida for statewide and consumptive-nonconsumptive groups. A chi-square test indicated a statistically significant difference in the binary gender identity of consumptive and nonconsumptive wildlife viewers (Table 2). Note that quotas were set for this survey question.

Survey Quota: Education

Although the quota included three categories for educational attainment, we included five response options in order to gain more specific information from respondents. We then collapsed these categories for the calculation of the quota. Consistent with the quota, less than

20% of respondents had attained 4 or more years of higher education; 12% of respondents held a bachelor’s degree, and 6.9% of respondents held advanced degrees (e.g., professional, master’s, or doctoral degrees). Results showed that 33% of respondents had received a high school diploma, equivalent, or less education. In addition, 31% of respondents had completed some college, and 17% had achieved an associate or technical degree. A chi-square test indicated no statistically significant differences in the education level of consumptive and nonconsumptive wildlife viewers for the five levels ($\chi^2 = 7.91, df = 4, p = .10$; Table 3; Figure 4).

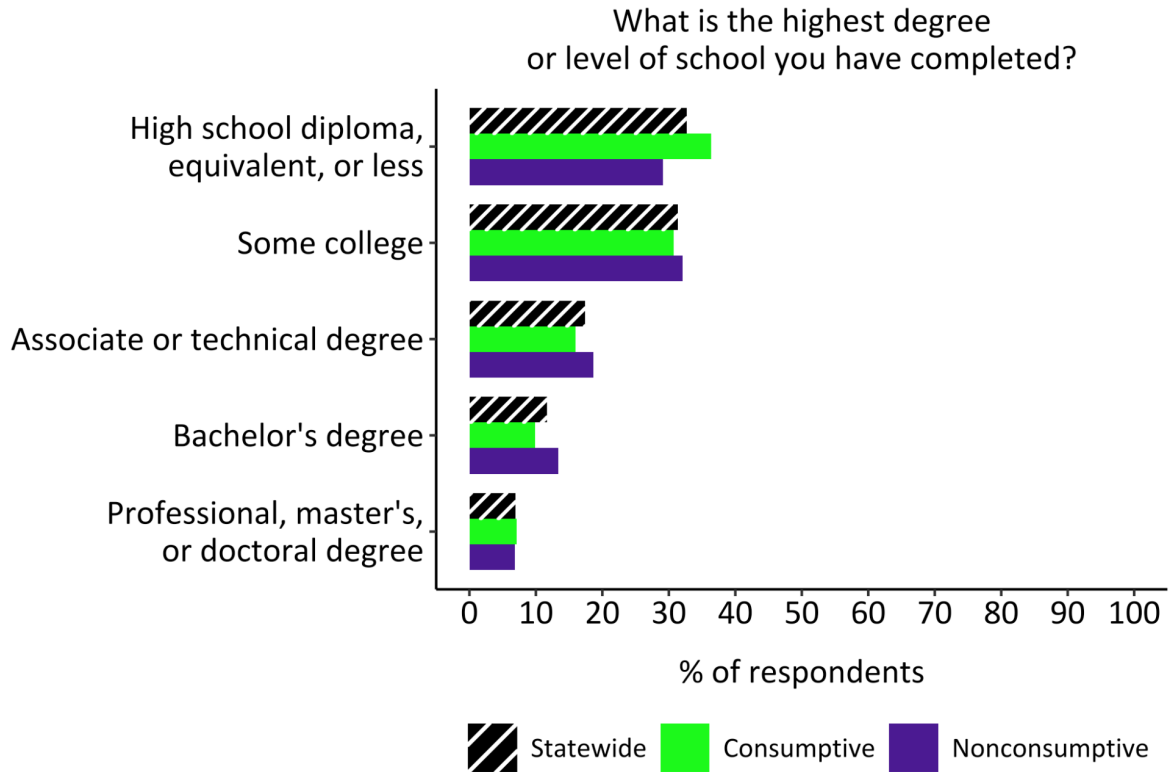


Figure 4: Respondent educational attainment

The highest level of education completed by wildlife viewers in Florida for statewide and consumptive-nonconsumptive groups. A chi-square test indicated no statistically significant differences in the education level of consumptive and nonconsumptive wildlife viewers (Table 3).

Demographics

Race and ethnicity

We provided respondents with a list of eight race or ethnicity options and asked them to select all categories that applied to them. These options were consistent with recommendations from the United States Census Bureau, which suggests asking a single question that includes race and ethnicity, rather than a question about race and another about ethnicity, in order to ease

respondent burden (Matthews et al., 2015). No quota was set for race and ethnicity, and our findings of wildlife viewers skewing toward White were consistent with literature (Rutter et al., 2021; U.S. DOI et al., 2016).

While the statewide sample was primarily “White” (77%), respondents also identified as Black or African American (12%), Hispanic, Latino, or Spanish (9.3%), American Indian or Alaska Native (3.2%), (hereafter, “Native American”), and Asian (2.2%). Less than 1% of respondents identified as either “Middle Eastern or North African” or “Native Hawaiian or other Pacific Islander.” Only 1.3% identified as “some other race or ethnicity.” In addition, 5.8% of respondents identified with more than one race or ethnicity, which we refer to as “multiracial.” Due to low sample size, analysis of ethnoracial identity for consumptive and nonconsumptive viewers was collapsed into two groups: White-only and Black, Indigenous, and people of color (hereafter, BIPOC). The BIPOC group includes all other ethnoracial identities, including individuals who identified as White and one other race or ethnicity. A chi-square test indicated no statistically significant difference in the ethnoracial identities of consumptive and nonconsumptive viewers when comparing between White-only and BIPOC groups ($\chi^2 = 3.00$, $df = 1$, $p = .08$; Table 5; Figure 5).

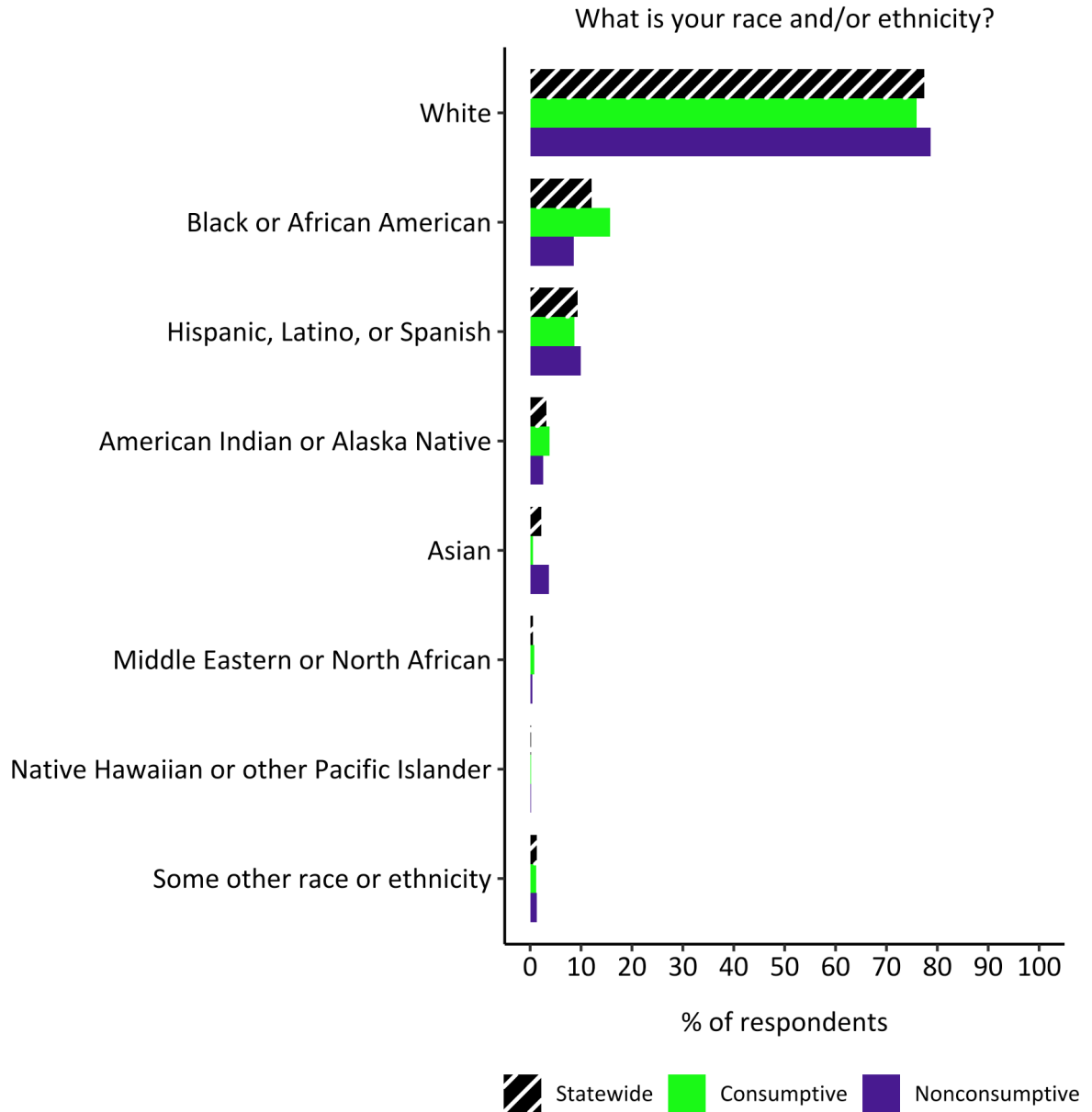


Figure 5: Respondent ethnoraacial identity

Ethnoracial identity of wildlife viewers in Florida for statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one option to reflect their ethnoraacial identity. Due to low sample size, analysis of ethnoraacial identity for consumptive and nonconsumptive viewers was collapsed into two groups: White-only and BIPOC (Black, Indigenous, and People of Color). A chi-square test indicated no statistically significant difference in the ethnoraacial identities of consumptive and nonconsumptive viewers when comparing between White-only and BIPOC groups (Table 5).

Household income

The survey asked respondents to select their total household income from six categories ranging from “Less than \$24,999” to “\$125,000 or more”, with each category increasing by \$25,000. In order to ease respondent burden, we reduced these options from the 10 categories presented in the National Survey of Wildlife Recreation, which ranged from “less than \$20,000” to “\$150,000 or more” (U.S. DOI et al., 2016). A seventh option, listed as “prefer not to answer,” was also included and was selected by 2.8% ($n = 28$) of respondents. This group of responses was excluded from the following analysis.

Over half (55%) of our respondents reported their total household income as \$49,999 or less. Nearly one-third of respondents (33%) reported a total household income of \$50,000-99,999 and 12% of survey respondents reported a total household income of \$100,000 or more. The total household income level of survey respondents was similar but somewhat lower than that of wildlife viewers from Florida in the 2011 National Survey of Wildlife Recreation (U.S. DOI et al., 2011). Only 45% of respondents who participated in wildlife viewing in Florida chose to disclose their income in the 2011 National Survey Wildlife Recreation reported a total household income of \$49,999 or less, while 19% reported an income of \$100,000 or higher (U.S. DOI et al., 2011). [2016 National Survey of Wildlife Recreation state-level data not available; 2011 National Survey of Wildlife Recreation state-level data is based on small sample size and high level of nonresponse to this survey item]. We compared the mean income level between consumptive and nonconsumptive wildlife viewers using a chi-square test. We found no statistically significant difference in the income level of consumptive and nonconsumptive wildlife viewers ($\chi^2 = 1.84$, $df = 5$, $p = .87$; Table 6; Figure 6).

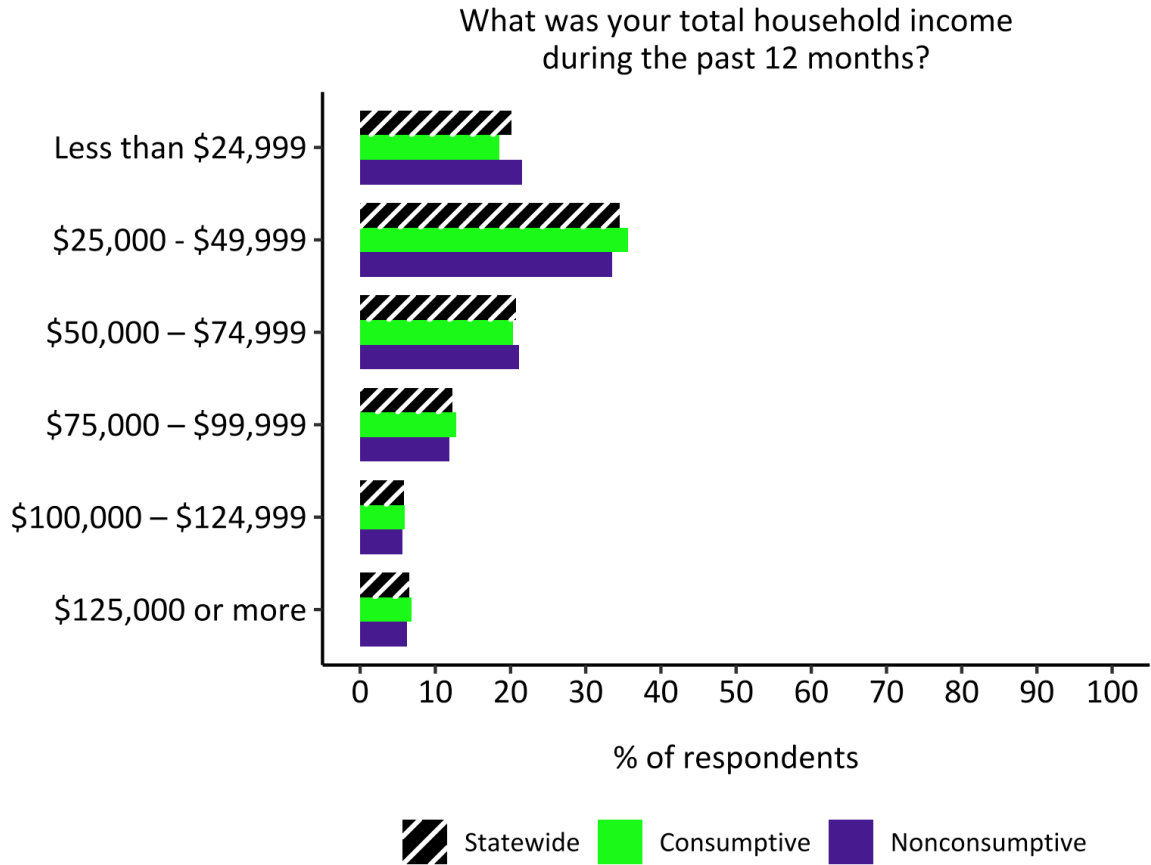


Figure 6: Respondent household income

The total household income range reported by wildlife viewers in Florida for statewide and consumptive-nonconsumptive groups. A chi-square test indicated no statistically significant difference in the income level of consumptive and nonconsumptive wildlife viewers (Table 6).

Residential location

We asked respondents to indicate the size of the area in which they currently live, with the following categories: “Rural area (less than 2,500 people),” “Small town (2,500 - 9,999 people),” “Small city (10,000 - 49,999 people),” or “Urban area (50,000 or more people).” These residential classifications are consistent with the definitions used by the U.S. Census (2010).

Our sample was more rural than that of the Floridian sample of wildlife viewers in the 2011 National Survey of Wildlife Recreation (U.S. DOI et al., 2011), in which 99% of respondents from Florida who participated in wildlife viewing lived in “Metropolitan Statistical Areas” with populations of 50,000 or more (U.S. DOI et al., 2016). In our survey, only 41% of Florida respondents self-reported living in an area with a population of 50,000 or more, but this was still the largest category in our sample (Table 7; Figure 7). A chi-square test indicated no

statistically significant differences in the residential location of consumptive and nonconsumptive wildlife viewers ($\chi^2 = 0.21$, $df = 3$, $p = .98$; Table 7; Figure 7).

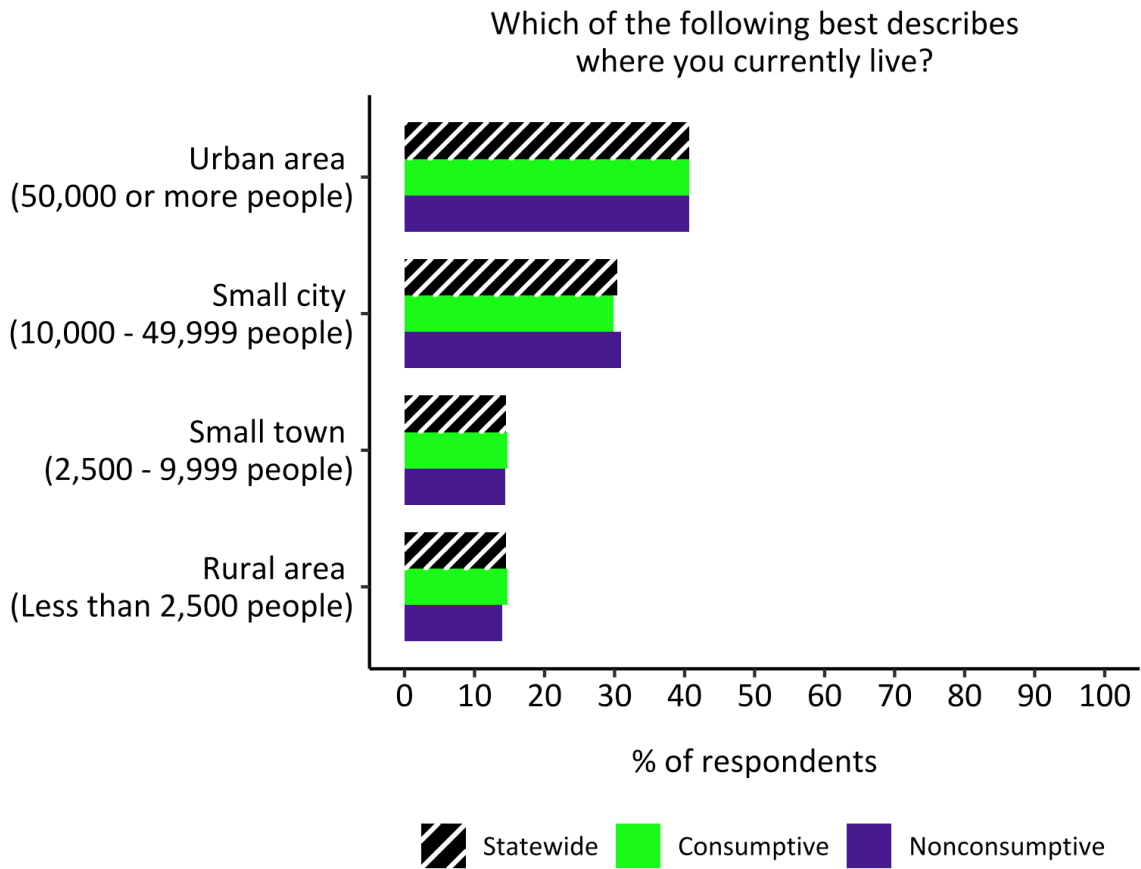


Figure 7: Respondent self-reported size of residential area

The self-reported size of the area in which wildlife viewers in Florida reside for statewide and consumptive-nonconsumptive groups. A chi-square test indicated no statistically significant differences in the residential location of consumptive and nonconsumptive wildlife viewers (Table 7).

Wildlife viewing behaviors

Forms of wildlife viewing

As described in Methods, the National Survey of Wildlife Recreation defines wildlife viewing as “closely observing, feeding, and photographing wildlife, visiting parks and natural areas around the home because of wildlife, and maintaining plantings and natural areas around the home for the benefit of wildlife” (U.S. DOI et al., 2016). Under this definition, wildlife viewing must occur as an intentional objective of the recreational activity, not incidental viewing. The survey noted: “Wildlife viewing does not include simply noticing wildlife while doing something else, such as

gardening, exercising, hunting or fishing, or intentionally scouting for game." Incidental viewing, or observing wildlife while doing other recreational activities, is not considered wildlife viewing under this definition and was thus excluded from this survey effort.

We presented respondents with a list of seven wildlife viewing activities adapted from the National Survey of Wildlife Recreation and asked them to select all activities they participate in during a typical year (i.e., a recent year (within the last five years) that was not impacted by unusual circumstances like the COVID-19 pandemic. For those who started viewing wildlife during the pandemic, we asked them to answer all questions about "a typical year" for the past year). The sum of percentages exceeds 100 because 77% of respondents selected more than one behavior. The most popular wildlife viewing behavior amongst respondents in Florida was visiting parks and natural areas to observe, photograph, or feed wildlife (58%). The second most popular wildlife viewing behavior was photographing or taking pictures of wildlife (53%) and the third most popular wildlife viewing behavior was feeding wild birds (47%).

Chi-square tests indicated statistically significant differences for all wildlife viewing activities between consumptive and nonconsumptive wildlife viewers, with the exception of maintaining plantings or natural areas for the benefit of wildlife. In comparison to nonconsumptive viewers, significantly more consumptive wildlife viewers participated in: 1) closely observing wildlife or trying to identify unfamiliar types of wildlife, 2) photographing or taking pictures of wildlife, 3) feeding wild birds, feeding other wildlife, visiting parks and natural areas to observe, photograph, or feed wildlife, and 4) taking trips or outings to any other location to observe, photograph, or feed wildlife (Figure 8; Table 8).

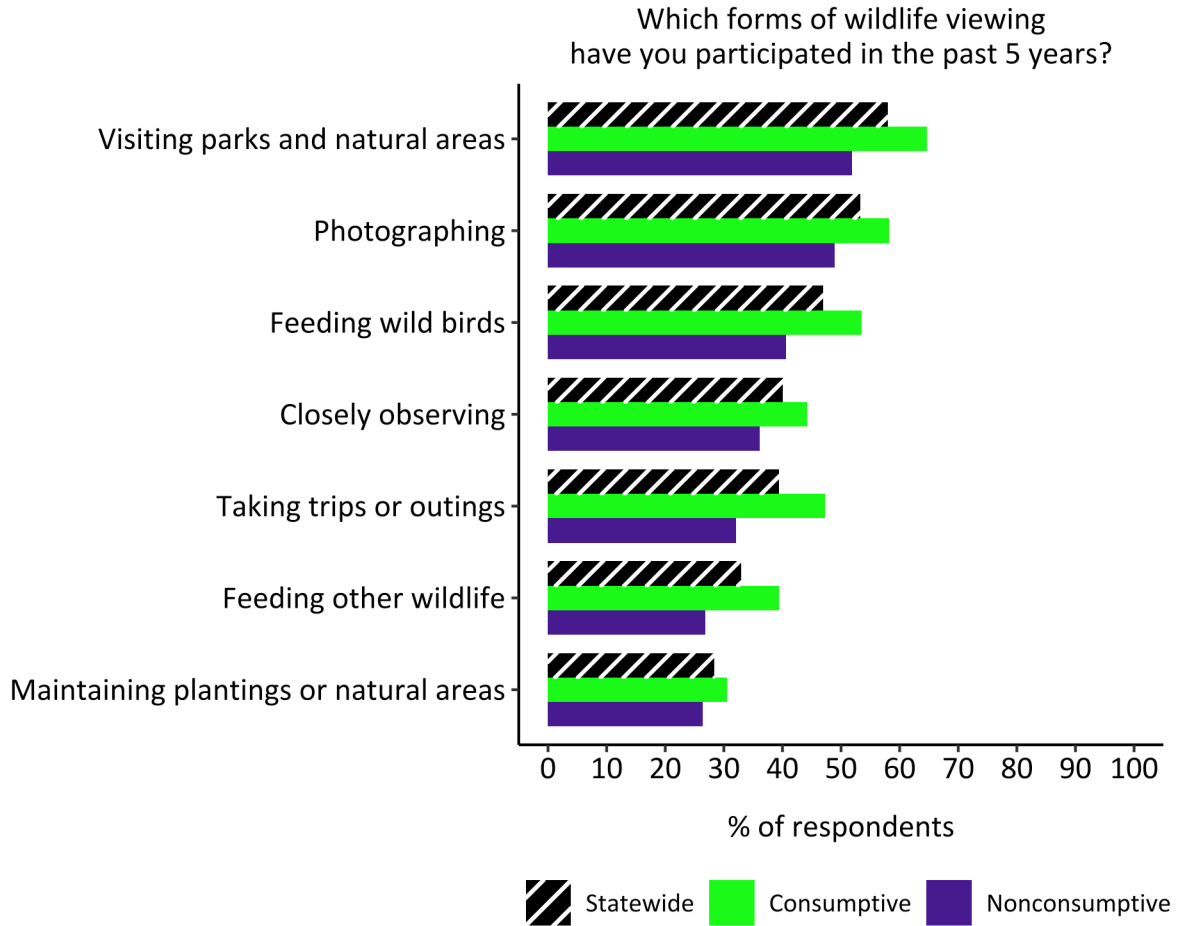


Figure 8: Forms of wildlife viewing

Forms of wildlife viewing that wildlife viewers in Florida reported participating in over the past five years for statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one option. Chi-square tests indicated statistically significant differences for all wildlife viewing activities between consumptive and nonconsumptive wildlife viewers, with the exception of maintaining plantings or natural areas for the benefit of wildlife (Table 8).

Types of wildlife

Wildlife viewers most commonly view birds, land mammals, and large mammals, including marine mammals, particularly in coastal states (Grooms et al., 2019; U.S. DOI et al., Zeppel & Muloin, 2008). Birds, land mammals, and large mammals are typically the most popular types of wildlife viewed (Grooms et al., 2019; U.S. DOI et al., 2016). We asked wildlife viewers to indicate the types of wildlife they liked to view (which included observing, photographing, or feeding). The list of eight types of wildlife to view was adapted from the Virginia Wildlife Recreation Survey (Grooms et al., 2019) and the National Survey of Wildlife Recreation (U.S. DOI et al., 2016) recreation activities.

Birds were the most popular type of wildlife viewed, with 75% of respondents statewide selecting this response option (because respondents could select more than one item, the sum of all percentages exceed 100). In addition, 64% indicated interest in viewing land mammals and 59% indicated interest in viewing marine mammals. The least popular type of wildlife, besides the mutually exclusive response option “other types of wildlife” (0.5%), was amphibians, with only 27% of respondents selecting this response option.

Chi-square tests indicated several statistically significant differences in wildlife type viewing preferences between consumptive and nonconsumptive wildlife viewers; consumptive viewers were significantly more likely to report interest in marine mammals, reptiles, fish, insects, and amphibians in comparison to nonconsumptive viewers (Table 9; Figure 9).

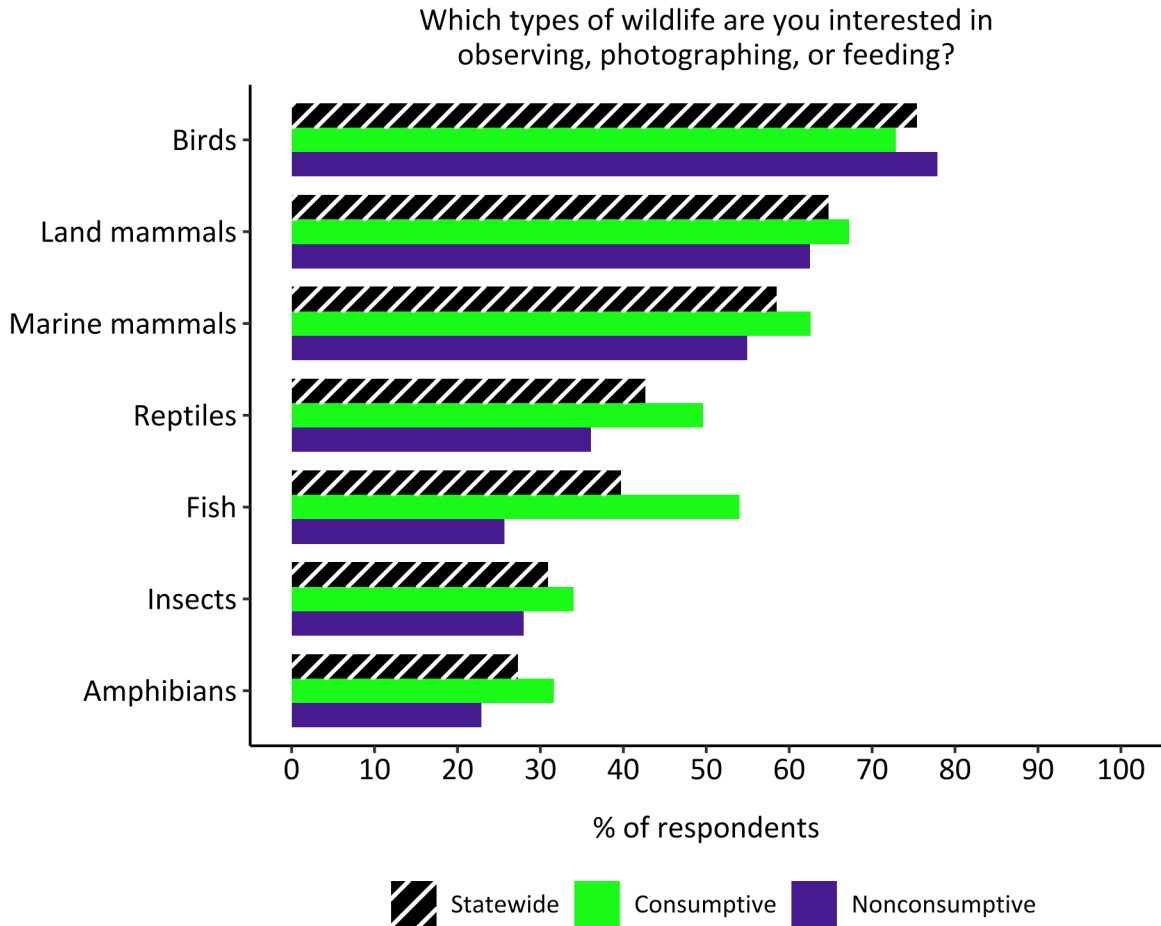


Figure 9: Interest in types of wildlife for wildlife viewing

Types of wildlife that wildlife viewers in Florida reported interest in observing, photographing or feeding for statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one option. Chi-square tests indicated several statistically significant differences in wildlife type viewing preferences between consumptive and nonconsumptive wildlife viewers; consumptive viewers were significantly more likely to report interest in marine mammals, reptiles, fish, insects, and amphibians in comparison to nonconsumptive viewers (Table 9).

Recreational specialization of wildlife viewers

Across diverse forms of outdoor recreation, specialization refers to a continuum of intensity in an individual’s interest and involvement in a given activity (Scott & Shafer, 2001). The best approach to measuring specialization is an area of active research and debate among scholars, but there is consensus that specialization is multidimensional, and as such, it is generally measured through multiple questions in survey research, rather than a single item (Needham et al., 2009). Specialization is consistently discussed and measured through three dimensions,

often referred to as affective, behavioral, and cognitive (outlined in more detail below) (Needham et al., 2009). We developed a series of survey questions to evaluate each of these dimensions of specialization, drawing on concepts and items from a previous survey of eBird participants conducted by the North American Waterfowl Management Plan (NAWMP) Human Dimensions Working Group (Harshaw et al., 2021) and a survey of anglers conducted by Needham et al. (2009). We present results for these dimensions separately below, as recommended by Lee and Scott (2004), in order to retain insights into each dimension.

Affective specialization

Following Harshaw et al. (2021) and Needham et al. (2009), we assessed the affective dimension of viewers' specialization through the concept of centrality, which reflects how important wildlife viewing is in an individual's life. Respondents were asked to indicate their extent of agreement, on a scale from 1 (*strongly disagree*) to 5 (*strongly agree*), with three statements: 1) "A lot of my life is organized around wildlife viewing," 2) "Wildlife viewing has a central role in my life," and 3) "Being a wildlife viewer is an important part of who I am." Responses to these three statements on the centrality of wildlife viewing to an individual's life comprised a reliable scale (Cronbach's alpha = .83), so we combined these variables by calculating the mean response to these items for an overall centrality measure (Table 10; Figure 10). The mean level of centrality was 3.18 in Florida, indicating that on average respondents selected *neither agree nor disagree*. A t-test indicated that the mean measure of centrality of wildlife viewing to an individual's life was significantly higher in consumptive viewers ($M = 3.35$, $SD = 0.91$) in comparison to nonconsumptive viewers ($M = 3.01$, $SD = 0.94$; $t = -5.81$, $df = 1000$, $p < .001$; Table 10; Figure 10). However, as both mean measures for consumptive and nonconsumptive viewers were about 3, this means that both groups, on average, selected *neither agree nor disagree* for the three statements.

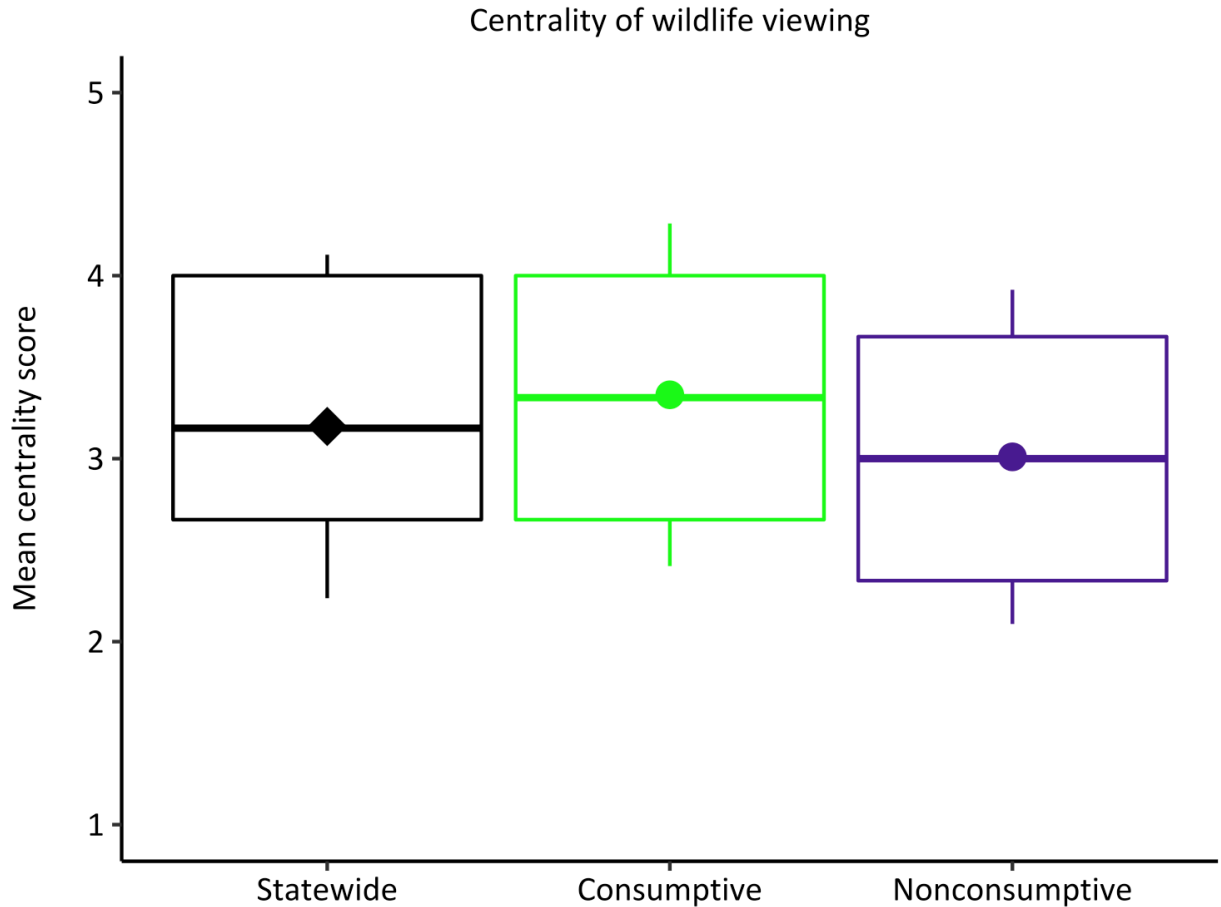


Figure 10: Centrality of wildlife viewing

Boxplots (median and interquartile ranges within the boxes) showing the differences in the measure of centrality of wildlife viewing in the lives of wildlife viewers in Florida for statewide and consumptive-nonconsumptive groups. Points represent the mean centrality measure (diamond for statewide group, circles for consumptive-nonconsumptive group) calculated as the mean of respondents' extent of agreement with three statements about the importance of wildlife viewing in their lives on a scale of 1 (*strongly disagree*) to 5 (*strongly agree*). Whiskers represent the mean \pm 1 standard deviation. A t-test indicated that the mean measure of centrality of wildlife viewing to an individual's life was significantly higher in consumptive viewers in comparison to nonconsumptive viewers (Table 10).

Behavioral specialization

We measured the behavioral dimension of specialization through respondents' use of specialized equipment for wildlife viewing and the duration of their experience in wildlife viewing. In Florida, 54% of all wildlife viewers reported owning or renting specialized equipment, such as binoculars, cameras, mobile apps, spotting scopes, field guides, or specialized clothing in the past five years (Table 11; Figure 11). A chi-square test indicated that consumptive wildlife viewers (63%) were significantly more likely to own or rent specialized

equipment for wildlife viewing than nonconsumptive wildlife viewers (46%; $\chi^2 = 30.99$, $df = 1$, $p < .001$; Table 11; Figure 11).

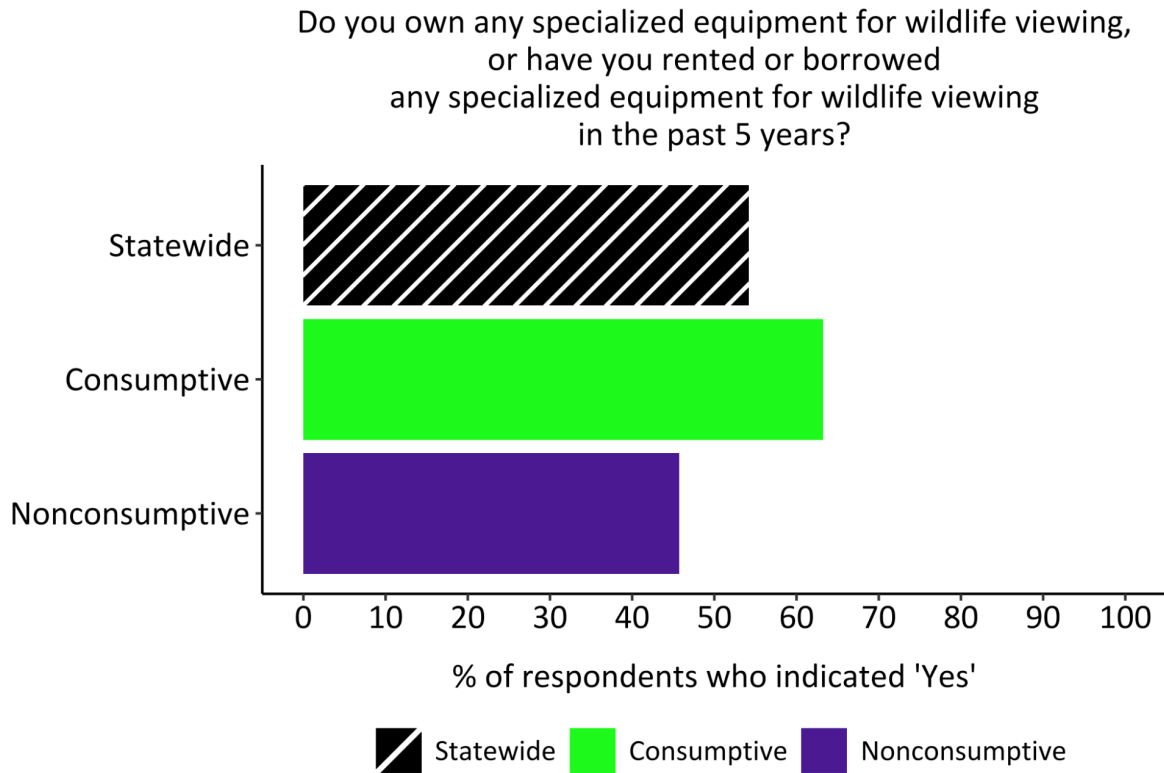


Figure 11: Owning, renting, or borrowing specialized equipment for wildlife viewing

Percent of wildlife viewers in Florida who reported owning, renting, or borrowing specialized equipment for wildlife viewing in the past 5 years for statewide and consumptive-nonconsumptive groups. A chi-square test indicated that consumptive wildlife viewers were significantly more likely to own or rent specialized equipment for wildlife viewing than nonconsumptive wildlife viewers (Table 11).

As another measure of behavioral specialization, we also asked survey respondents to indicate how many years they had been participating in wildlife viewing and provided response options in five-year categories. To ease respondent burden, we did not present this question to respondents who indicated in a previous question that they had only started viewing during the COVID-19 pandemic. As the COVID-19 pandemic began about 18 months before the survey was administered, we added the 77 wildlife viewers who reported that they started viewing during the pandemic to the 1-5 years category. Less than 10% of viewers in Florida had more than 50 years of wildlife viewing experience (Table 12).

In order to account for the effect of the age of respondents, we roughly estimated the percentage of life during which wildlife viewers had participated in wildlife viewing by creating five-equally sized categories (1-20%, 21-40%, 41-60%, 61-80%, and 81-100% of life). The majority of wildlife viewers had participated in the activity for less than half their life: 48%

reported viewing for one-fifth of their life or less, while 22% reported viewing for one to two-fifths of their life (Table 13; Figure 12). Just over 10% of respondents had participated in wildlife viewing for close to their entire life (81-100%). A chi-square test indicated a statistically significant difference in this measure of experience as a percentage of life spent viewing when comparing consumptive and nonconsumptive viewers, with more nonconsumptive viewers having spent only 0-20% of their life participating ($\chi^2 = 10.57, df = 4, p = .03$; Table 13; Figure 12).

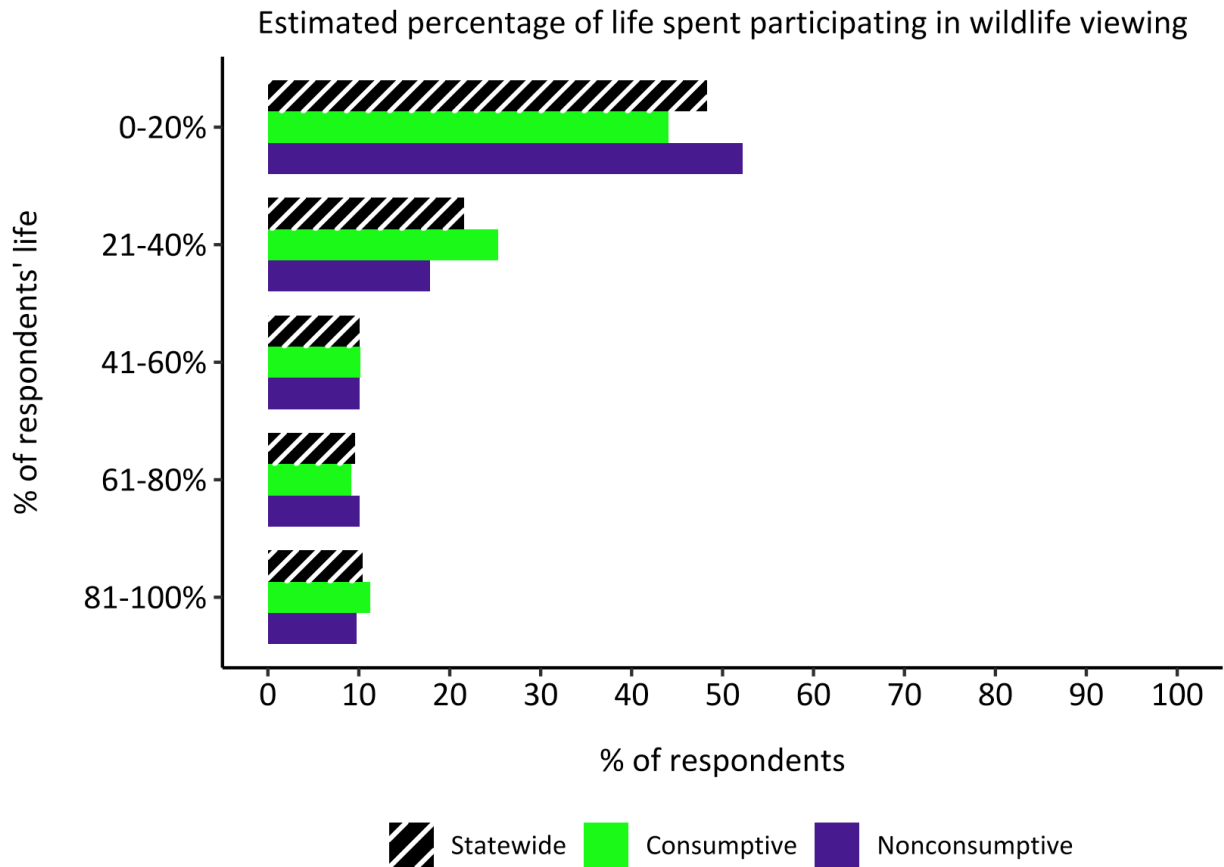


Figure 12: Estimated percentage of life spent viewing

The estimated percentage of life during which wildlife viewers had participated in wildlife viewing in five categories (1-20%, 21-40%, 41-60%, 61-80%, and 81-100% of life) for statewide and consumptive-nonconsumptive groups. A chi-square test indicated a statistically significant difference in this measure of experience as a percentage of life spent viewing when comparing consumptive and nonconsumptive viewers, with more nonconsumptive viewers having spent only 0-20% of their life participating (Table 13).

Cognitive specialization

Due to the number of diverse activities and types of wildlife that are included under the umbrella of wildlife viewing, we used a single, broad item to measure the cognitive dimension of specialization through viewers’ self-rated level of expertise, ranging from beginner to expert. We asked respondents “How would you rate your skill level in wildlife viewing?” and provided

them with five options ranging from “beginner” to “expert.” In Florida, 64% of respondents considered themselves beginner or novice wildlife viewers. Less than 30% of viewers rated their skill level as intermediate and only 7.4% of respondents considered themselves to be advanced and, even less, only 1.4% considered themselves to be expert wildlife viewers (Table 14; Figure 13). A chi-square test indicated a statistically significant difference in self-rated expertise levels between consumptive and nonconsumptive wildlife viewers, with the majority of nonconsumptive wildlife viewers rating themselves as beginners (36%) or novices (35%), and fewer consumptive viewers rating themselves as beginners (27%) or novices (30%). Over 30% of consumptive wildlife viewers considered their skill level to be intermediate, whereas just less than one-quarter of nonconsumptive viewers (24%) considered themselves as intermediate ($\chi^2 = 24.72, df = 4, p < .001$; Table 14; Figure 13).

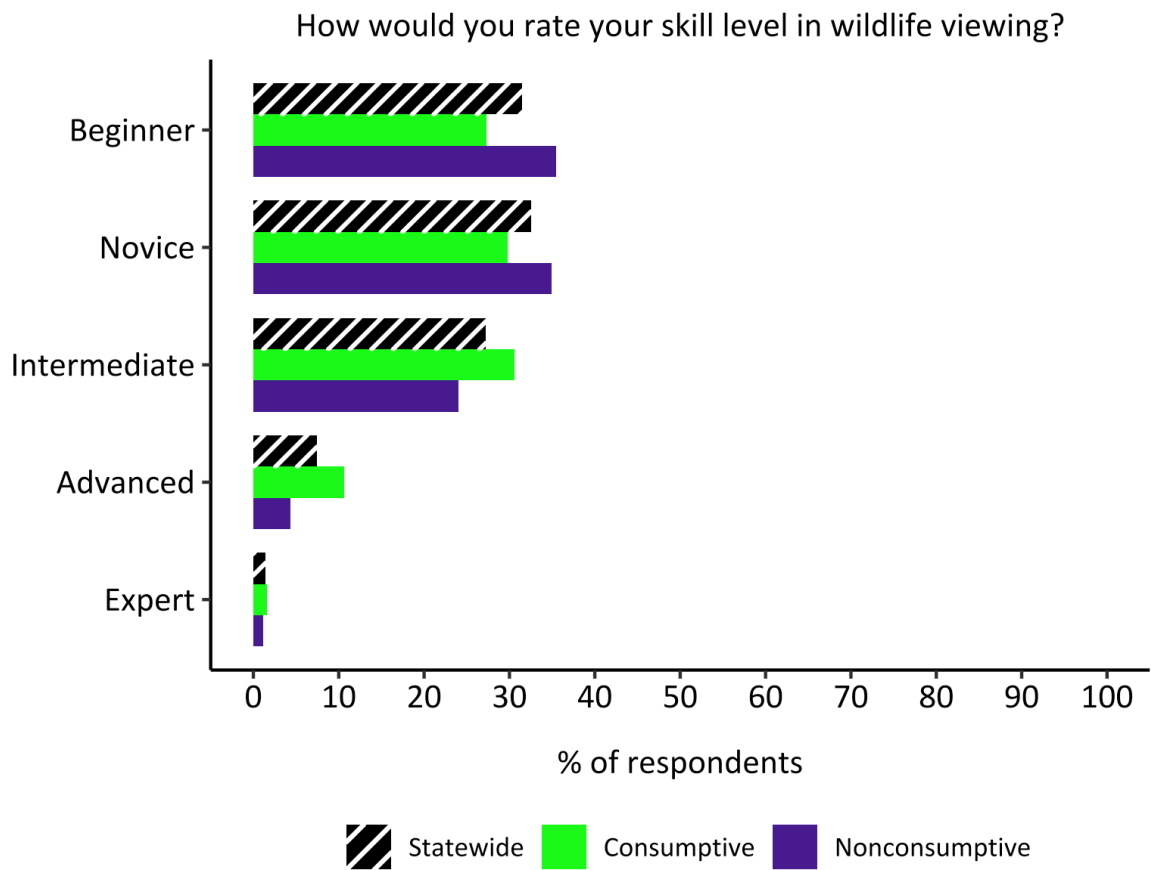


Figure 13: Respondents’ self-rate wildlife viewing skill level

Respondents’ self-rated level of skill in wildlife viewing for statewide and consumptive-nonconsumptive groups. A chi-square test indicated a statistically significant difference in self-rated expertise levels between consumptive and nonconsumptive wildlife viewers (Table 14).

COVID-19 impacts on wildlife viewing participation and the R3 Framework

On March 11th, 2020, the World Health Organization declared the COVID-19 virus as a pandemic (Cucinotta & Vanelli, 2020). This pandemic dramatically altered everyday activities worldwide as federal, state, and local governments enacted public health policies to mitigate the spread of this highly contagious virus (Cucinotta & Vanelli, 2020). For example, the COVID-19 pandemic and associated mitigations brought about unprecedented and dynamic changes in outdoor recreation behaviors throughout the country, which we are only beginning to understand. A study by Rice et al. (2020) indicated that, as limitations to travel on a wide range of scales were instituted, participation in outdoor activities declined significantly overall, with disproportionate negative effects for urban residents. However, another study showed slight increases in participation in wildlife viewing and recreation close to home (Hochocka et al., 2021).

For this survey, we examined how COVID-19 affected wildlife viewers and the nature of their participation, as well as identified any potential valuable management implications for state fish and wildlife agencies interested in supporting wildlife viewing. We examined participation in wildlife viewing using the Outdoor Recreation Adoption Model (also referred to as the “R3 Framework”) vis a vis the first year of the pandemic (Byrne & Dunfee, 2018). By comparing the number of days spent viewing in the first year of the COVID-19 pandemic against a typical year, we categorized wildlife viewers into four groups: “churned” (i.e., stopped viewing during the pandemic), retained (i.e., maintained viewing throughout the pandemic), “recruited” (i.e., began wildlife viewing for the first time during the pandemic) and “reactivated” (i.e., had participated in wildlife viewing in the past but were not actively participating when the pandemic began, but resumed participation during or after March 2020).

Over half of respondents in Florida (55%) fell into the “retained” category, meaning the COVID-19 pandemic had no impact on their overall participation in wildlife viewing. The next largest group was the “churned” viewers (25%), meaning that they stopped viewing during the pandemic, followed by “reactivated” viewers (12%), meaning those who resumed participation during or after March 2020. Finally, the smallest proportion of wildlife viewers indicated they were “recruited” (7.6%) or began participating in wildlife viewing for the first time during or after March 2020.

A chi-square test indicated a statistically significant difference between consumptive and nonconsumptive viewers’ R3 participation categorization, with a higher percentage of nonconsumptive viewers characterized as retained viewers and a slightly higher percentage of consumptive viewers being characterized as reactivated (Table 15; Figure 14).

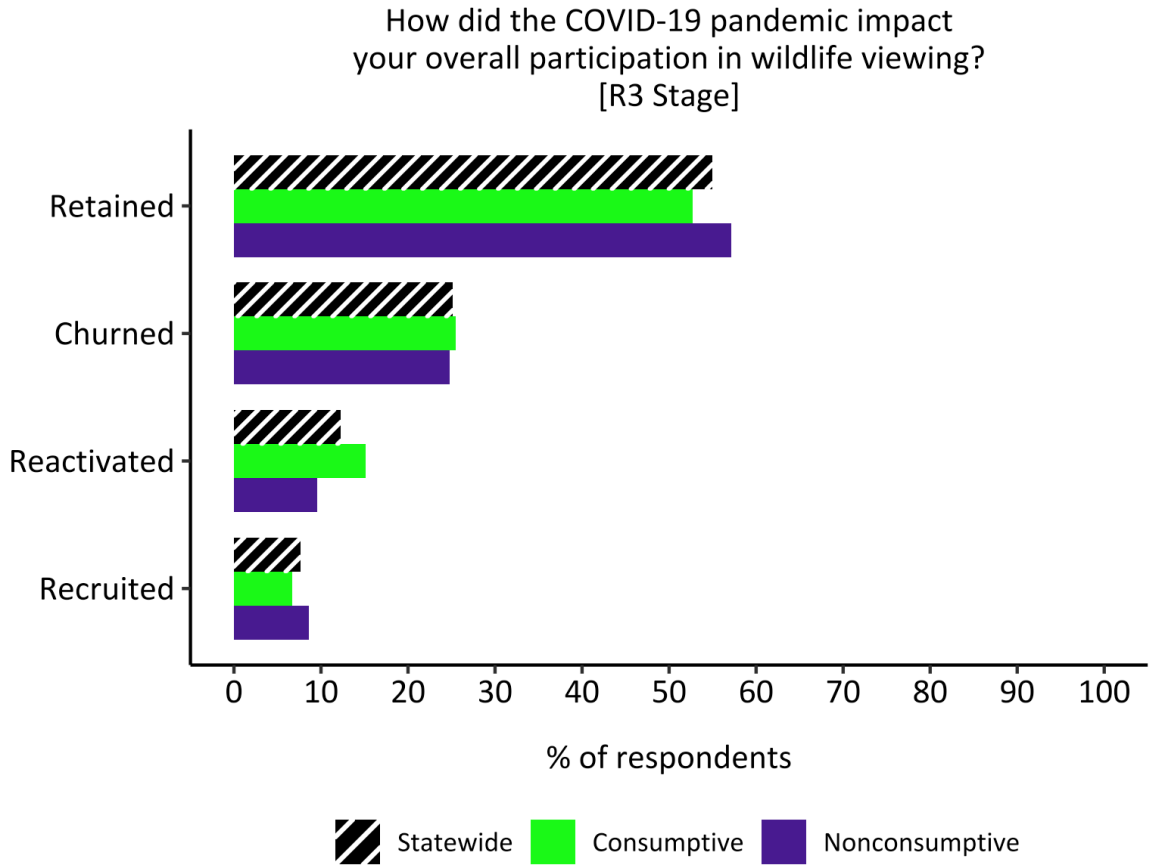


Figure 14: COVID-19 impact on wildlife viewing as R3

Impact of the COVID-19 pandemic on wildlife viewers’ overall participation in wildlife viewing for statewide and consumptive-nonconsumptive groups. Respondents were separated into four groups; retained (maintained throughout the pandemic), churned (stopped viewing during the pandemic), reactivated (had participated in wildlife viewing in the past but were not actively participating when the pandemic began, but resumed participation during or after March 2020), and recruited (began wildlife viewing for the first time during the pandemic). A Chi-Square test indicated a statistically significant difference across regions. A chi-square test indicated a statistically significant difference between consumptive and nonconsumptive viewers’ R3 participation categorization (Table 15).

Time spent wildlife viewing

In this section of the survey, wildlife viewers estimated the number of days they spent wildlife viewing during a typical year, the first year of the COVID-19 pandemic (March 2020 - February 2021), and the number of days that they anticipated wildlife viewing in the upcoming year. Wildlife viewers who indicated they were recruited (see COVID-19 section) during the pandemic were not asked to report the number of days they spent viewing during a typical year, as the first year of the COVID-19 pandemic was assumed to be their only year participating in wildlife viewing. They also reported how many days they anticipated viewing during the upcoming years (the next 12 months from the date of survey completion). For each time period, we

specified three locations, following the National Survey of Wildlife Recreation's (U.S. DOI et al., 2016) definition of "around the home" ("within one mile of home") and "away from home" ("at least one mile away from home") which we further stratified in two locations: "more than one mile away from your home, but within your state" and "outside of your state or outside of the United States." We were interested in this nuance to better understand the impact of the COVID-19 pandemic on travel that occurred for wildlife viewing (Hochachka et al., 2021). For all time periods and locations, we provided respondents with seven equivalent categories of 30 days, with a single option for "0 days" and "211 or more days."

We first reviewed days viewed during a typical year ($n = 931$ around the home, $n = 928$ away from home, and $n = 924$ outside state or country; Table 16; Figures 15-17). Nearly all respondents (95%) reported participating in wildlife viewing around the home for 1 day or more in a typical year (Table 16; Figure 15). A substantial proportion (18%) reported wildlife viewing around the home for "211 or more days," which approximates to 17 days a month or more. Similar to around the home but slightly lower, 90% of wildlife viewers reported participating in wildlife viewing away from home for 1 day or more during a typical year (Table 16; Figure 16). Only 3.4% of wildlife viewers spent 211 or more days viewing away from home. Of all three wildlife viewing locations, wildlife viewers were least apt to participate in wildlife viewing outside of Florida or the U.S., but still over half of respondents (57%) participated in wildlife viewing outside of Florida or the U.S. for 1 day or more (Table 16; Figure 17).

Due to low group size for each category for consumptive and nonconsumptive viewers, statistical testing was done by comparing "0 days," "1-30 days," and ">30 days" per year. First, a chi-square with three categories ("0 days," "1-30 days," and ">30 days") indicated no statistically significant difference in time spent viewing around the home in a typical year between consumptive and nonconsumptive viewers (Table 17; Figure 15). The second chi-square test indicated that there was a statistically significant difference in away-from-home viewing in a typical year for consumptive and nonconsumptive viewers, with more consumptive viewers spending more than 30 days viewing away from home and more nonconsumptive viewers spending 0 days viewing away from home (Table 17; Figure 16). Finally, the third chi-square test indicated that there was a statistically significant difference in out-of-state-or-country viewing in a typical year for consumptive and nonconsumptive viewers, with more nonconsumptive viewers spending zero days viewing outside of Florida or the U.S. (Table 17; Figure 17).

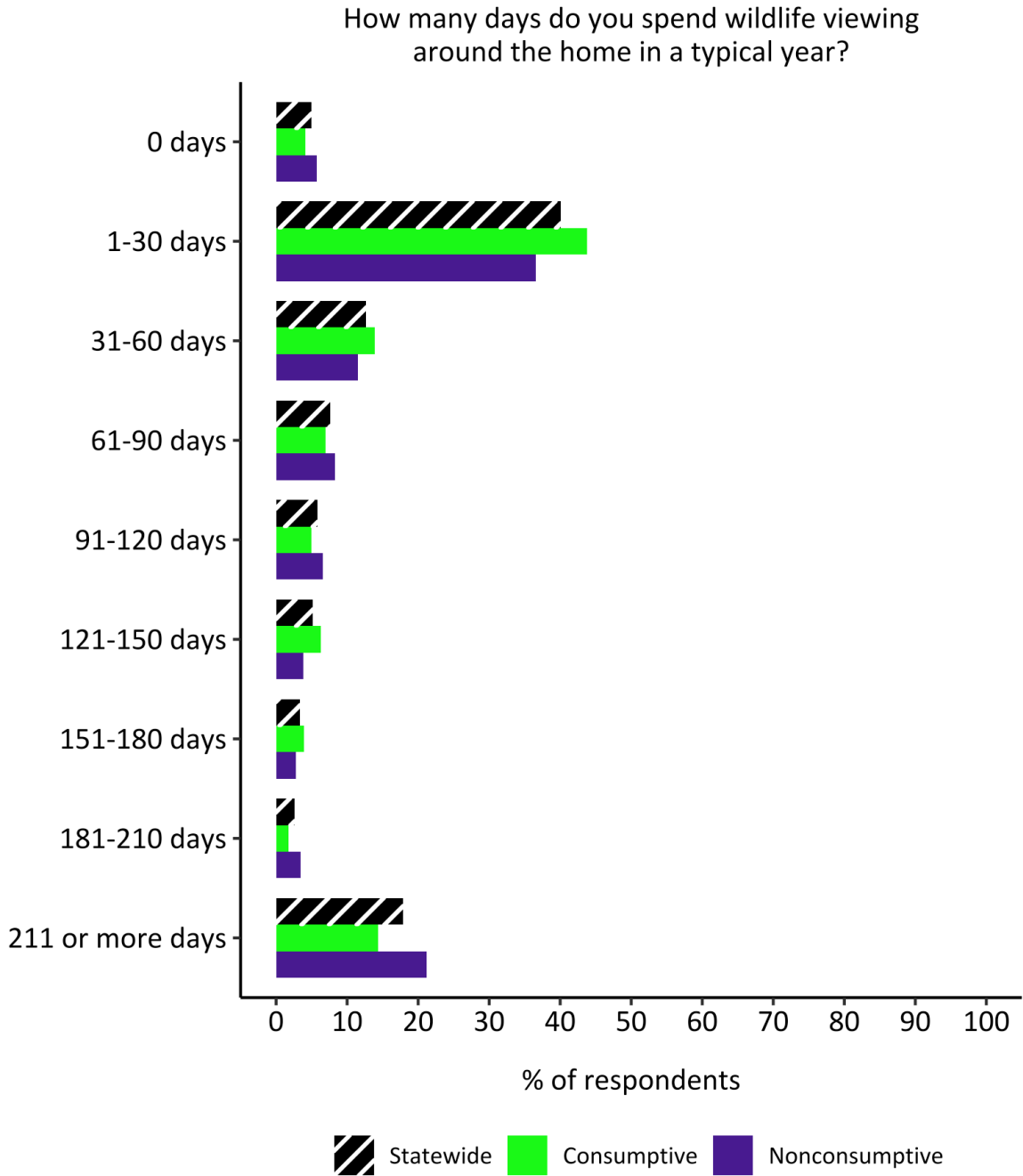


Figure 15: Days spent viewing around the home in a typical year

Days wildlife viewers in Florida reported spending wildlife viewing around the home during a typical year for statewide and consumptive-nonconsumptive groups. Typical year response omits wildlife viewers who began participating in wildlife viewing during the pandemic, as they did not yet view in a typical year. A chi-square with three categories due to low sample sizes (“0 days”, “1-30 days”, and “>30 days”) indicated no statistically significant difference in time spent viewing around the home in a typical year between consumptive and nonconsumptive viewers (Table 17).

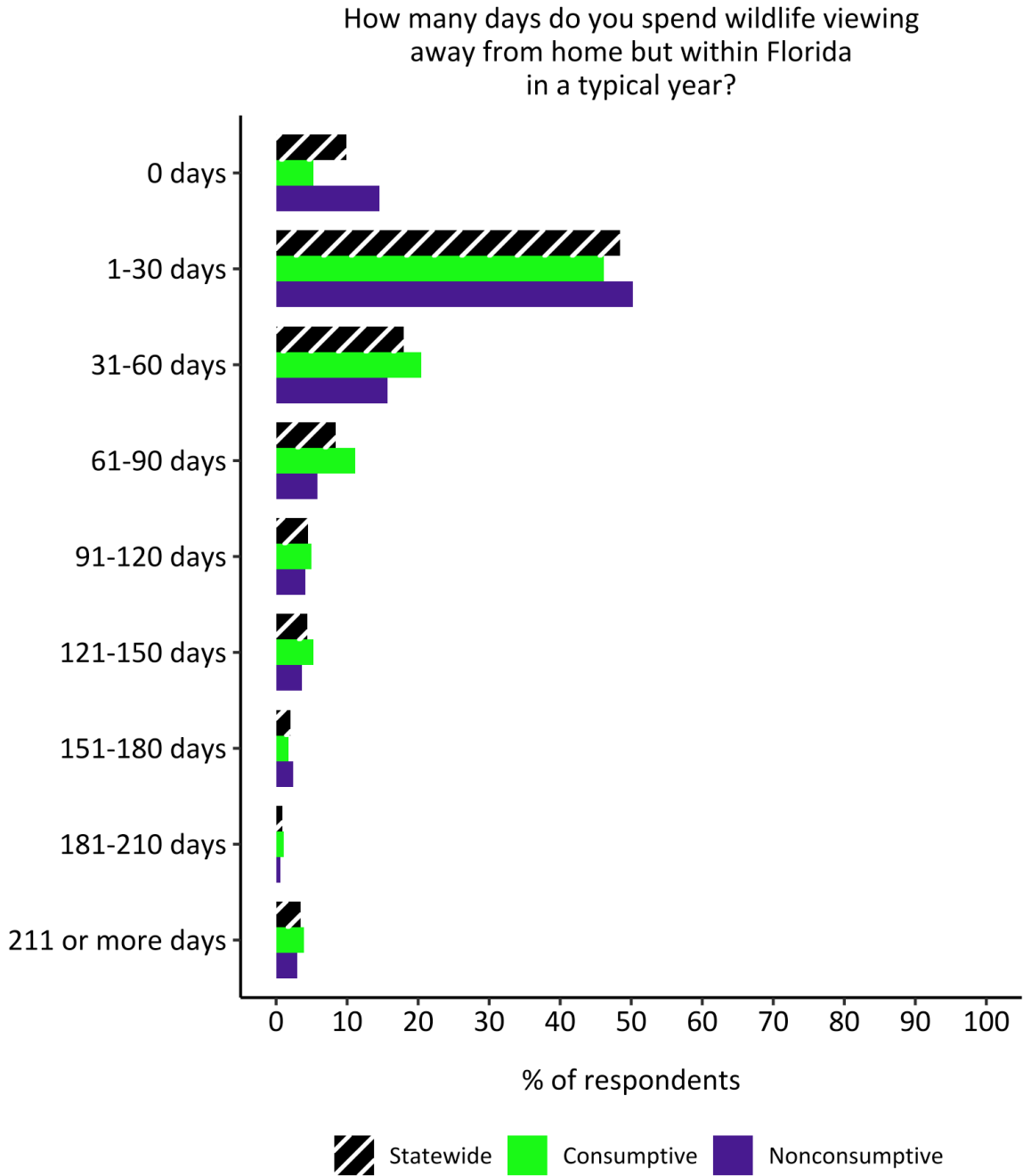


Figure 16: Days spent viewing away from home in a typical year

Days wildlife viewers in Florida reported spending wildlife viewing away from home but within Florida during a typical year for statewide and consumptive-nonconsumptive groups. Typical year response omits wildlife viewers who began participating in wildlife viewing during the pandemic, as they did not yet view in a typical year. A chi-square test indicated that there was a statistically significant difference in away-from-home viewing in a typical year for consumptive and nonconsumptive viewers (Table 17).

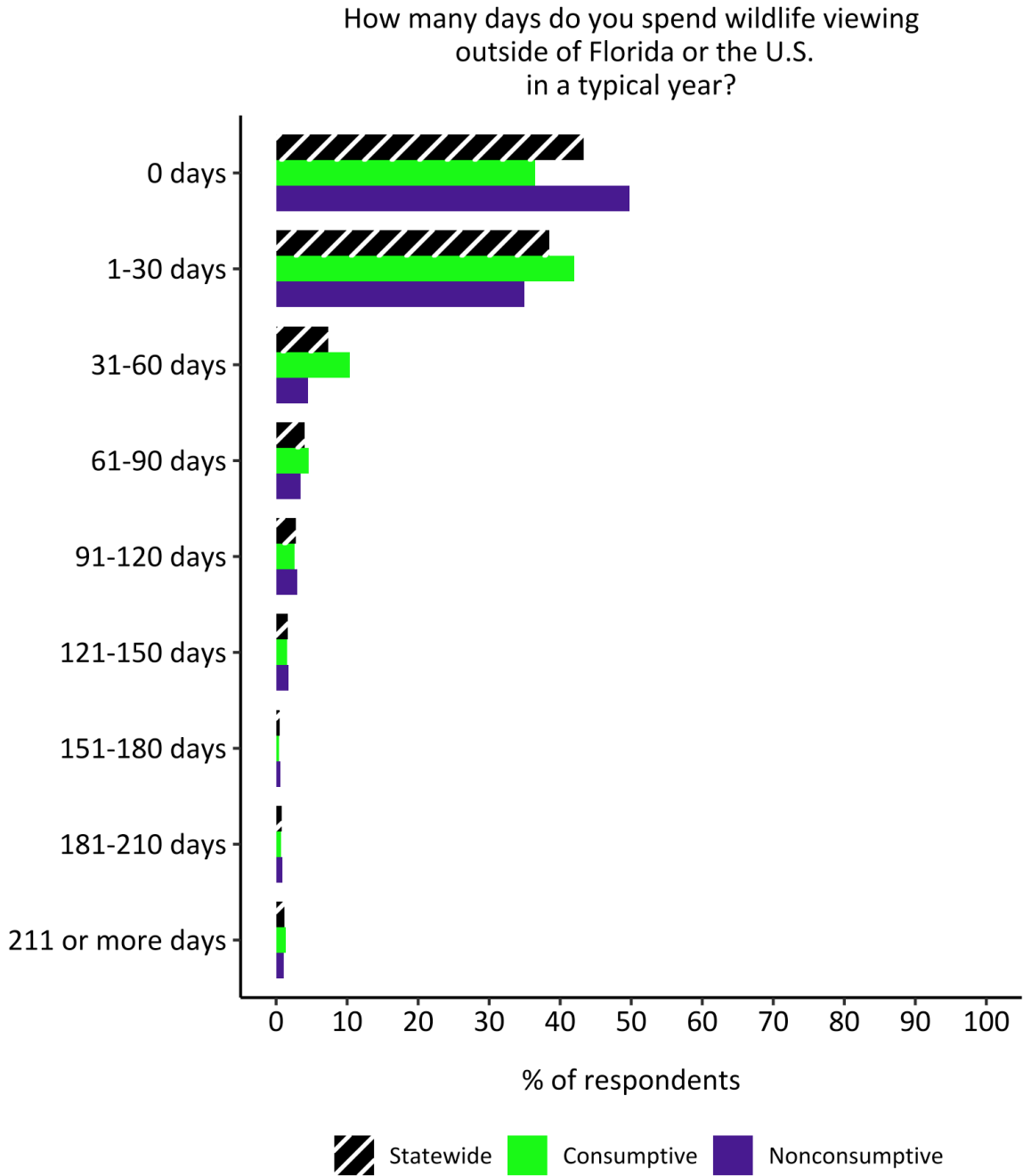


Figure 17: Days spent viewing out of state or U.S. in a typical year

Days wildlife viewers in Florida reported spending wildlife viewing outside of Florida or the US during a typical year for statewide and consumptive-nonconsumptive groups. Typical year response omits wildlife viewers who began participating in wildlife viewing during the pandemic, as they did not yet view in a typical year. A chi-square test indicated that there was a statistically significant difference in out-of-state-or-country viewing in a typical year for consumptive and nonconsumptive viewers (Table 17).

Next, we reviewed days viewing during the first year of the pandemic reported by all survey respondents, including the recruited viewers who were not part of the previous analysis (Table

16; Figures 18-20). Overall, total participation in wildlife viewing declined in all three locations in the first year of the pandemic when compared to a typical year. The proportion of respondents who participated in wildlife viewing around the home for at least 1 day decreased slightly to 88% (Table 16; Figure 18). Similarly, away-from-home wildlife viewing for 1 day or more also decreased slightly to 77% (Table 16; Figure 19). The most dramatic decrease occurred in wildlife viewing outside of state or country; only 38% of respondents reported viewing outside Florida or the U.S. for 1 day or more (Table 16; Figure 20).

The chi-square tests for the first year of the pandemic indicated the same patterns for statistical significance as a typical year. The first chi-square test indicated no statistically significant difference in time spent viewing around the home in a typical year between consumptive and nonconsumptive viewers (Table 17; Figure 18). The second chi-square test indicated that there was a statistically significant difference in away-from-home viewing during the first year of the pandemic for consumptive and nonconsumptive viewers, with more consumptive viewers spending more than 30 days viewing away from home and more nonconsumptive viewers spending zero days away from home (Table 17; Figure 19). Finally, the third chi-square test indicated that there was a statistically significant difference in out-of-state-or-country viewing during the first year of the pandemic for consumptive and nonconsumptive viewers, with more nonconsumptive viewers spending zero days viewing outside of Florida or the U.S. (Table 17; Figure 20).

How many days did you spend wildlife viewing around the home during the first year of the COVID-19 pandemic (March 2020 - February 2021)?

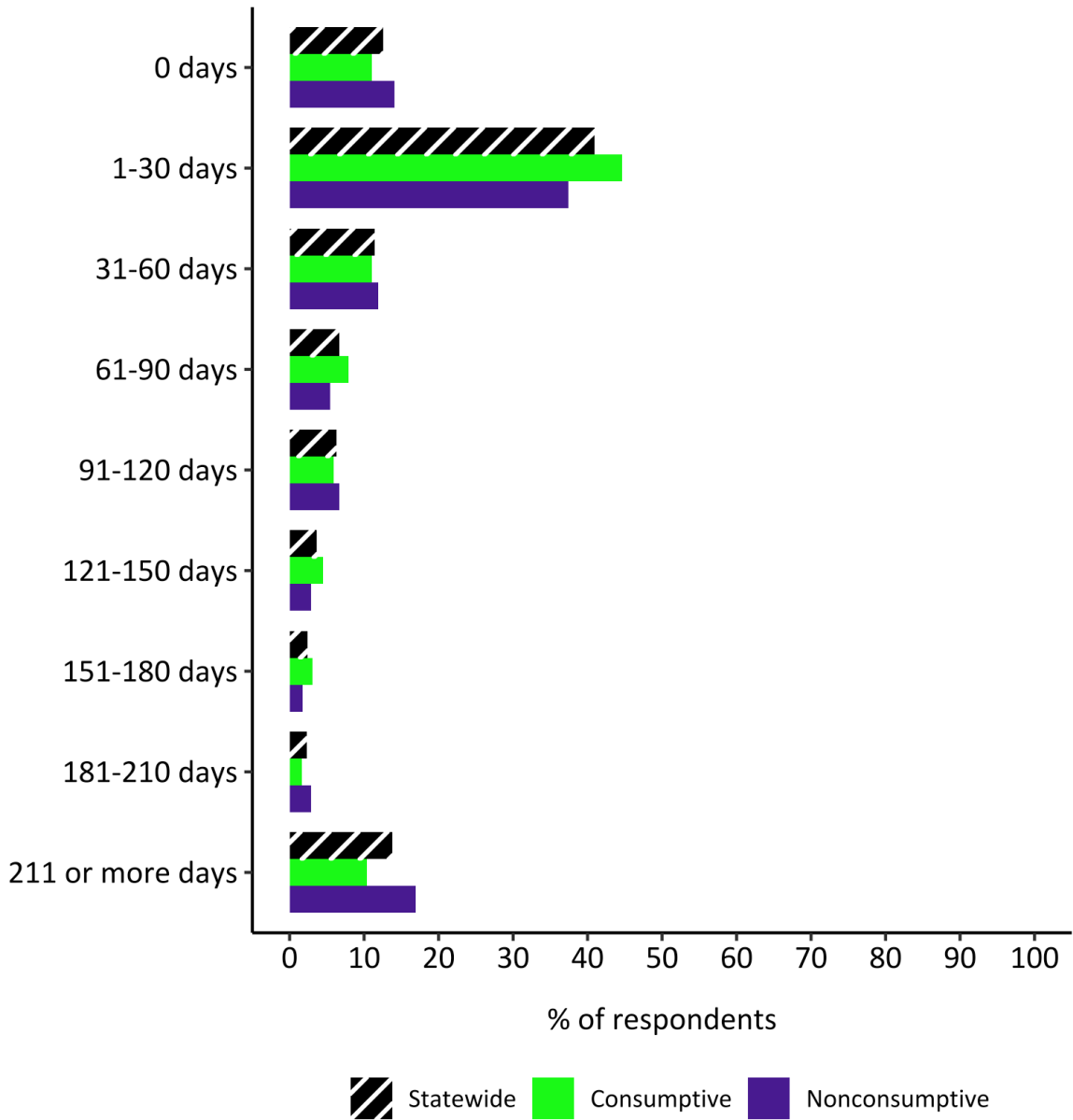


Figure 18: Days spent viewing around the home in first year of COVID-19 pandemic

Days wildlife viewers in Florida reported spending wildlife viewing around the home during the first year of the pandemic (March 2020-February 2021) for statewide and consumptive-nonconsumptive groups. This includes wildlife viewers who began participating in wildlife viewing during the pandemic. A chi-square with three categories due to low sample sizes (“0 days,” “1-30 days,” and “> 30 days”) indicated no statistically significant difference in time spent viewing around the home during the first year of the pandemic between consumptive and nonconsumptive viewers (Table 17).

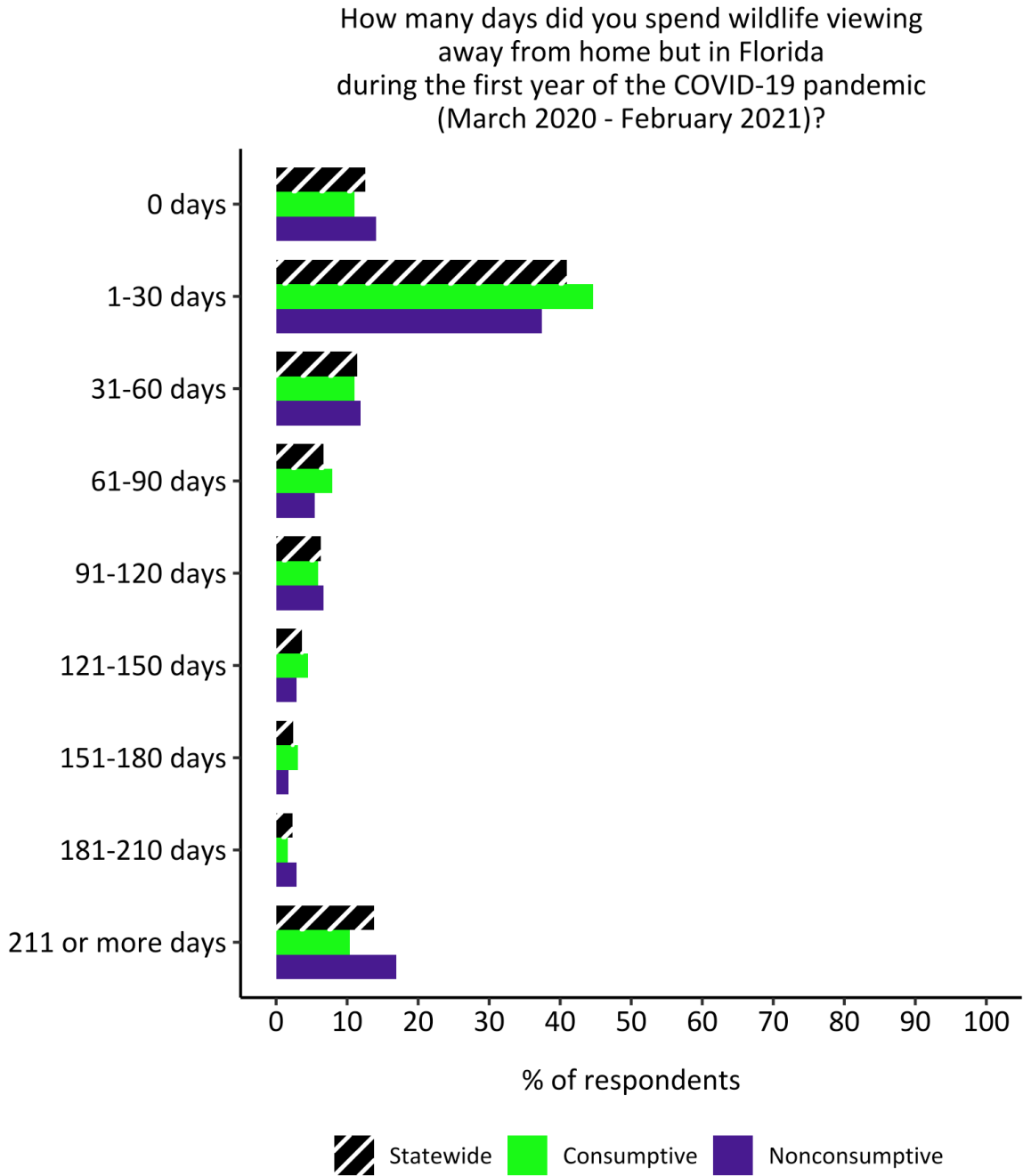


Figure 19: Days spent viewing away from home in first year of COVID-19 pandemic

Days wildlife viewers in Florida reported spending wildlife viewing away from home but within Florida during the first year of the pandemic (March 2020-February 2021) for statewide and consumptive-nonconsumptive groups. This includes wildlife viewers who began participating in wildlife viewing during the pandemic. A chi-square with three categories due to low sample sizes (“0 days,” “1-30 days,” and “> 30 days”) indicated that there was a statistically significant difference in away-from-home viewing during the first year of the pandemic for consumptive and nonconsumptive viewers (Table 17).

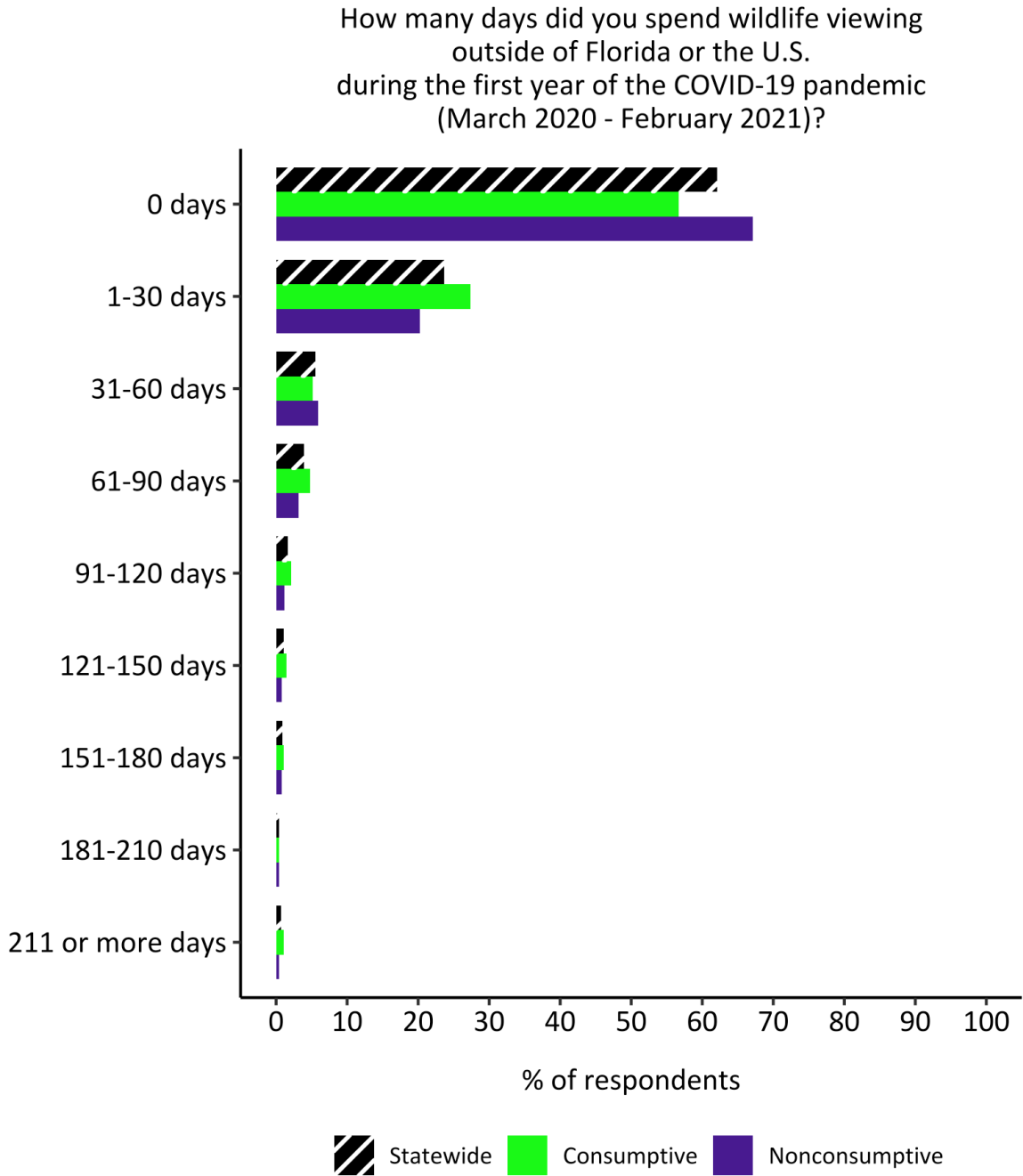


Figure 20: Days spent viewing out of state or U.S. in first year of COVID-19 pandemic

Days wildlife viewers in Florida reported spending wildlife viewing outside of Florida or the U.S. during the first year of the pandemic (March 2020-February 2021) for statewide and consumptive-nonconsumptive groups. This includes wildlife viewers who began participating in wildlife viewing during the pandemic. A chi-square with three categories due to low sample sizes (“0 days,” “1-30 days,” and “> 30 days”) indicated that there was a statistically significant difference in time spent viewing around the home during the first year of the pandemic between consumptive and nonconsumptive viewers (Table 17).

Finally, we asked respondents about days they anticipate viewing in the three locations during the next year (Table 16; Figures 21-23). Anticipated viewing was higher in all three locations when compared to the first year of the pandemic and was much closer to values reported during a typical year. Similarly to a typical year, 93% of respondents anticipated spending one or more days viewing around the home (Table 16; Figure 21). In addition, 89% of respondents anticipated spending one or more days viewing away from home (Table 16; Figure 22). We also note an increase in anticipated participation outside of state or country in comparison to the first year of the COVID-19 pandemic, with 55% of respondents saying they anticipated spending one or more days viewing outside of their state or country (Table 16; Figure 23).

The chi-square tests for anticipated time spent viewing in the upcoming year indicated the same levels of statistical significance as the typical year. First, a chi-square with three categories (“0 days,” “1-30 days,” and “> 30 days”) indicated no statistically significant difference in the expected time spent viewing around the home in the upcoming year between consumptive and nonconsumptive viewers (Table 17; Figure 21). The second chi-square test indicated that there was a statistically significant difference in expected away-from-home viewing in the upcoming year for consumptive and nonconsumptive viewers, with more consumptive viewers spending more than 30 days viewing away from home and more nonconsumptive viewers expecting to spend zero days viewing away from home (Table 17; Figure 22). Finally, the third chi-square test indicated that there was a statistically significant difference in out-of-state-or-country viewing in a typical year for consumptive and nonconsumptive viewers, with more nonconsumptive viewers spending zero days viewing outside of Florida or the U.S. (Table 17; Figure 23).

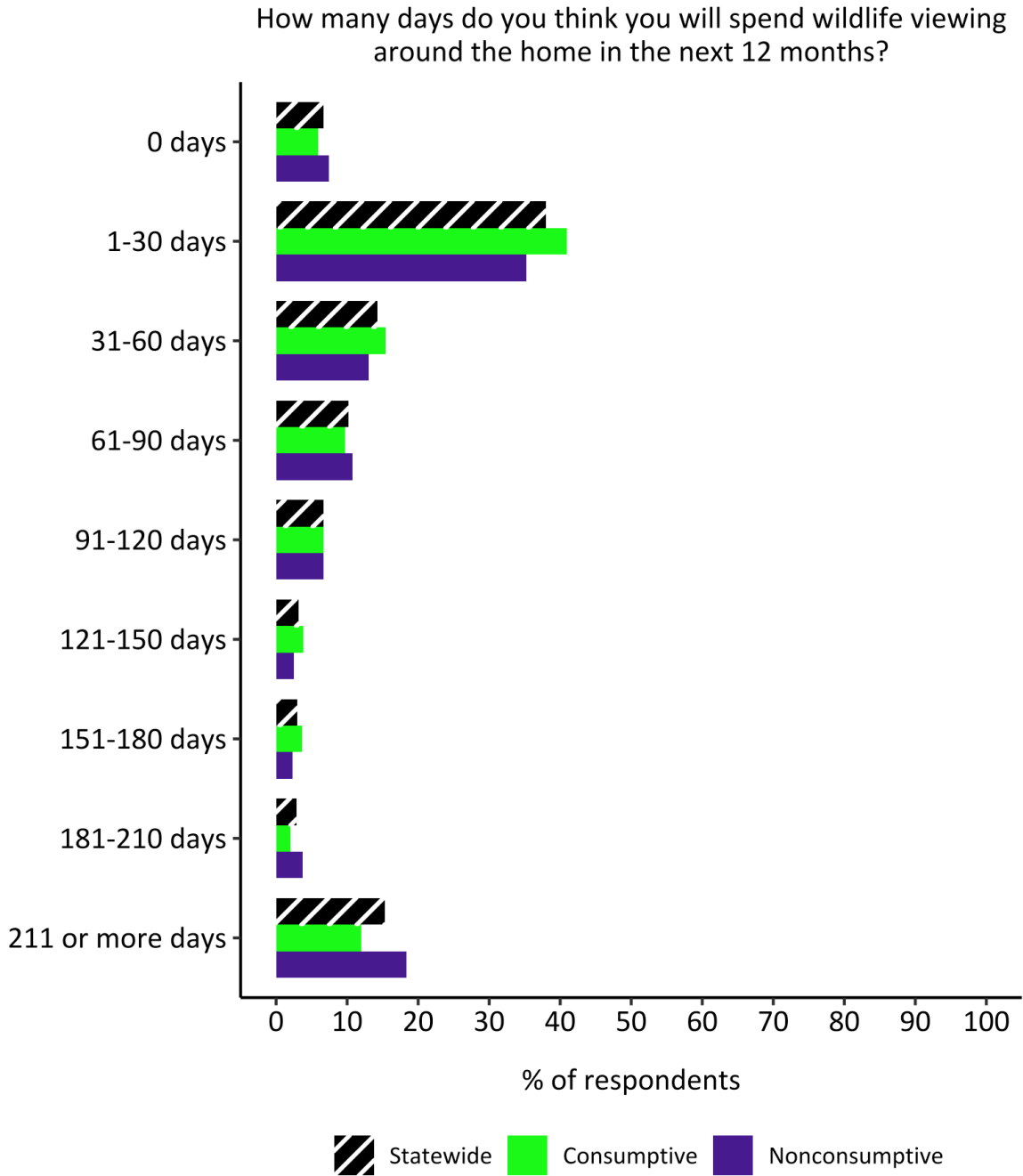


Figure 21: Days anticipated spent viewing around the home in the upcoming year

Days wildlife viewers in Florida reported spending wildlife viewing around the home in the upcoming year for statewide and consumptive-nonconsumptive groups. This includes wildlife viewers who began participating in wildlife viewing during the pandemic. A chi-square with three categories due to low sample sizes (“0 days,” “1-30 days,” and “> 30 days”) indicated no statistically significant difference in time spent viewing around the home in the upcoming year between consumptive and nonconsumptive viewers (Table 17).

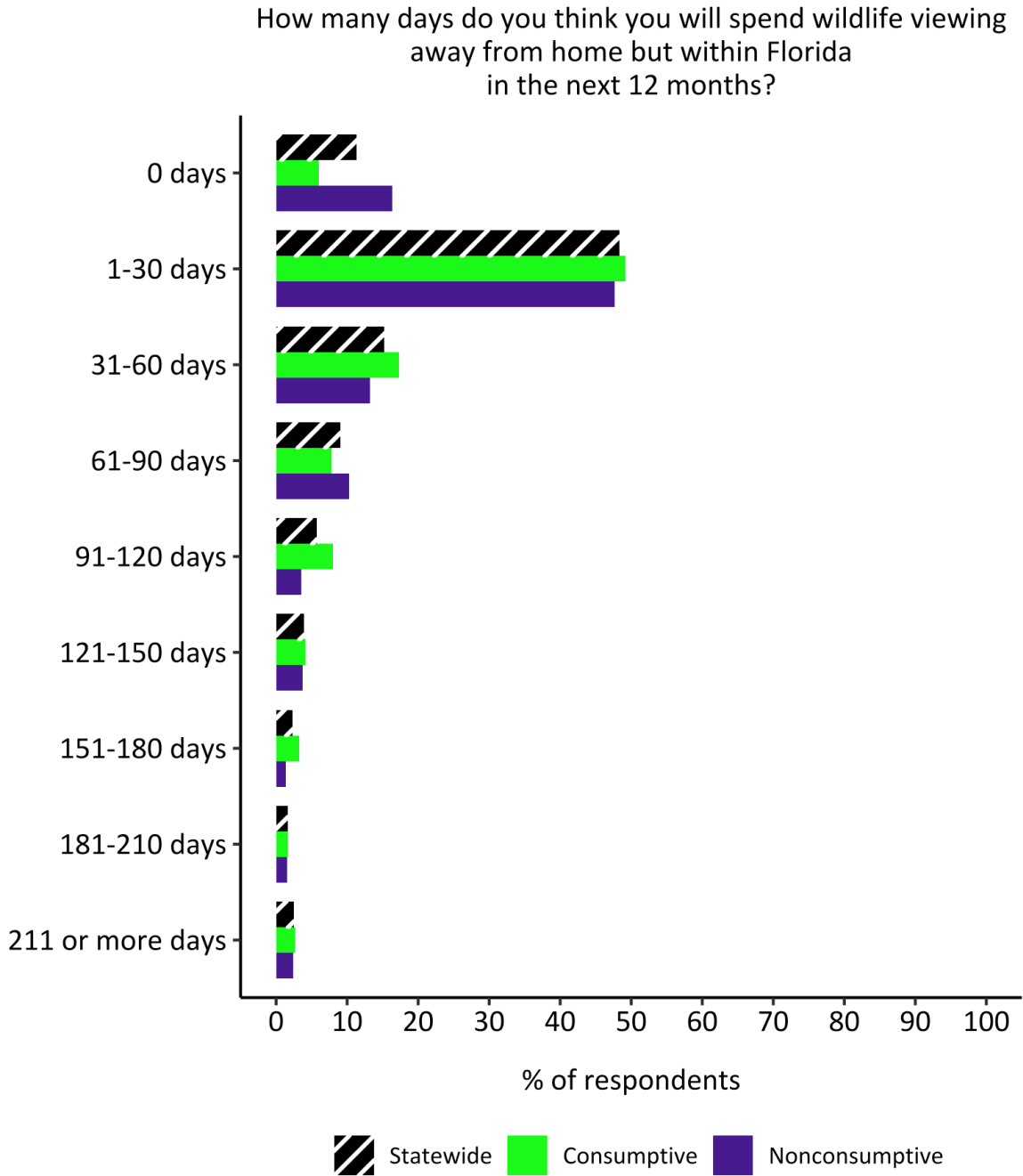


Figure 22: Days anticipated spent viewing away from home in the upcoming year

Days wildlife viewers in Florida reported spending wildlife viewing away from home but within Florida in the upcoming year for statewide and consumptive-nonconsumptive groups. This includes wildlife viewers who began participating in wildlife viewing during the pandemic. A chi-square with three categories due to low sample sizes (“0 days,” “1-30 days,” and “> 30 days”) indicated that there was a statistically significant difference in away-from-home viewing in the upcoming year for consumptive and nonconsumptive viewers (Table 17).

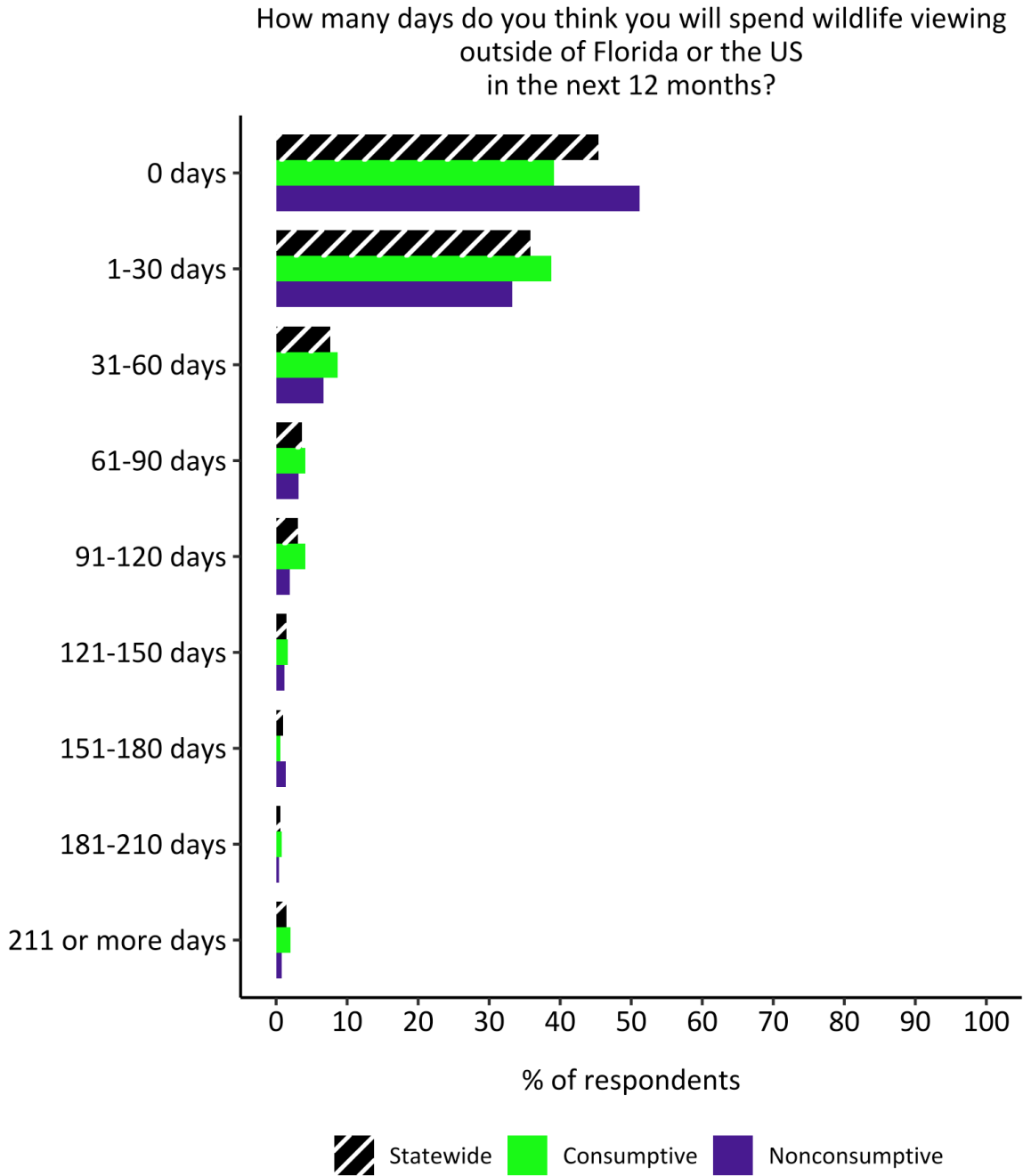


Figure 23: Days anticipated spent viewing out of state or U.S. in the upcoming year

Days wildlife viewers in Florida reported spending wildlife viewing outside of Florida or the U.S. in the upcoming year for statewide and consumptive-nonconsumptive groups. This includes wildlife viewers who began participating in wildlife viewing during the pandemic. A chi-square with three categories due to low sample sizes (“0 days,” “1-30 days,” and “> 30 days”) indicated that there was a statistically significant difference in time spent viewing around the home in the upcoming year between consumptive and nonconsumptive viewers (Table 17).

Wildlife viewing location

In addition to understanding around the home, away from home, and out-of-state viewing, we further examined the land ownership status of locations where respondents participate in wildlife viewing within Florida. Wildlife viewing takes place across all land ownership statuses: from state land, and privately-owned land, (Bensen, 2001) to federally-owned land (Abrams et al., 2020), with vastly different managerial implications for each setting. We asked respondents “In a typical year, in which locations do you participate in wildlife viewing in Florida?” This question was adapted from the Virginia Wildlife Recreation Survey (Grooms et al., 2019) to include options more applicable to the state setting. A list of seven locations was provided, featuring a mix of public, private, and tribal lands. In addition, an option reading “I am unsure who owns or manages the areas where I participate in wildlife viewing”(6.6%) was also provided. Finally, a mutually exclusive option reading “I do not participate in wildlife viewing in any of the above locations” (1.0%) was also provided. This mutually exclusive option was excluded from analysis.

Over 80% of respondents reported viewing in more than one location. Respondents most commonly reported wildlife viewing at their own home or property (73%), followed by locally-managed areas, such as town or county parks, trails, or open spaces (61%; Table 18; Figure 24). Over half of wildlife viewers in Florida also utilized state-managed areas, such as state parks, forests, boat landings, fishing areas, conservation areas, or Wildlife Management Areas. The least common location for wildlife viewing was tribal lands (5.9%).

Statistical tests indicated several statistically significant differences between consumptive and nonconsumptive wildlife viewers for where they viewed wildlife. First, a t-test indicated that the mean number of wildlife viewing locations for consumptive ($M = 3.31$, $SD = 1.59$) wildlife viewers was significantly higher than nonconsumptive viewers ($M = 2.80$, $SD = 1.41$; $t = -5.42$, $df = 978$, $p < .001$). Second, chi-square tests indicated that significantly more consumptive viewers participated than nonconsumptive viewers in wildlife viewing on state-managed lands, federally managed lands (such as National Parks, National Wildlife Refuges, Bureau of Land Management Land, Waterfowl Production Areas, or National Forests), property of friends or family, private property (such as lands owned by land trusts, non-profit organizations, private companies, or individuals), and tribal lands (although only a small portion of each group used this type of viewing location; Table 18; Figure 24).

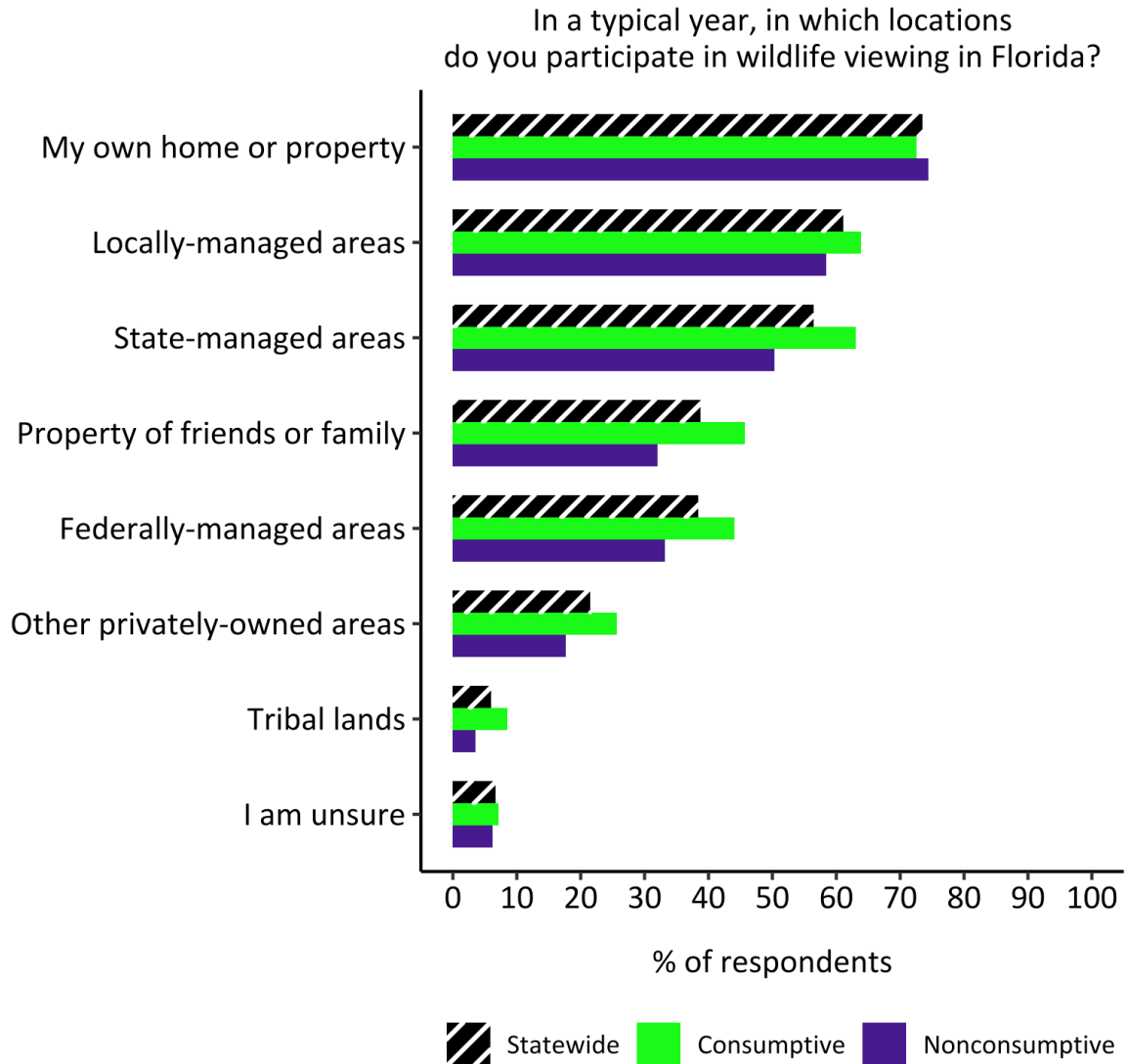


Figure 24: Wildlife viewing locations

Locations wildlife viewers in Florida reported participating in wildlife viewing in a typical year for statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one option. A Chi-square test across regions revealed a number of statistically significant differences. Chi-square tests indicated that significantly more consumptive viewers participated than nonconsumptive viewers in wildlife viewing on state-managed lands, federally managed lands, property of friends or family, private property, and tribal lands (Table 18).

Wildlife viewing-related expenditures

Wildlife viewing-related expenditures generate significant economic activity; the National Survey of Wildlife Recreation valued wildlife viewing-related expenditures at \$75.9 billion in 2016. This survey also assessed wildlife viewers' trip-related expenses (food and lodging, transportation, and other trip costs), equipment expenditures (wildlife-watching equipment,

auxiliary equipment, and special equipment), and total other expenses (land leasing and owning, plantings, membership dues and contributions, magazines, books, and DVDs) (U.S. DOI et al., 2016). To ease respondent burden, we collapsed the National Survey of Wildlife Recreation categories into two: trip-related costs and all other wildlife viewing expenses and equipment. We provided respondents with a drop-down box consisting of twelve equal-sized (\$50 increments) options informed by the range of responses in the National Survey of Wildlife Recreation.

Over half (58%) of survey respondents reported spending \$100 or less on wildlife viewing trip-related costs annually. Less than 20% of respondents reported spending no money on trip related costs annually and only 6.7% of respondents reported spending more than \$500 on trip-related costs annually.

A chi-square test indicated that wildlife viewing-related expenditures varied significantly when comparing consumptive and nonconsumptive wildlife viewers. Over 2.5x as many nonconsumptive wildlife viewers spent between \$0-50 on wildlife viewing trip-related costs annually in comparison to consumptive viewers (Table 19; Figure 25).

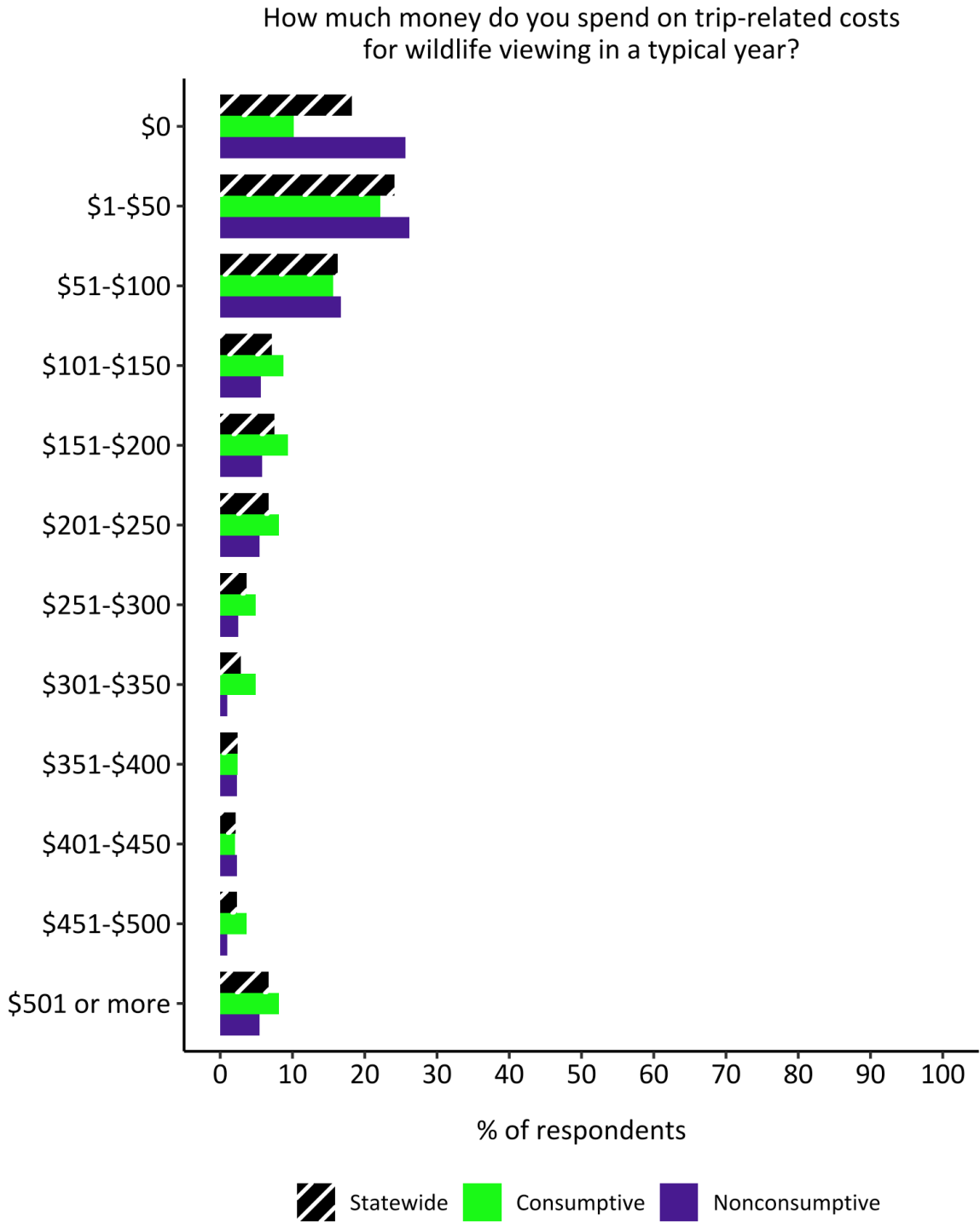


Figure 25: Trip-related wildlife viewing expenditures

Trip-related expenditures for wildlife viewing in a typical year reported by wildlife viewers in Florida for statewide and consumptive-nonconsumptive groups. A chi-square test indicated that wildlife viewing trip-related expenditures varied significantly when comparing consumptive and nonconsumptive wildlife viewers (Table 19).

We also asked wildlife viewers about their other wildlife viewing-related costs, such as binoculars, hiking or boating equipment for viewing, field guides, bird feeders or bird foods, or membership dues for wildlife viewing organizations. The majority of respondents (80%) indicated spending \$100 or less on other wildlife viewing-related expenses. About a fifth of respondents reported spending no money annually, with slightly more spending \$1-50 in a typical year (22%). Only 5% of respondents reported spending \$501 or more during a typical year.

Another chi-square test indicated that other wildlife viewing-related expenditures were significantly different between consumptive and nonconsumptive viewers, with far more nonconsumptive viewers spending between \$0-50 in comparison to consumptive viewers, whose expenditures were generally higher (Table 20; Figure 26).

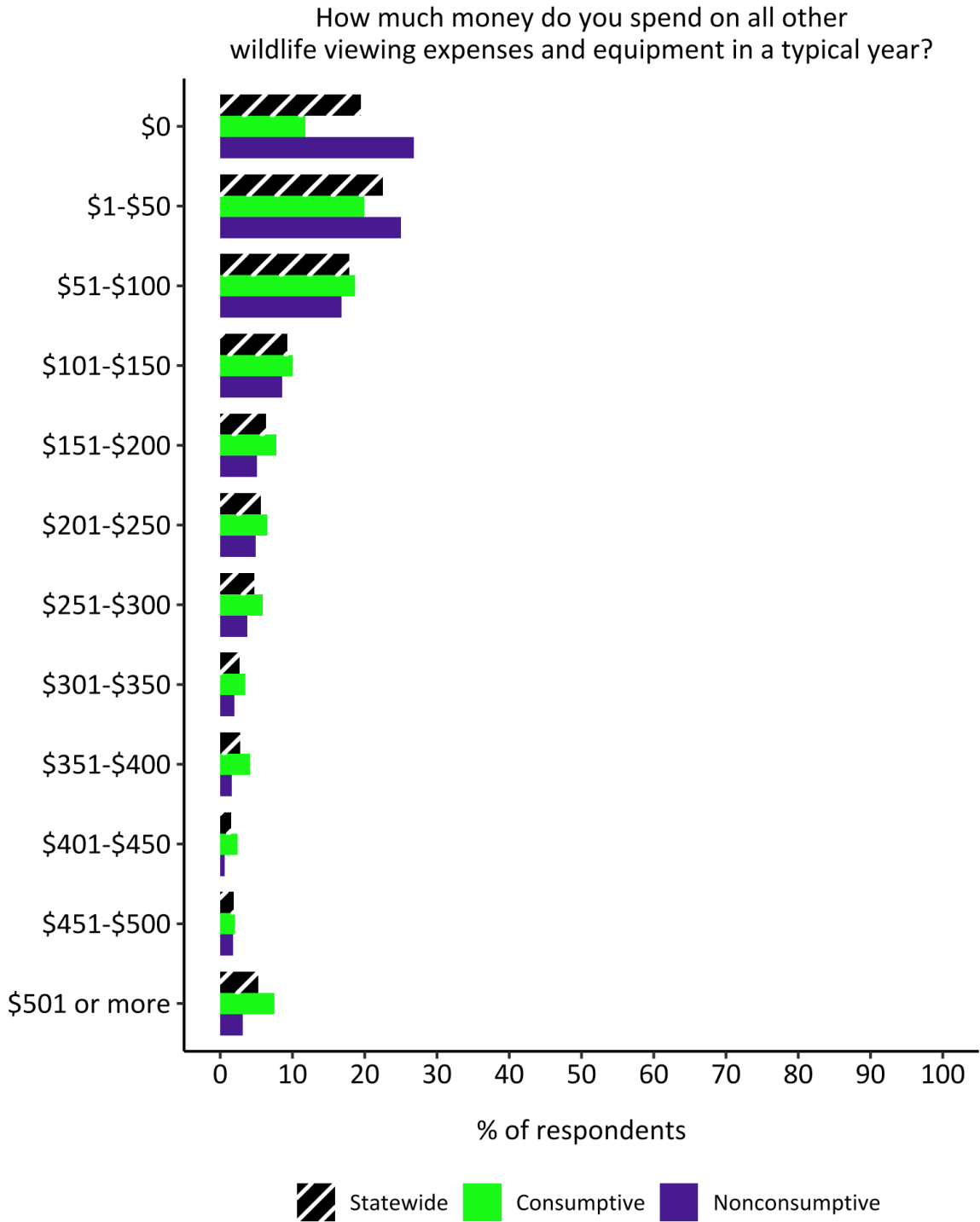


Figure 26: Other wildlife viewing-related expenditures

Other wildlife viewing-related expenditures in a typical year reported by wildlife viewers in Florida for statewide and consumptive-nonconsumptive groups. A chi-square test indicated that other wildlife viewing-related expenditures varied significantly when comparing consumptive and nonconsumptive wildlife viewers (Table 20).

Other outdoor recreation

Recent research has demonstrated that many wildlife recreationists participate in multiple forms of outdoor recreation that may include both consumptive and nonconsumptive uses of wildlife (Grooms et al., 2019). In order to explore this overlap in recreation participation among wildlife viewers, we asked respondents to indicate which other form(s) of outdoor recreational activity, out of a list of 17, they participate in during a typical year besides wildlife viewing. The list of other outdoor recreation activities used in the survey was adapted from the Virginia Wildlife Recreation Survey (Grooms et al., 2019).

Overall in Florida, 90% of viewers indicated that they participate in at least one other form of outdoor recreation. On average, respondents indicated participation in about four other forms of outdoor recreation ($M = 3.90$, $SD = 2.49$). Only 9.3% of wildlife viewers did not participate in any other forms of outdoor recreation. Over half of wildlife viewers reported participating in running, walking, or jogging. Over 40% of wildlife viewers reported participating in swimming and/or camping, and over 30% participated in hiking (or backpacking). Less than 15% of wildlife viewers reported participating in recreational shooting sports or archery, or hunting. In Florida, the least popular forms of outdoor recreation among wildlife viewers were rock climbing or bouldering (7.0%), winter sports (such as skiing, snowboarding, or snowshoeing; 6.7%), and geocaching (6.3%).

As the classification of consumptive and nonconsumptive viewers used throughout this report was generated with the responses from this survey question, additional analyses could not be performed for hunter-viewers, fisher-viewers, or viewers who did not participate in any other forms of outdoor recreation. In Florida, just under half of respondents indicated that they participated in hunting (13%) or fishing (46%), with fishing being far more popular. Specifically, 36% of wildlife viewers in Florida fish, 3.1% hunt, and 10% hunt and fish.

Chi-square tests indicated many statistically significant differences between consumptive and nonconsumptive wildlife viewers, although with low number of respondents for several of the categories for both consumptive and nonconsumptive viewers (Table 21; Figure 27). Significantly more consumptive viewers participated in all other forms of outdoor recreation in comparison to nonconsumptive viewers, except for running, jogging, or walking and geocaching, for which frequencies were not statistically significantly different. In addition, we found that 18% of nonconsumptive viewers did not participate in any of the forms of outdoor recreation listed in our survey, which is twice the proportion of all survey respondents (9%).

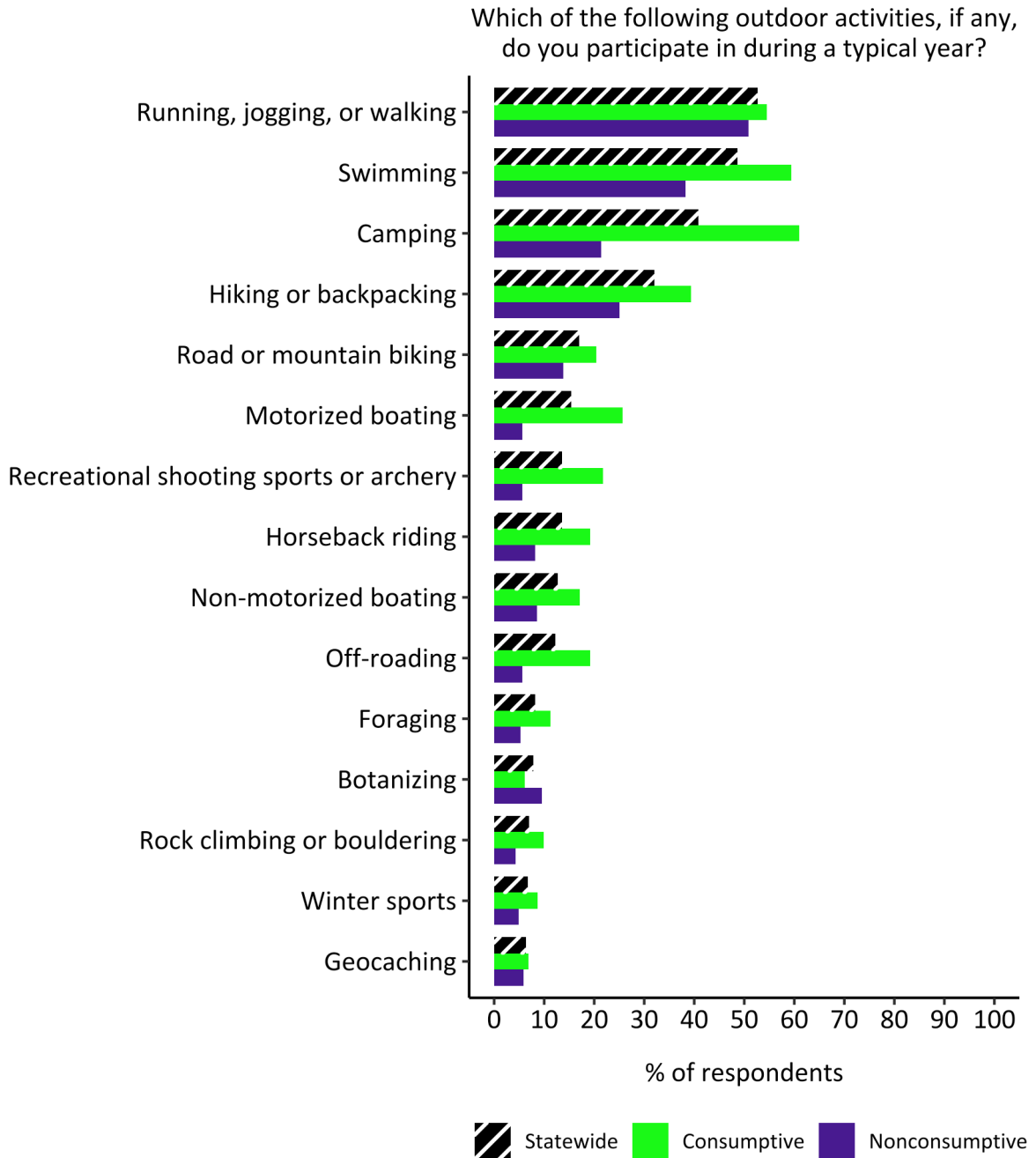


Figure 27: Other outdoor recreation activities

Outdoor activities that wildlife viewers in Florida report participating in during a typical year for statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one option. Hunting and fishing are omitted from the figure as these activities were used to generate the consumptive-nonconsumptive group definitions. Chi-square tests indicated statistically significant differences between consumptive and nonconsumptive wildlife viewers for all testable forms of outdoor recreation, except for running, jogging, or walking and geocaching (Table 21).

Conservation behaviors

The literature shows that wildlife viewers, particularly hunter–birdwatchers (similar to our consumptive viewers which also includes anglers), are more likely to engage in pro-environmental behaviors, or conservation behaviors, than non-wildlife viewers (Cooper et al., 2015). We asked respondents to indicate how likely they would be to participate in seven different conservation behaviors within the next five years, if they had the opportunity to do so. These conservation behaviors were adapted from survey items used by Larson et al. (2015) and were selected to represent each of the four pro-environmental behavior domains identified in that study. Larson et al. (2015) described pro-environmental behaviors in four domains: 1) conservation lifestyle, which includes private, household activities with environmental benefits, such as recycling and green consumerism, 2) land stewardship, which involves interaction with local ecosystems to create, manage, or monitor wildlife habitats, 3) social environmentalism, which refers to activities that center on social interaction, such as communicating with or teaching others about the environment or environmental actions, and 4) environmental citizenship, which refers to financial or political contributions to environmental causes through donations, voting, and other forms of advocacy.

Wildlife viewers most often reported being likely to clean up trash or litter, with 55% of respondents selecting that they were *very likely* or *extremely likely* to participate in this conservation behavior (Table 22; Figure 28). Next, over one-third (36%) of respondents reported that they were *very likely* or *extremely likely* to participate in purchasing products that benefit wildlife or whose proceeds support conservation. Respondents least often reported being *very likely* or *extremely likely* to collect data on wildlife or habitats to contribute to science or management (22%), or to inform or teach others about wildlife conservation (19%).

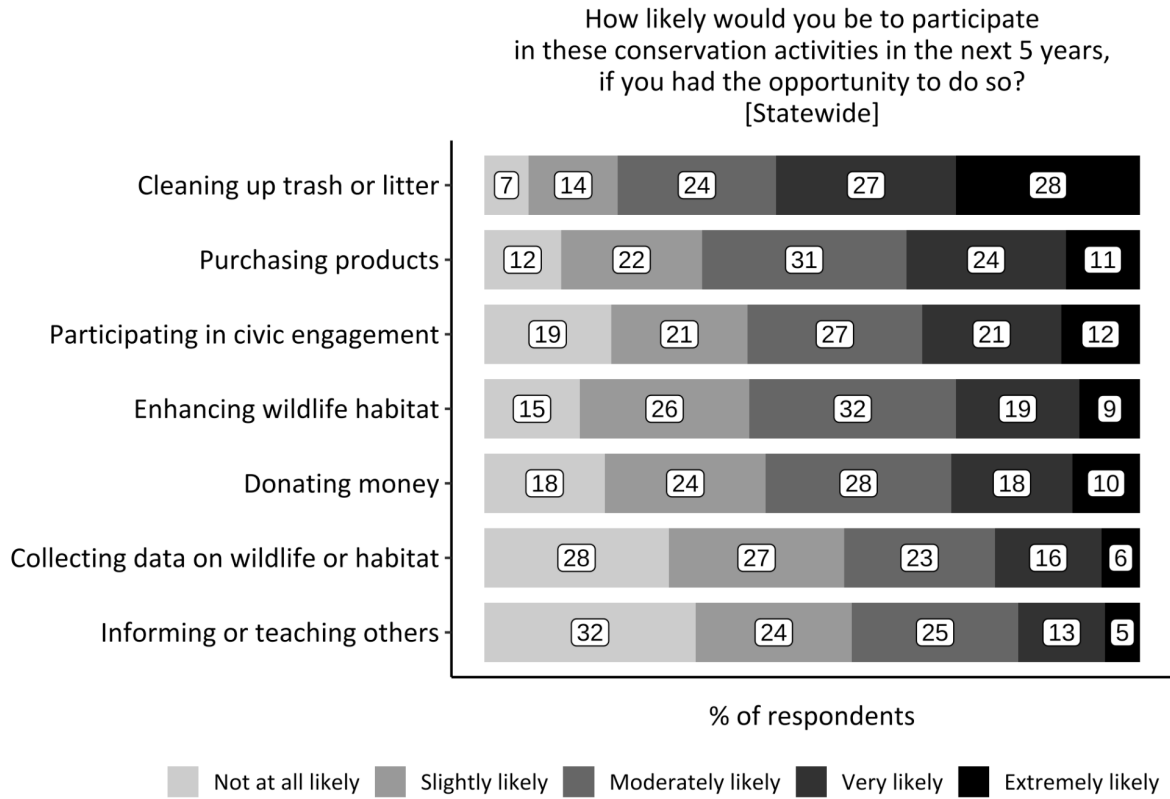


Figure 28: Likelihood of participating in conservation behaviors, statewide sample

Wildlife viewers’ reported likelihood of participating in different conservation behaviors at the statewide level in the next 5 years, if they had the opportunity to do so. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of gray lightens with decreasing likelihood of participation.

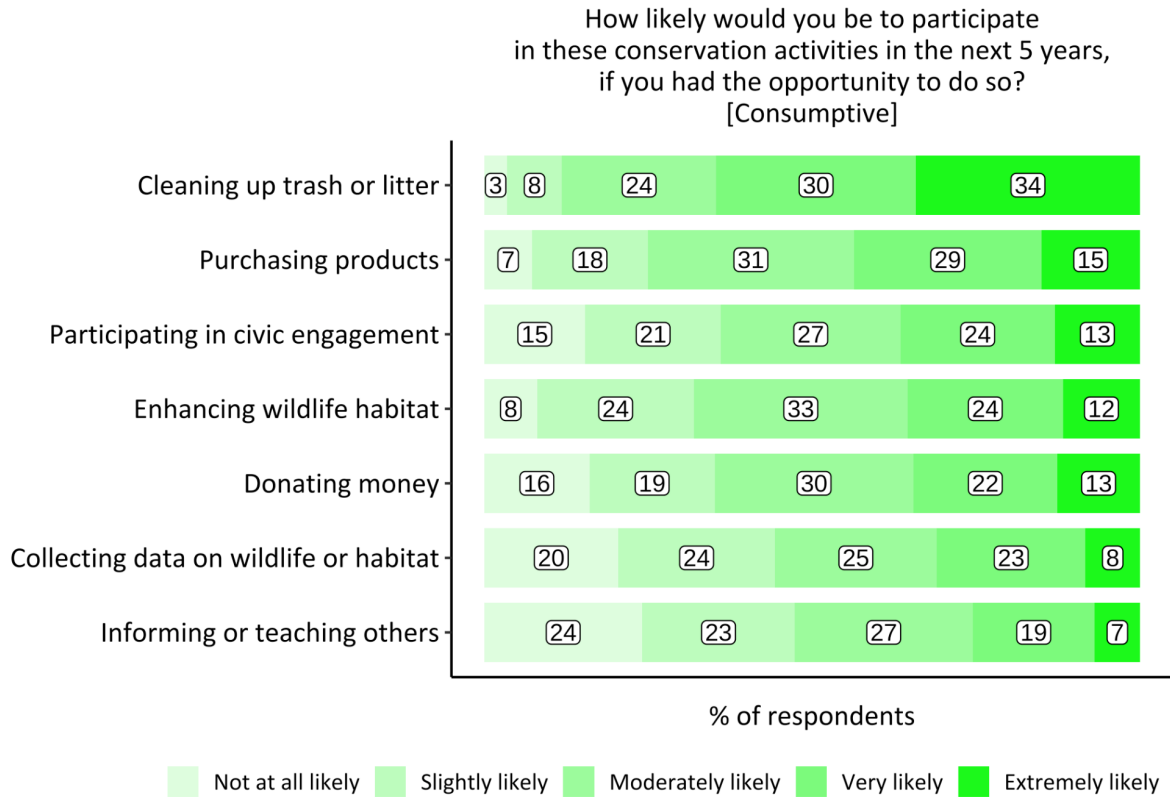


Figure 29: Likelihood of participating in conservation behaviors, consumptive respondents

Consumptive wildlife viewers’ reported likelihood of participating in different conservation behaviors in the next 5 years, if they had the opportunity to do so. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of green lightens with decreasing likelihood of participation.

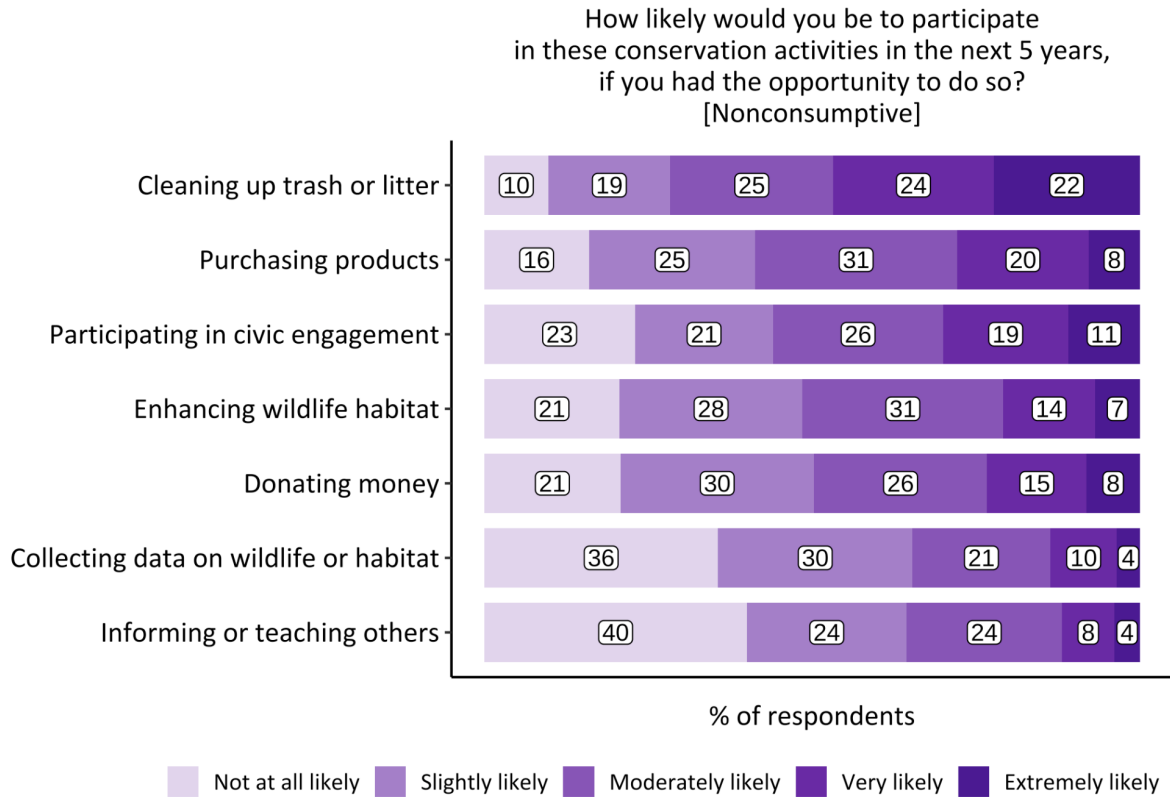


Figure 30: Likelihood of participating in conservation behaviors, nonconsumptive respondents

Nonconsumptive wildlife viewers’ reported likelihood of participating in different conservation behaviors in the next 5 years, if they had the opportunity to do so. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of purple lightens with decreasing likelihood of participation.

We also asked respondents to indicate how likely they would be to participate in these same seven conservation behaviors with or in support of FWC within the next five years if they had the opportunity to do so. Again, wildlife viewers most often reported being *very likely* or *extremely likely* to clean up trash or litter (54%) or purchase products that benefit wildlife or whose proceeds support conservation (31%). They least often reported being *very likely* or *extremely likely* to work with or for their state agencies to collect data on wildlife or habitat (22%) and to inform or teach others about wildlife conservation (21%; Table 24; Figure 31).

Response patterns for this question were similar to the likelihood of wildlife viewers to conduct these activities independent of their state agencies, although there were two conservation behaviors which differed significantly between the two questions; wildlife viewers were significantly less likely to purchase products that benefit wildlife or whose proceeds support conservation (paired samples t-test, difference in mean: -0.1, $t = -3.9$, $df = 998$, $p < .001$) and to enhance wildlife habitat (paired samples t-test, difference in mean: -0.08, $t = -2.4$, $df = 1,006$, p

= .02) with or in support of FWC. Chi-square tests indicated statistically significant differences for consumptive and nonconsumptive viewers for all conservation behaviors listed in the survey, with and without FWC support. For all conservation behaviors, more consumptive wildlife viewers reported higher levels of likelihood to participate (Table 23; Table 25; Figures 29-30; Figures 32-33).

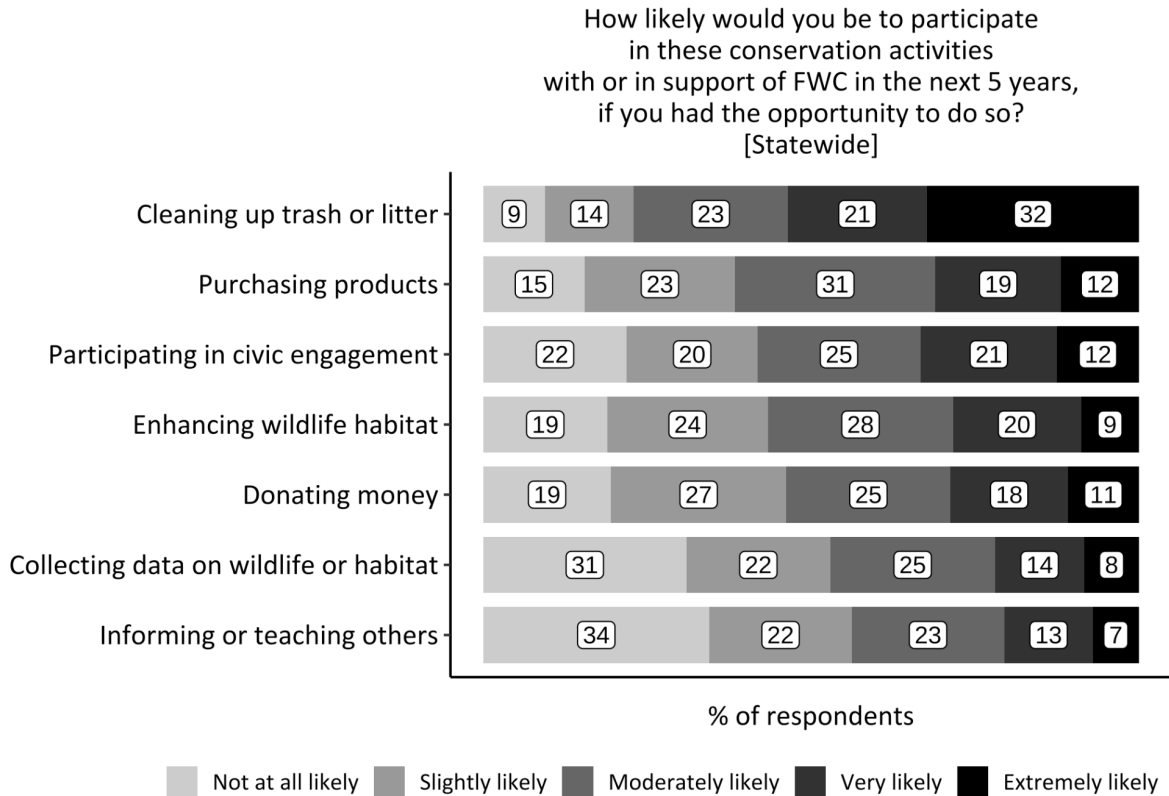


Figure 31: Likelihood of participating in conservation behaviors with or in support of state agency, statewide sample

Wildlife viewers’ reported likelihood of participating in different conservation behaviors at the statewide level with or in support of FWC in the next 5 years if they had the opportunity to do so. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of gray lightens with decreasing likelihood of participation.

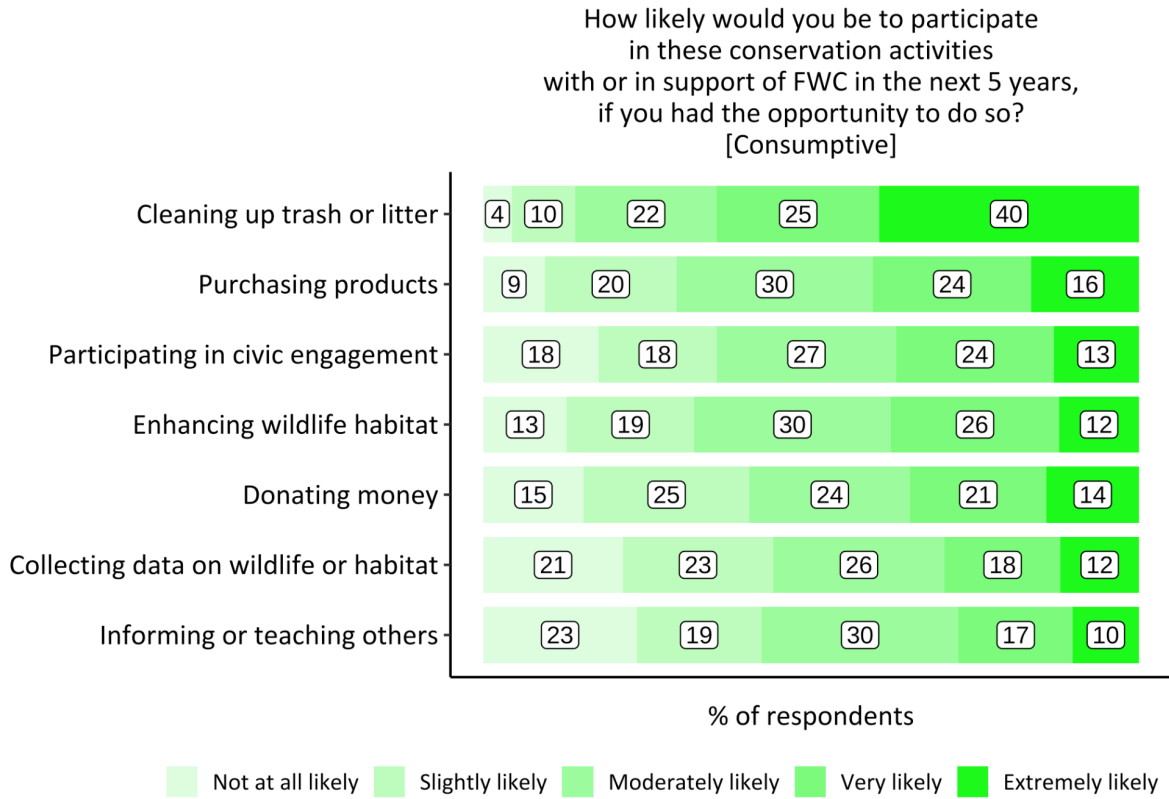


Figure 32: Likelihood of participating in conservation behaviors with or in support of state agency, consumptive respondents

Consumptive wildlife viewers’ reported likelihood of participating in different conservation behaviors with or in support of FWC in the next 5 years if they had the opportunity to do so. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of green lightens with decreasing likelihood of participation.

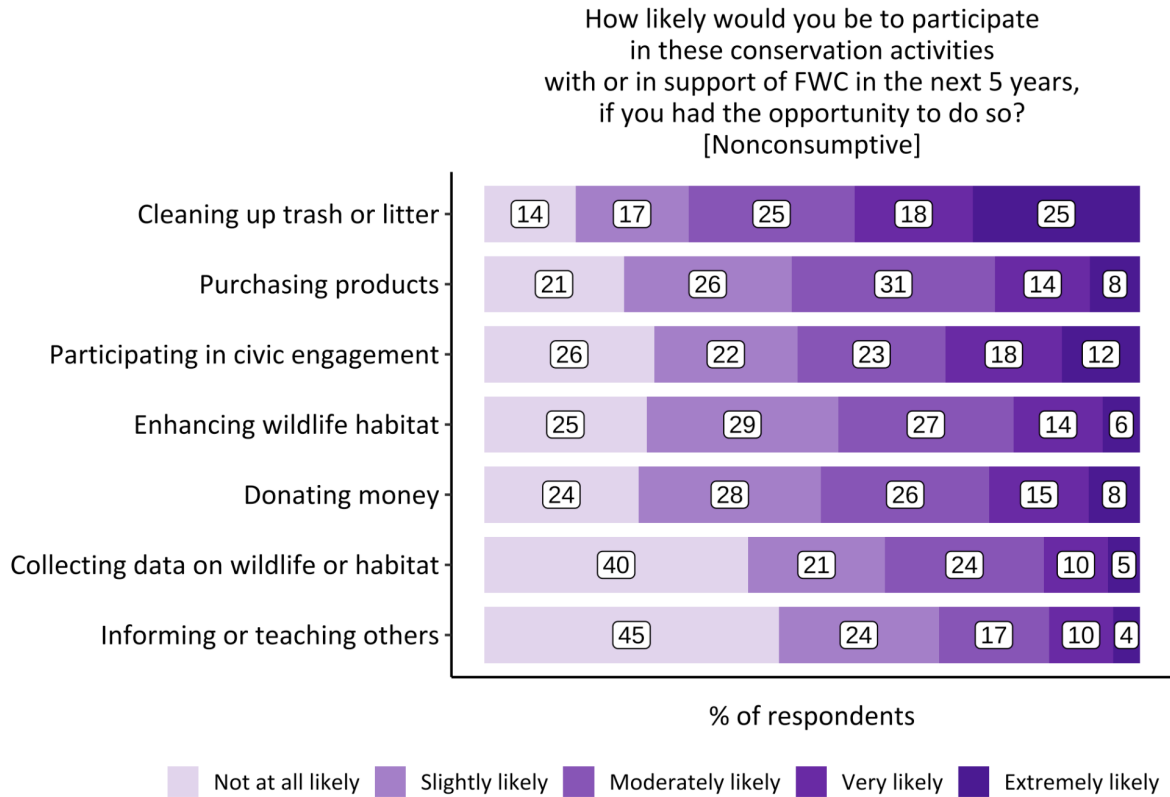


Figure 33: Likelihood of participating in conservation behaviors with or in support of state agency, nonconsumptive respondents

Nonconsumptive wildlife viewers’ reported likelihood of participating in different conservation behaviors with or in support of FWC in the next 5 years if they had the opportunity to do so. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of purple lightens with decreasing likelihood of participation.

Barriers to wildlife viewing

Wildlife viewers experience a variety of barriers to their participation in the activity including but not limited to time, lack of financial or transportation resources, or not knowing where to view wildlife (Grooms et al., 2019; NAWMP, 2021; U.S. DOI et al., 2016). To examine barriers to participation in wildlife viewing, we provided respondents with a list of 14 common barriers and asked them to indicate the extent to which each of the barriers limited their participation in wildlife viewing, with response options ranging from 1 (*not at all*) to 5 (*a great deal*). We adapted the list from the National Survey of Birdwatchers with input from our Multi-State Steering Committee (NAWMP, 2021).

Our results indicate that distance to viewing locations is the greatest barrier examined in this study, with over half (55%) of respondents indicating that distance limited participation in wildlife viewing *somewhat, quite a bit, or a great deal*. This was followed by financial cost (49%

limited *somewhat, quite a bit, or a great deal*) and a lack of free time (48% limited *somewhat, quite a bit, or a great deal*; Table 26; Figure 34). The barrier that limited wildlife viewers in Florida the least was accessibility challenges for themselves or the people they go wildlife viewing with, with 42% of respondents indicating that this barrier did not limit their participation at all.

Chi-square tests indicated only a handful of statistically significant differences for consumptive and nonconsumptive wildlife viewers. First, there was a significant difference in the degree to which lack of free time limited the extent of participation across consumptive and nonconsumptive viewers, with far more nonconsumptive viewers reporting that lack of free time did not limit their participation at all ($\chi^2 = 18.62, df = 4, p < .001$; Table 27; Figures 35-36). Second, there was a significant difference in the degree to which having few people who support wildlife viewing activities limited the extent of participation across consumptive and nonconsumptive viewers, with far more nonconsumptive viewers reporting that lack of people who support did not limit their participation at all ($\chi^2 = 12.17, df = 4, p = .02$; Table 27; Figures 35-36). Finally, there was also a significant difference in the degree to which having few people to participate in wildlife viewing with limited consumptive and nonconsumptive viewers' participation. Far more nonconsumptive viewers reported that lack of people to participate with did not limit their wildlife viewing activities at all ($\chi^2 = 16.62, df = 4, p = .002$; Table 27; Figures 35-36).

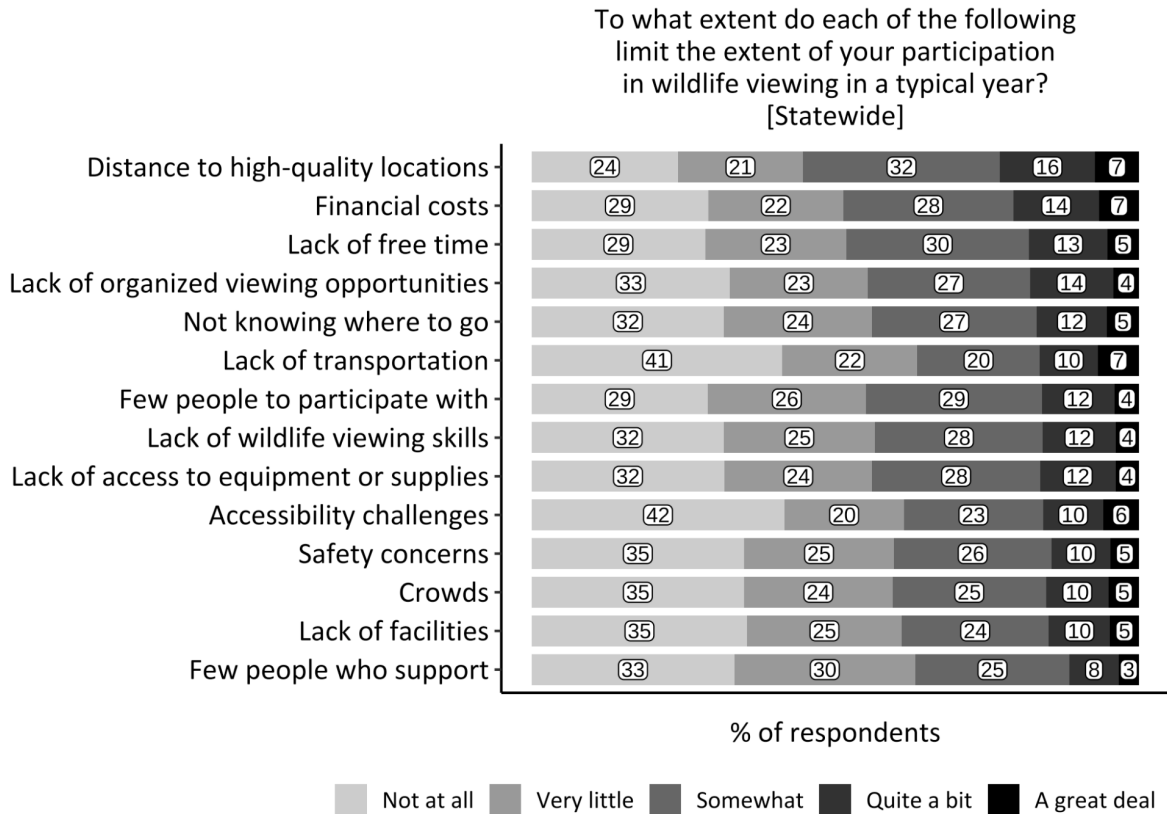


Figure 34: Barriers to wildlife viewing, statewide sample

Wildlife viewers' reported extent to which each of the barriers limited their participation at the statewide level. Blocks represent the percentage of respondents who fell into each of the five categories: *not at all* to *a great deal*. The lightest gray boxes represent the viewers that indicated an item as being *not at all* a barrier to their participation.

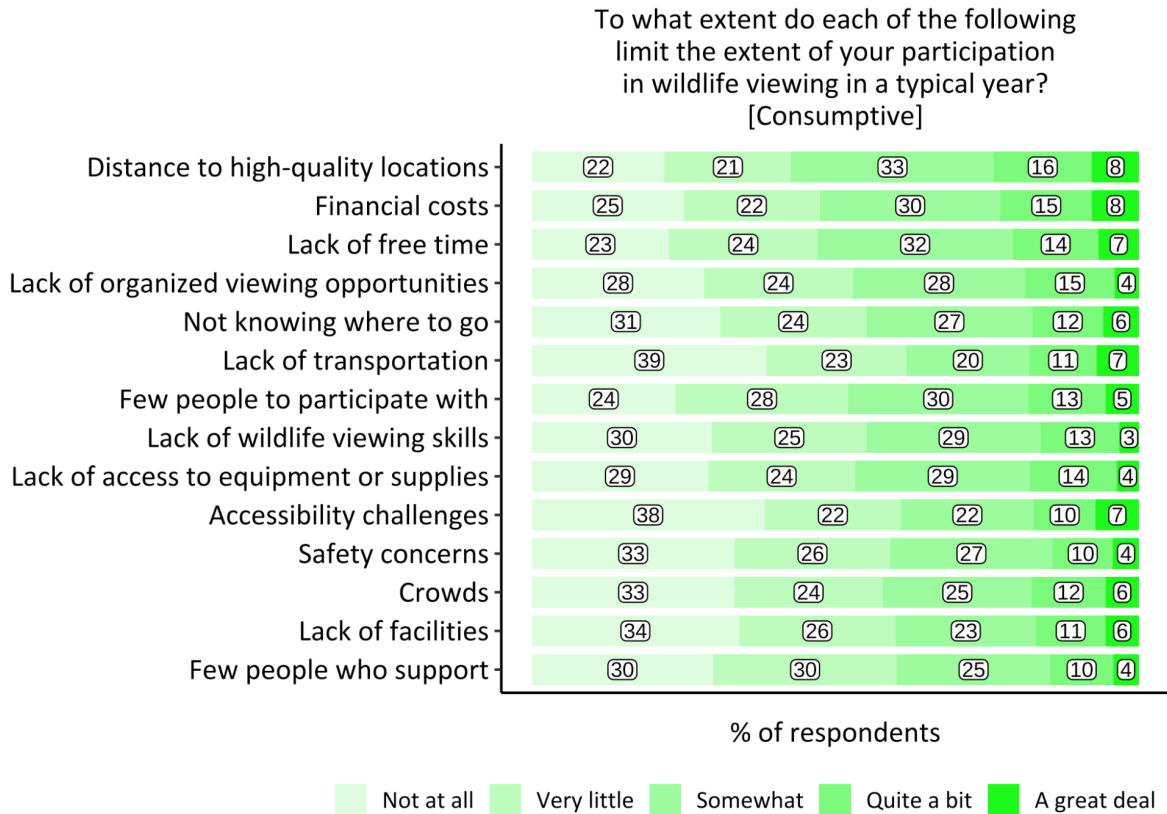


Figure 35: Barriers to wildlife viewing, consumptive respondents

Consumptive wildlife viewers' reported extent to which each of the barriers limited their participation at the statewide level. Blocks represent the percentage of respondents who fell into each of the five categories: *not at all* to *a great deal*. The lightest green boxes represent the viewers that indicated an item as being *not at all* a barrier to their participation.

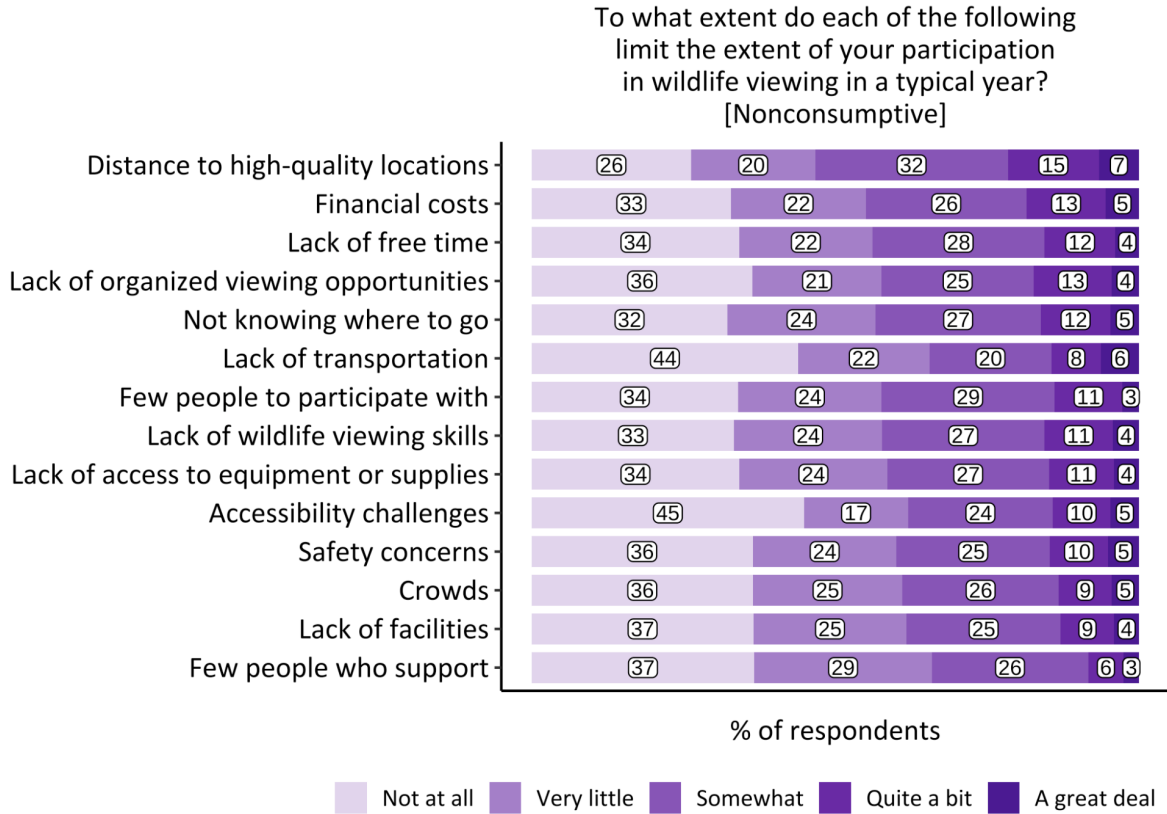


Figure 36: Barriers to wildlife viewing, nonconsumptive respondents

Nonconsumptive wildlife viewers’ reported extent to which each of the barriers limited their participation. Blocks represent the percentage of respondents who fell into each of the five categories: *not at all* to *a great deal*. The lightest purple boxes represent the viewers that indicated an item as being *not at all* a barrier to their participation.

Groups that encourage participation in wildlife viewing

Social support or the resources either perceived or provided, by friends, family, mentors, peers, and other groups. (Gottlieb & Bergen, 2010), is linked to sustained higher levels of participation in outdoor recreation. For example, birders who have a friend or relative who also birds spend more time birding and have more birding knowledge than those who do not (Rutter et al., 2021; Schoffman et al. 2015). To further understand mechanisms of social support for wildlife viewing, we asked our respondents to what extent family, friends, peers, and mentors encourage their participation, with response options ranging from 1 (*not at all*) to 5 (*a great deal*). Respondents indicated that family provided the greatest extent of encouragement to participate, with 68% indicating that family members encouraged their wildlife viewing *somewhat, quite a bit, or a great deal*. This was followed by friends at 60%, peers at 48%, and mentors at 39%. Respondents relied on social support from mentors the least out of all four

groups, with 47% of all respondents indicating that mentors did not encourage their participation at all.

Chi-square tests indicated that the extent to which each group encouraged respondents' participation in wildlife viewing differed significantly between consumptive and nonconsumptive viewers for all social support groups (Tables 28-31; Figures 38-39). In all four cases, more nonconsumptive viewers reported that they felt no social support at all from the groups in comparison to consumptive viewers. Additionally, in all cases, more consumptive viewers reported that they felt that these social groups encouraged their participation in wildlife viewing *quite a bit* and *a great deal*.

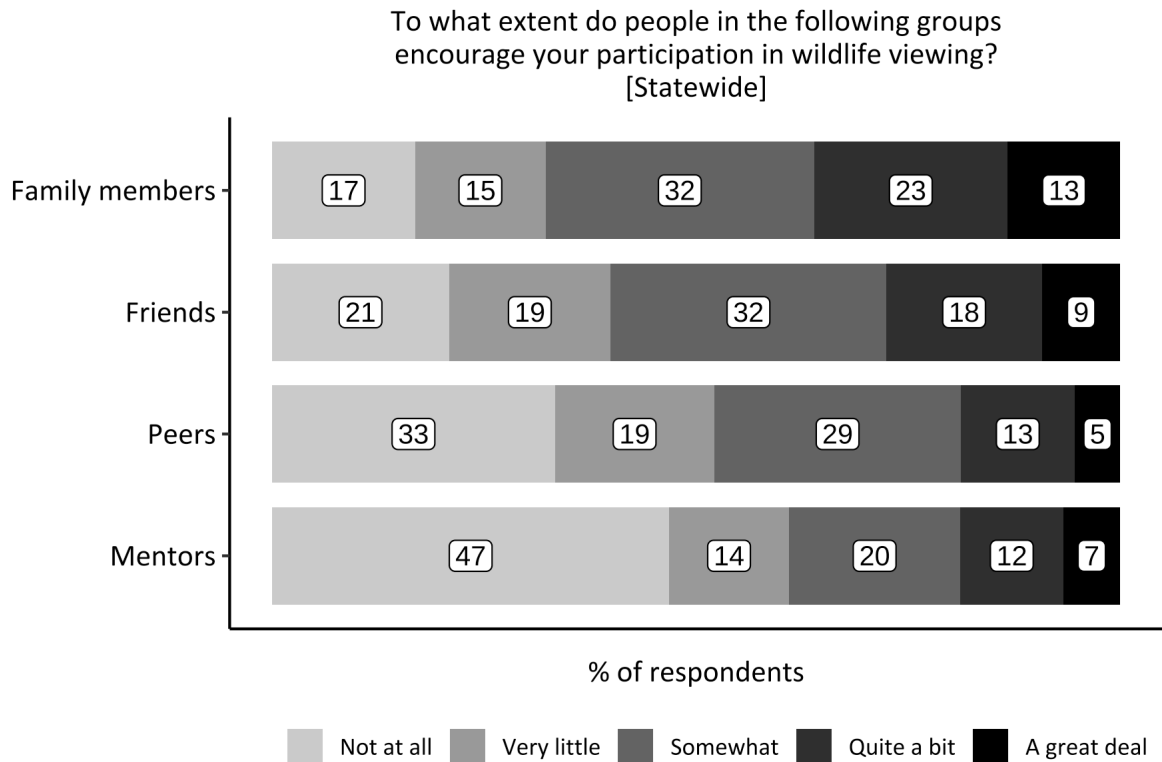


Figure 37: Groups that encourage viewing, statewide sample

The degree to which wildlife viewers at the statewide level feel encouraged to participate in wildlife viewing by four groups of people: family, friends, peers and mentors. Blocks represent the percentage of respondents who fell into each of the five categories. The lightest shade of gray represents viewers that indicated the least amount of social support: *not at all*.

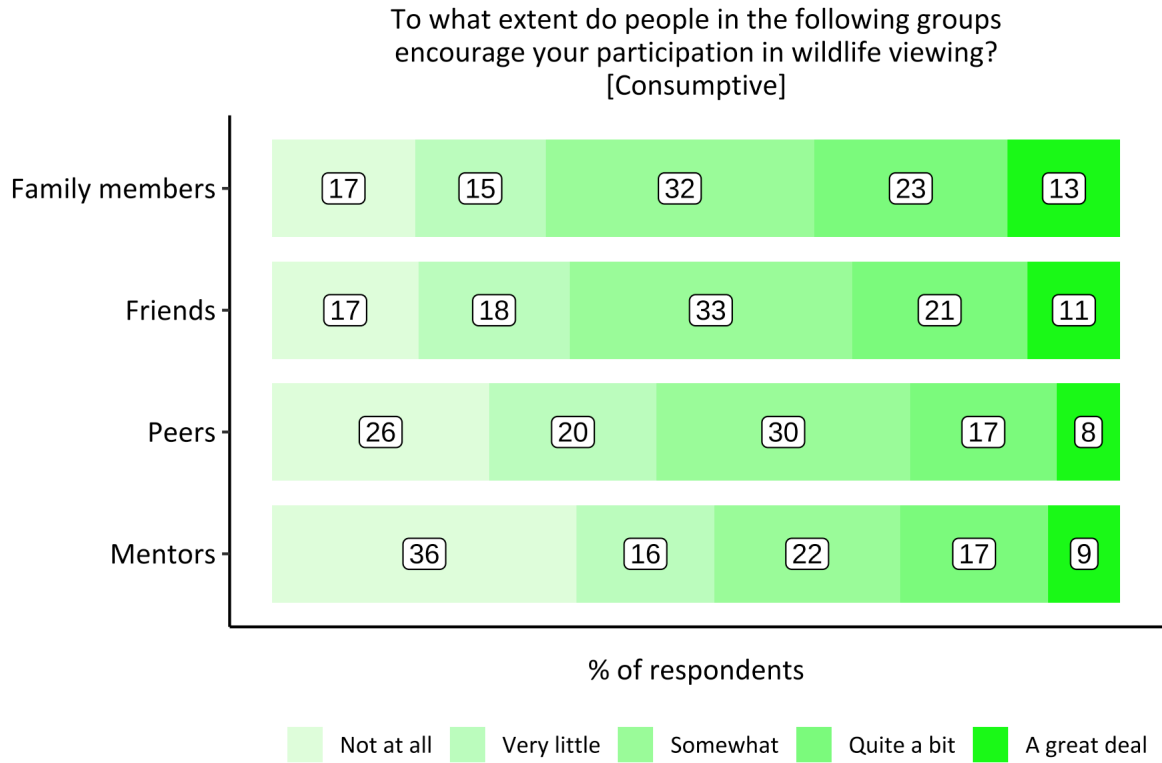


Figure 38: Groups that encourage viewing, consumptive respondents

The degree to which consumptive wildlife viewers in Florida feel encouraged to participate in wildlife viewing by four groups of people: family, friends, peers and mentors. Blocks represent the percentage of respondents who fell into each of the five categories. The lightest shade of gray represents viewers that indicated the least amount of social support: *not at all*.

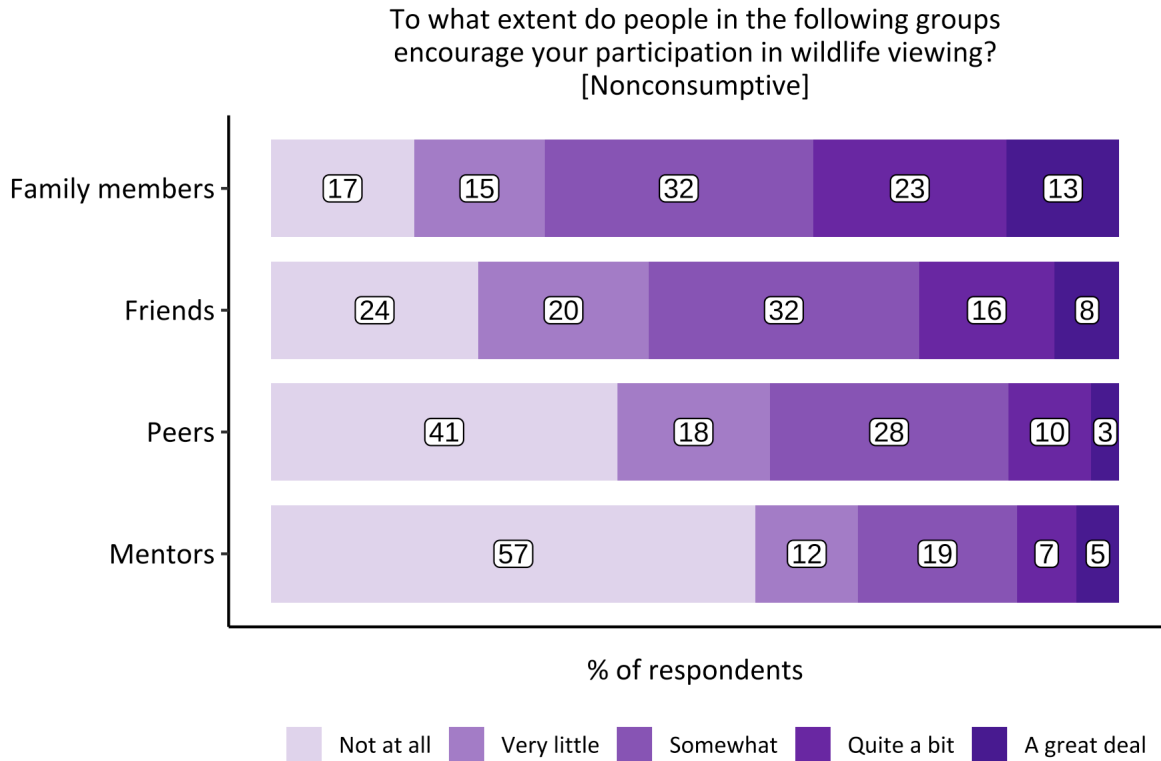


Figure 39: Groups that encourage viewing, nonconsumptive respondents

The degree to which nonconsumptive wildlife viewers in Florida feel encouraged to participate in wildlife viewing by four groups of people: family, friends, peers and mentors. Blocks represent the percentage of respondents who fell into each of the five categories. The lightest shade of purple represents viewers that indicated the least amount of social support: *not at all*.

Accessibility and wildlife viewing

According to the Centers for Disease Control, 26% of American adults experience some type of disability (CDC, 2020). Historically, surveys and planning efforts for wildlife viewing have largely overlooked the needs and concerns of wildlife viewers with disabilities, beyond achieving Americans with Disabilities Act compliance (Michopoulou et al., 2015; Williams et al., 2004). As people with disabilities comprise a significant portion of the adult U.S. population, we considered how this lack of focus on them impacts their wildlife viewing experience. To do so, we asked respondents about the extent to which they experience accessibility challenges related to wildlife viewing. We used a definition of the term “accessibility challenges” developed by Birdability (Rose & McGregor, 2021). Birdability defines accessibility challenges as:

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.

We found that 35% of wildlife viewers in Florida experience *somewhat, quite a bit, or a great deal* of accessibility challenges (Table 32; Figure 40). A chi-square test indicated no statistically significant differences in the experience of accessibility challenges for consumptive and nonconsumptive viewers (Table 32; Figure 40).

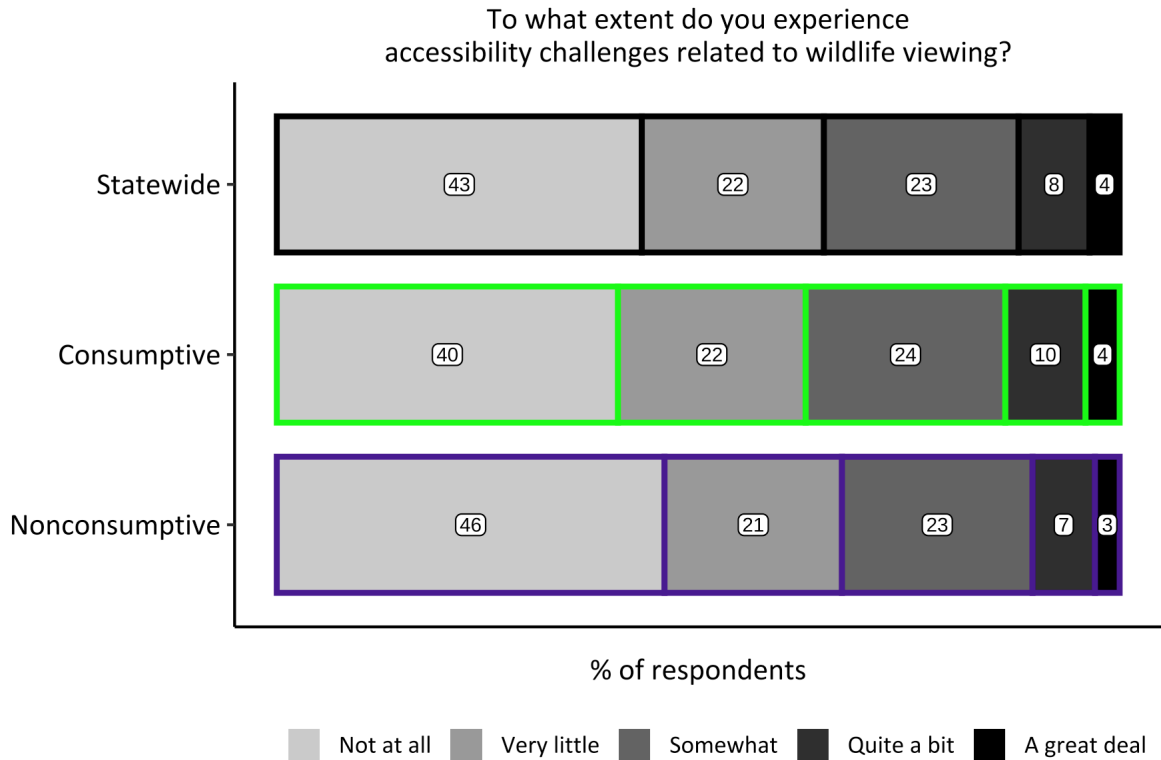


Figure 40: Accessibility challenges and wildlife viewing, all respondents

Wildlife viewers’ extent to which they experience accessibility challenges for statewide and consumptive-nonconsumptive groups. Blocks represent the percentage of respondents who fell into each of the five categories: *not at all* to *a great deal*. A chi-square test indicated no statistically significant differences in the experience of accessibility challenges for consumptive and nonconsumptive viewers (Table 32).

Familiarity

An individual’s familiarity with an organization or entity may serve as an indicator of likelihood to contribute financially and a metric of that individual’s perception of the entity (Katz, 2017). As state agencies endeavor to increase their engagement with a broader constituency (AFWA & WMI, 2016), familiarity may serve as an important indicator in measuring viewers’ relationships with agencies and likelihood to provide financial support (Grooms, 2021; Katz, 2017).

Consumptive viewers such as hunters and anglers may have more interaction with state fish and wildlife agencies due to permitting and license regulations (Grooms, 2021).

We utilized a variety of questions to thoroughly examine familiarity. We asked wildlife viewers to indicate their level of familiarity with FWC, with five unipolar options ranging from *not at all familiar* to *extremely familiar*. Most wildlife viewers were slightly or moderately familiar with FWC (60%). Only 7.5% of respondents were *extremely familiar* with FWC and 16% were not familiar with the agency at all (Table 33; Figure 41). A chi-square test indicated a statistically significant difference in familiarity with FWC across consumptive and nonconsumptive viewers, with more nonconsumptive viewers being *not at all familiar* or only *slightly familiar* with the state agency ($\chi^2 = 81.38, df = 4, p < .001$; Table 33; Figure 41).

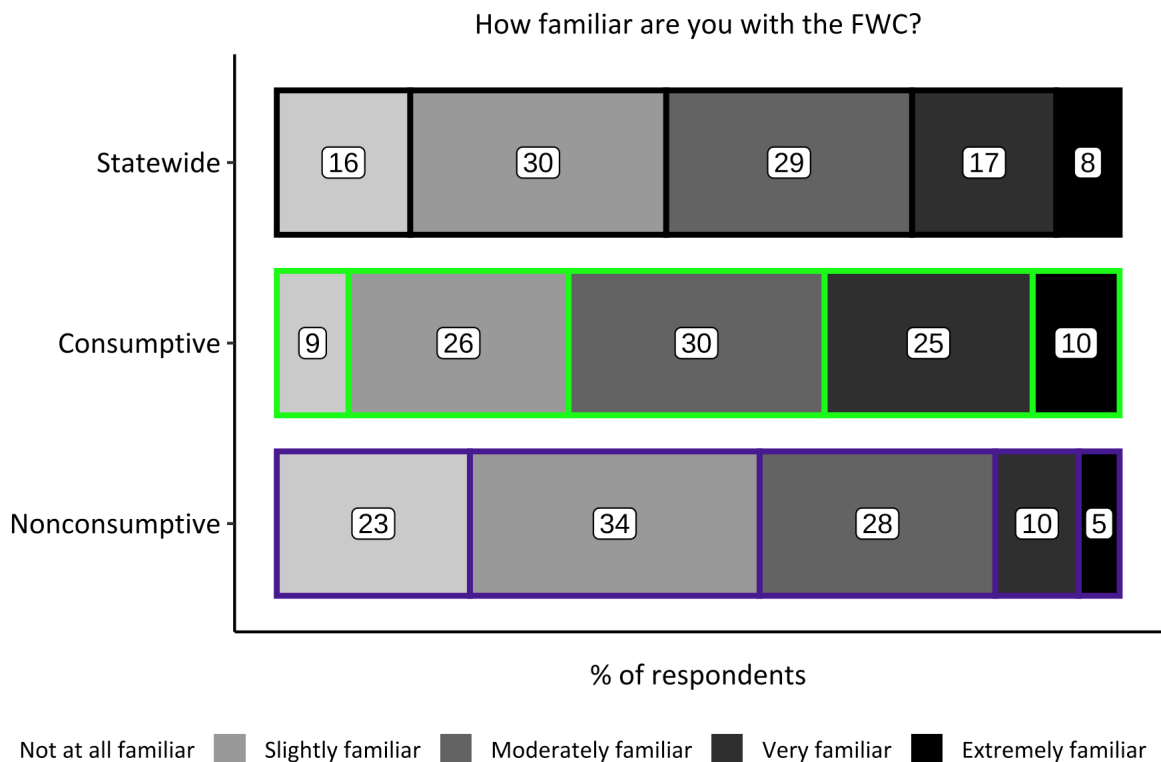


Figure 41: Familiarity with FWC, all respondents

Wildlife viewers' self-reported level of familiarity with FWC for statewide and consumptive-nonconsumptive groups. Blocks represent the percentage of respondents who fell into each of the five categories: *not at all familiar* to *extremely familiar*. A chi-square test indicated a statistically significant difference in familiarity with the FWC for consumptive and nonconsumptive viewers (Table 33).

Next, we investigated specific aspects of familiarity, including familiarity with FWC staff, programs, lands, and mission. We found that 41% of respondents reported being *not at all familiar* with FWC staff (Figure 42). About the same percentage of respondents, 45%, reported *slightly* or *moderately* familiarity with agency staff and only 14% were very or extremely

familiar with agency staff (Figure 42). About one-third (30%) of respondents were not at all familiar with FWC programs or lands (Figure 42). About half (54%) of respondents were *slightly* or *moderately* familiar with agency programs and only 16% were *very* or *extremely familiar* (Figure 42).

Chi-square tests indicated highly statistically significant differences in familiarity between consumptive and nonconsumptive viewers for all four characteristics of FWC (Tables 34-37; Figure 42). In all cases, nonconsumptive viewers were more likely to be *not at all familiar* with state agency lands, programs, staff, and mission than consumptive viewers. Indeed, over 50% of nonconsumptive viewers were not at all familiar with FWC staff.

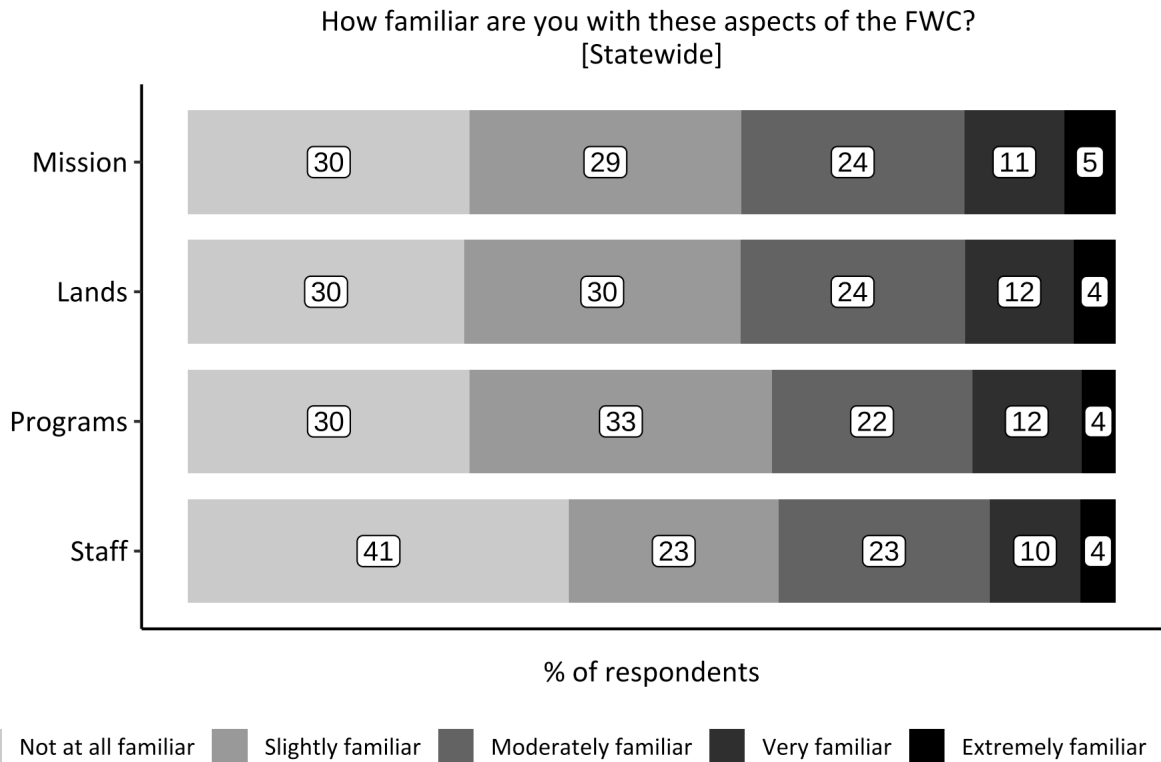


Figure 42: Familiarity with different aspects of FWC, statewide sample

Wildlife viewers’ self-reported level of familiarity with specific aspects of FWC (mission, lands, programs, and staff) at the statewide level. Blocks represent the percentage of respondents who fell into each of the five categories: *not at all familiar* to *extremely familiar* (Tables 33-37).

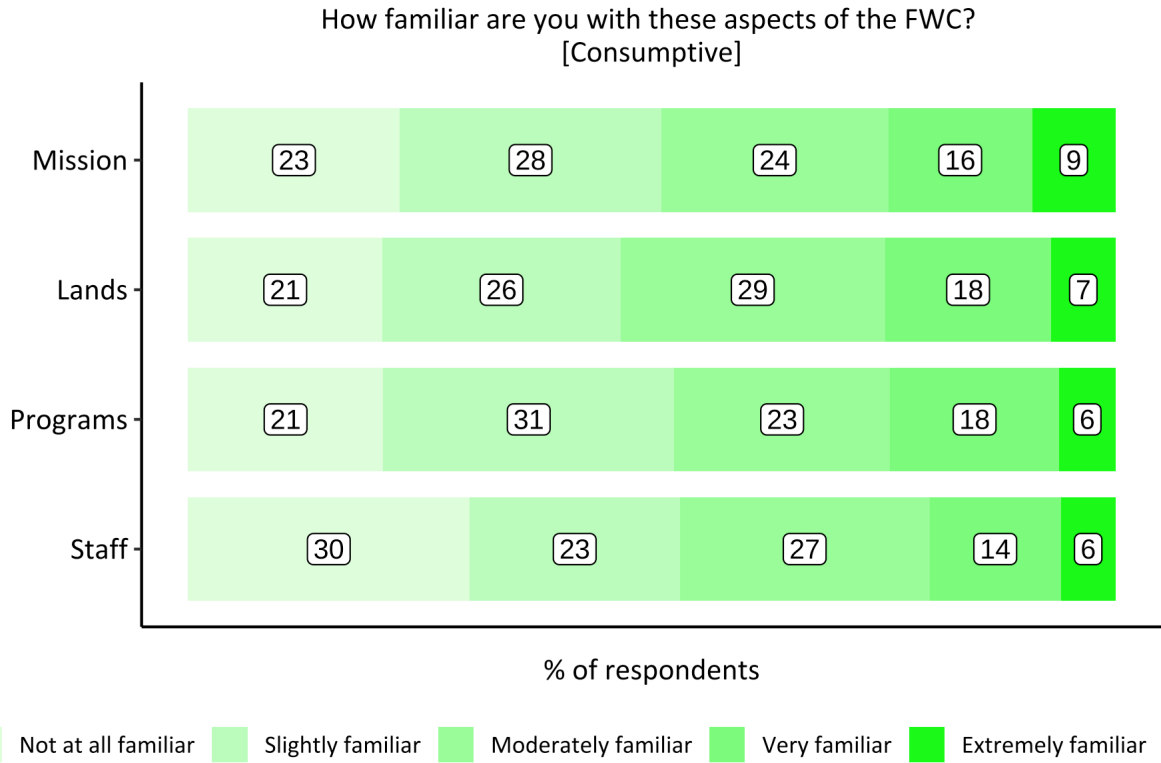


Figure 43: Familiarity with different aspects of FWC, consumptive respondents

Consumptive wildlife viewers' self-reported level of familiarity with specific aspects of FWC (mission, lands, programs, and staff). Blocks represent the percentage of respondents who fell into each of the five categories: *not at all familiar* to *extremely familiar* (Tables 33-37).

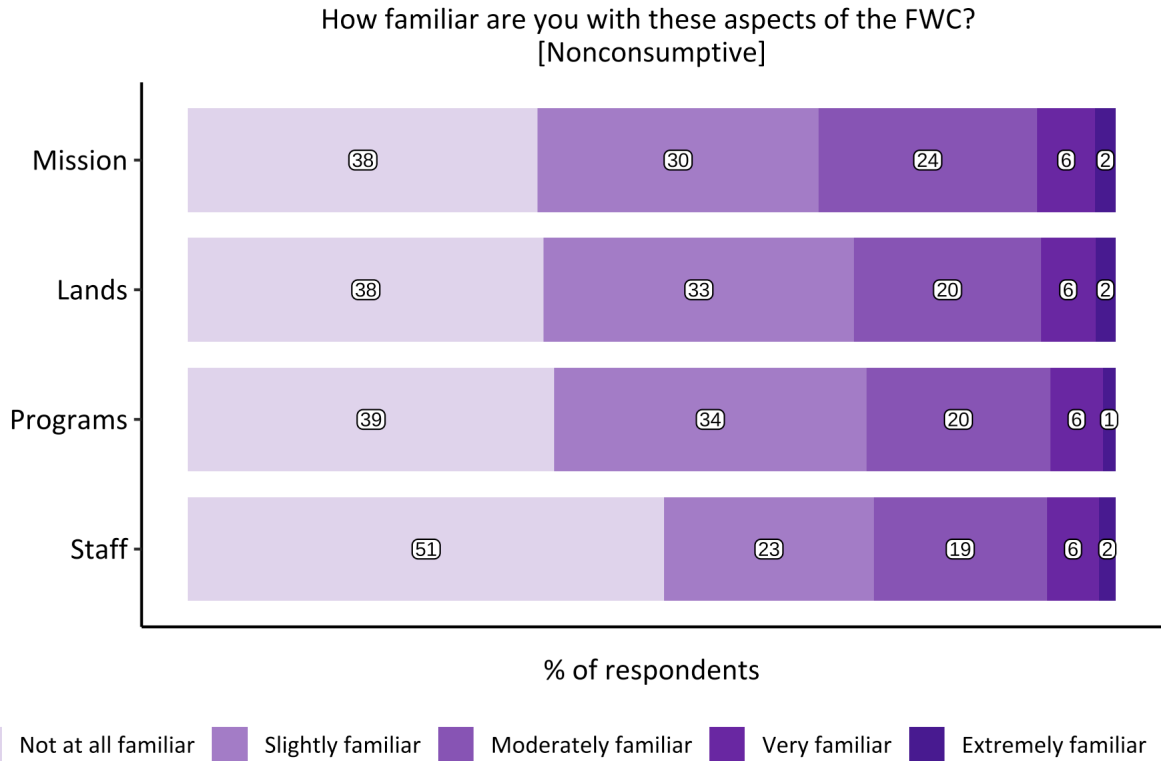


Figure 44: Familiarity with different aspects of FWC, nonconsumptive respondents

Nonconsumptive wildlife viewers’ self-reported level of familiarity with specific aspects of FWC (mission, lands, programs, and staff). Blocks represent the percentage of respondents who fell into each of the five categories: *not at all familiar to extremely familiar* (Tables 33-37).

As our final measure of familiarity, we utilized a logo recognition question (Van Grinsven & Das, 2016). We asked respondents, “Have you seen this logo before?”, accompanied with an image of the FWC logo. Statewide, 68% of respondents indicated “Yes, I have seen this logo before.” A chi-square test indicated that significantly more consumptive viewers (81%) than nonconsumptive viewers (57%) had seen the FWC logo before ($\chi^2 = 69.32, df = 1, p < .001$; Table 38; Figure 45).

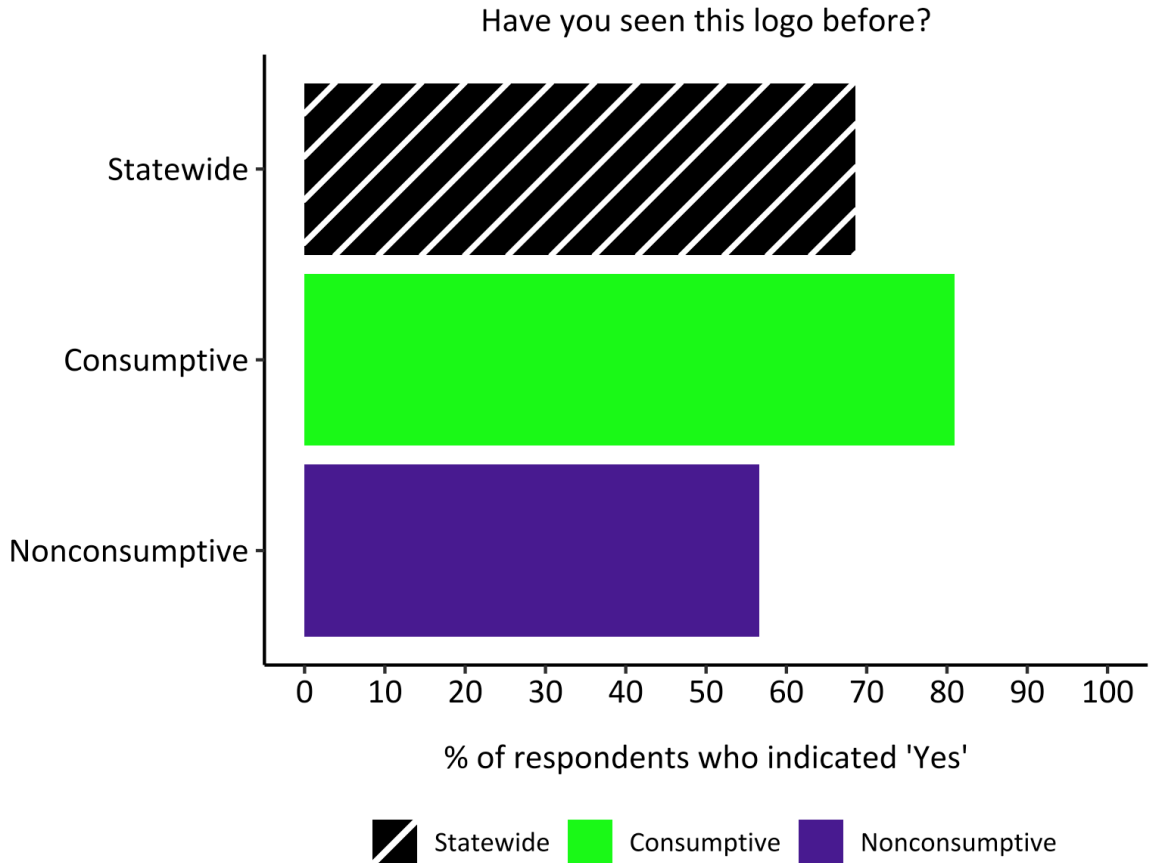


Figure 45: FWC Logo recognition, all respondents

Wildlife viewers’ recognition of the FWC logo for statewide and consumptive-nonconsumptive groups. Bars indicate the percentage of respondents who indicated “Yes, I have seen this logo before.” A chi-square test indicated that significantly more consumptive viewers than nonconsumptive viewers had seen the FWC logo before (Table 38).

Perception of state agency prioritization of programs and services for wildlife viewing

To further examine perceptions of FWC, we examined viewers’ thoughts on FWC’s prioritization of programs and services that support wildlife viewing. In previous research in Virginia, no differences between birder-viewers and hunter-anglers were found when comparing the prioritization of programs and services that support wildlife viewing (Grooms et al., 2021). The majority of both consumptive and nonconsumptive viewers felt that the agency was giving about the right level of prioritization to programs and services that support wildlife viewers, followed by about a quarter who thought that it was not high enough. In this survey, we evaluated respondents’ perceptions of FWC by examining how wildlife viewers perceive the level of prioritization the state agency places on programs and services that support wildlife viewing. We provided respondents with a five-point bipolar scale ranging from 1 (*far too low*) to 5 (*far too high*), with *about right* as the middle third option and a sixth option of “I don’t have

an opinion” which 16% ($n = 151$) of respondents from the national level selected and were treated as missing values in the following analysis.

The majority of respondents in Florida reported that they felt the level of prioritization of programs and services for wildlife viewing was *about right* (66%). Over a quarter of respondents (27%) reported the level of prioritization was *too low or far too low*, indicating interest in seeing additional efforts from state agencies to support wildlife viewing. Only 7% of respondents felt that the level of prioritization was *too high or far too high*. For those respondents who reported that they were *very or extremely familiar* with FWC, 66% felt that the level of prioritization of programs and services for wildlife viewing was about right, 19% felt that the level of prioritization was *too low or far too low*, and 15% felt that the level of prioritization was *too high or far too high*.

A chi-square test indicated that the difference between the perceived level of prioritization of consumptive and nonconsumptive viewers was statistically significant, although not necessarily relevant for management (Table 39; Figure 46). Slightly more consumptive viewers (69%) felt that the level at which FWC prioritizes wildlife viewing programs and services was *about right* in comparison to nonconsumptive viewers (64%; Table 39; Figure 46).

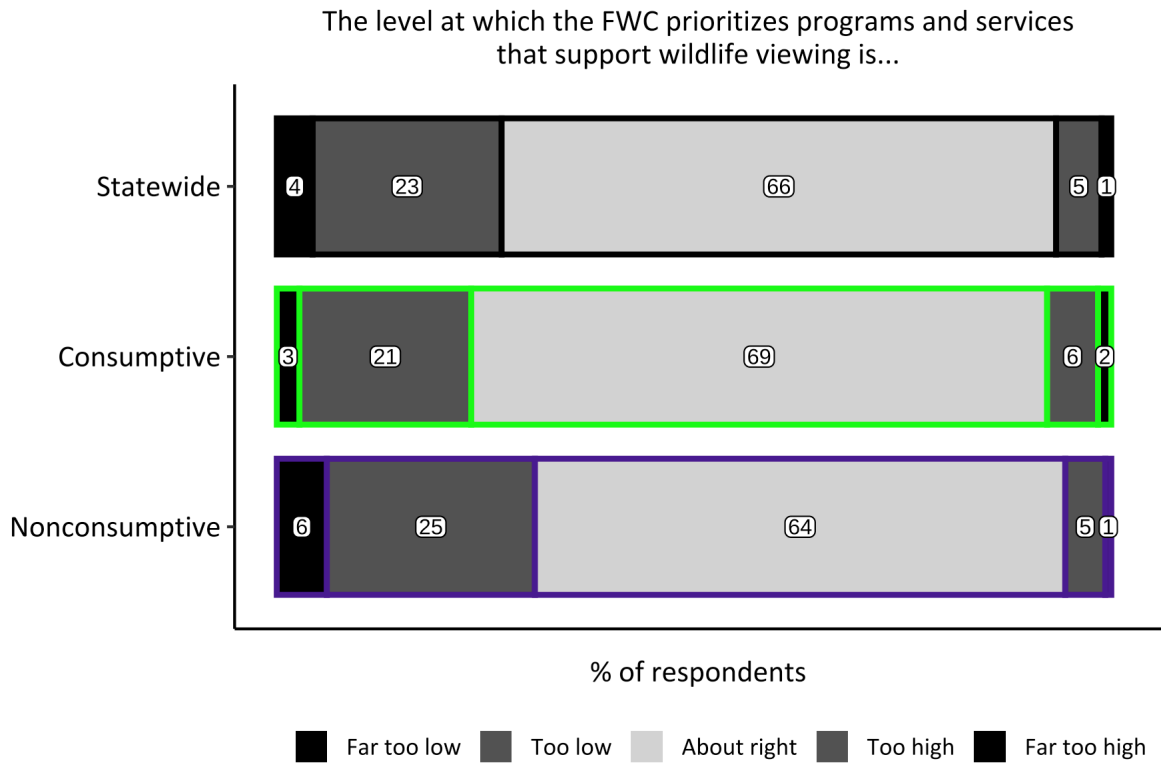


Figure 46: Perception of FWC prioritization of programs and services for wildlife viewing, all respondents

Wildlife viewers’ perception of FWC’s prioritization of programs and services for wildlife viewing for statewide and consumptive-nonconsumptive groups. Blocks represent the percentage of respondents who fell into each of the five categories: *far too low* to *far too high*. The lightest shade of gray indicates the percentage of respondents who felt the level of prioritization was *about right*. A chi-square test indicated that the difference between the perceived level of prioritization of consumptive and nonconsumptive viewers was statistically significant, although not necessarily relevant for management (Table 39).

Experiences with state agency programs and services

We further explored wildlife viewer relationships with FWC by asking which state agency programs and services, out of a list of 10, they had engaged with in the past five years. This list was modified by state agency representatives from Florida to reflect the items offered by FWC. One possible option was not presented to respondents in Florida, livestream cameras, as state agency representatives indicated that this program was not available from FWC. An 11th option, “I have not used or engaged in any of these agency programs and services in the last five years,” was provided, which was selected by 47% of all survey respondents in Florida.

Of the remaining 53% of respondents who reported utilizing at least one agency program and service, 32% of them selected only one response option. Wildlife viewers in Florida most commonly used information provided by FWC, including information about wildlife in the state

(28%) and information about wildlife viewing opportunities in the state (21%). The next most used agency service was FWC nature, education, or visitor centers (16%). The least used agency programs were conservation law enforcement (7.4%) tied with wildlife festivals or viewing competitions sponsored by FWC (7.4%).

Chi-square tests indicated statistically significant differences in participation for consumptive and nonconsumptive viewers for all listed agency programs and services except for programs or presentations for groups or clubs. First, nonconsumptive viewers (57%) were significantly more likely to have not participated in or used any FWC programs and services, in comparison to consumptive viewers (36%; Table 40; Figure 47). Second, for all listed programs and services, consumptive wildlife viewers used or participated in these state agency programs or services more than nonconsumptive viewers; although for many activities, participation rates were low overall for both groups (Table 40; Figure 47).

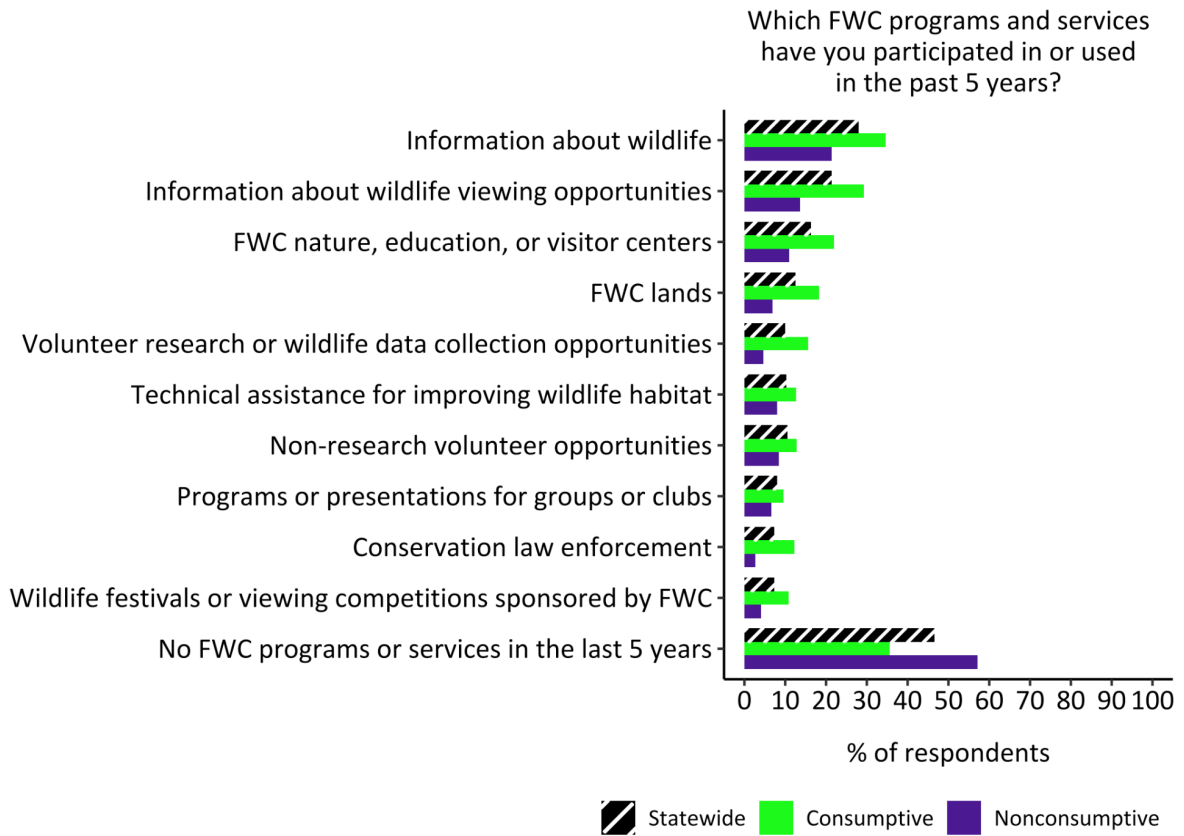


Figure 47: Experience with FWC programs and services, all respondents

FWC programs and services utilized by wildlife viewers in Florida for statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one option to reflect which programs and services they utilized. Chi-square tests indicated statistically significant differences in participation for consumptive and nonconsumptive viewers for all listed agency programs and services except for programs or presentations for groups or clubs (Table 40).

Programs and services for children and youth

A follow-up question asked wildlife viewers if children or youth in their household had engaged in any FWC programming, such as school-based programs, camps, or youth and family events. Respondents were provided with three options: “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,” and “Not applicable.” Over half (56%) of respondents reported the question was not applicable. Just over one-third of all respondents who had youth or children in their household reported them engaging in agency programs and services and two-thirds reported they had not engaged in any programming (Table 41; Figure 48). A chi-square test

indicated that, for respondents with children or youth in their household, consumptive wildlife viewers (20% indicating ‘yes’) were significantly more likely to have engaged in FWC programming in comparison to nonconsumptive viewers (9.4% indicating ‘yes’; $\chi^2 = 5.25$, $df = 1$, $p = .022$; Table 41; Figure 48).

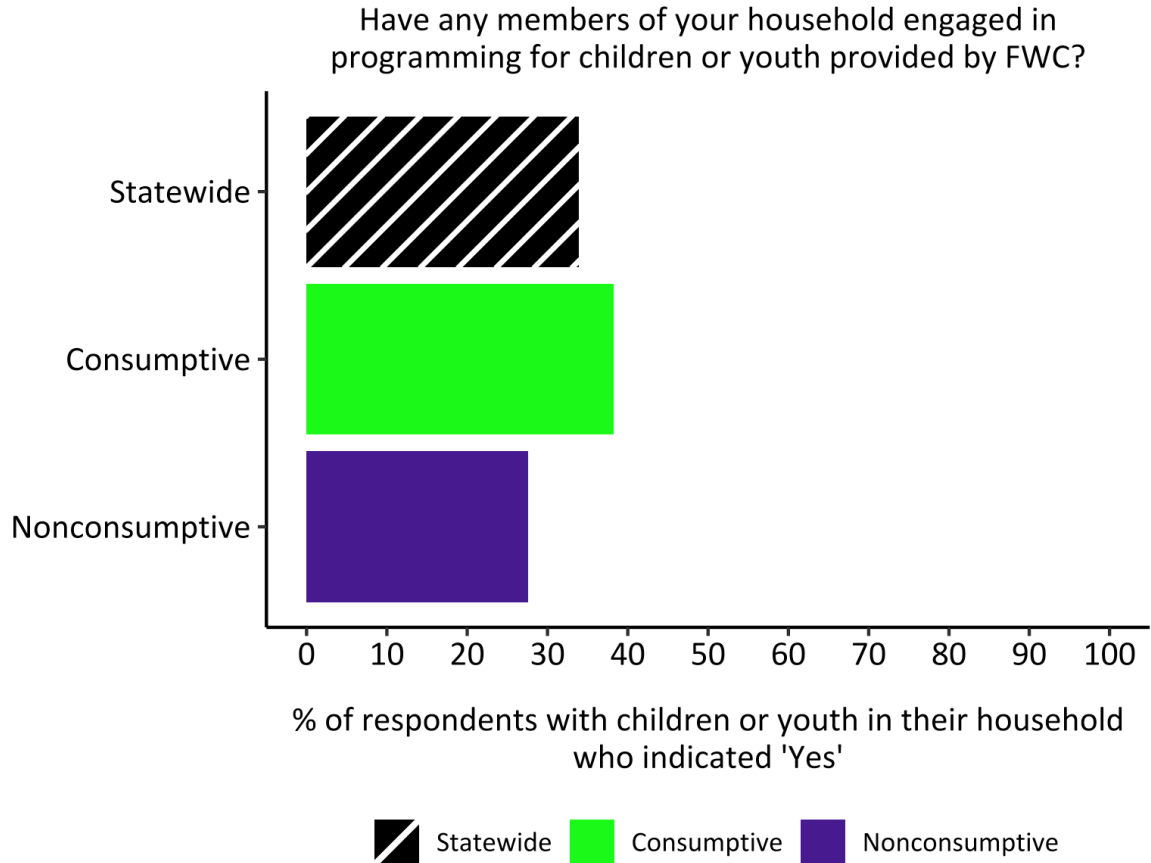


Figure 48: Experience with programs and services for youth, all respondents

Wildlife viewers’ engagement with FWC youth programming for statewide and consumptive-nonconsumptive groups. Respondents without children or youth in their household are excluded. Bars represent the percentage of respondents with children or youth in their household who indicated “Yes; children or youth in my household have engaged in some of these programs.” A chi-square test indicated that, for respondents with children or youth in their household, consumptive wildlife viewers were significantly more likely to have engaged in FWC programming in comparison to nonconsumptive viewers (Table 41).

Trust

Trust is defined as the willingness to “accept vulnerability to the actions of the trusted party,” meaning an individual expects an entity or agency to fulfill a task or action (Gefen, 2002). Past research indicates that Americans are more trusting of their state fish and wildlife agencies than local, federal governments, and elected officials (Manfredo et al., 2018). Birders specifically are twice as trusting of state agencies and federal wildlife and land management agencies than elected officials (NAWMP, 2021).

As an overall measure of trust, we first asked wildlife viewers to indicate their trust in 1) their state agency as an entity and 2) the staff at their state agency. For trust in the state agency as an entity and state agency staff, we measured trust on a five-point scale from 1 (*strongly disagree*) to 5 (*strongly agree*). The mean level of trust in the agency was 3.89 ± 0.94 , which, on our scale, nearly corresponds to *slightly agree* (4). Similarly, trust in agency staff was 3.87 ± 0.93 . When comparing consumptive and nonconsumptive viewers, two t-tests indicated statistically significant differences for mean levels of trust in FWC and FWC staff; consumptive viewers had significantly higher mean levels of trust for both FWC as an entity and FWC staff (Table 42; Figures 49-50).

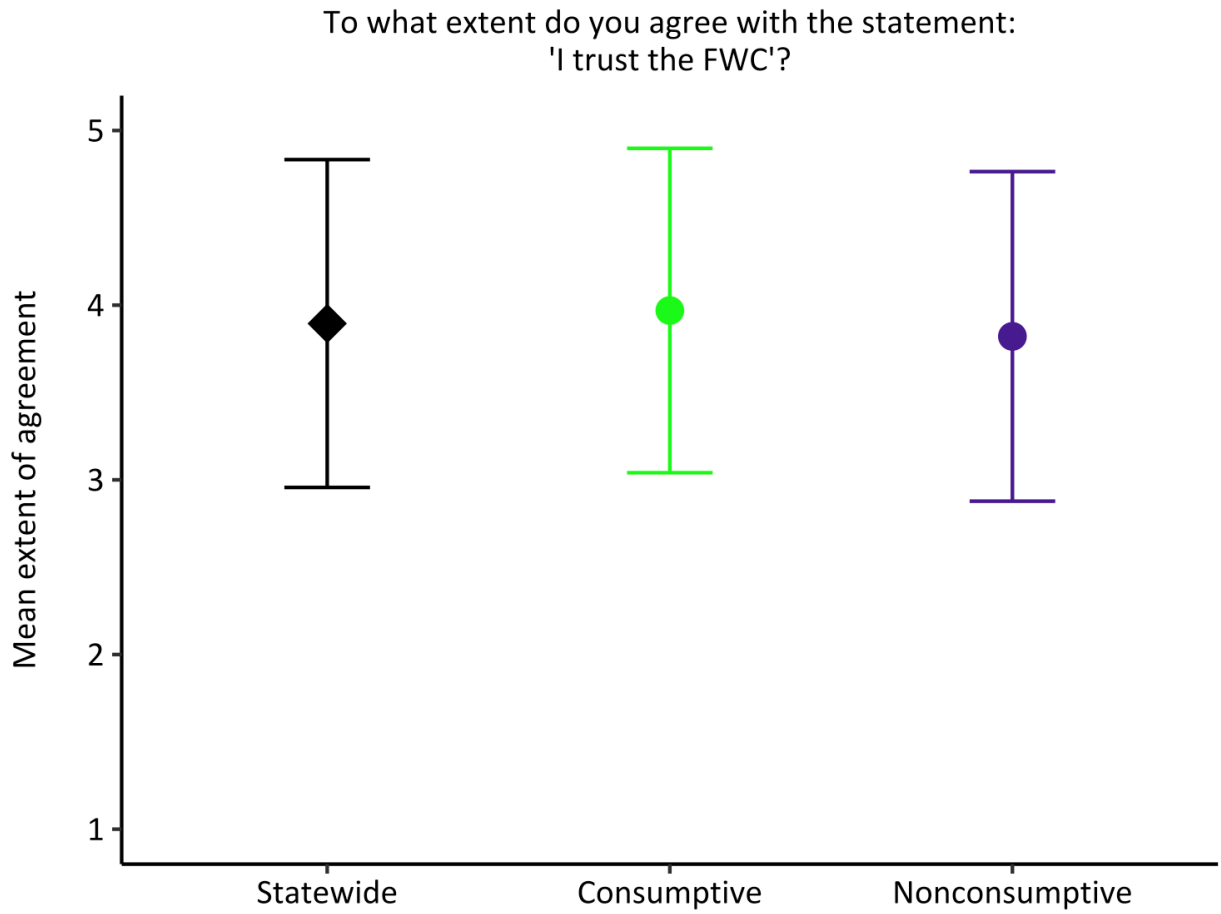


Figure 49: Mean trust in FWC, all respondents

The mean extent to which wildlife viewers in Florida agree with the statement “I trust the Florida Fish and Wildlife Conservation Commission” on a scale of 1 (*strongly disagree*) to 5 (*strongly agree*). Points (diamond for statewide group, circles for consumptive-nonconsumptive group) indicate the mean extent of agreement on a 5-point scale and error bars indicate one standard deviation. A t-test indicated a statistically significant difference in the mean level of trust in FWC as an entity for consumptive and nonconsumptive wildlife viewers (Table 42).

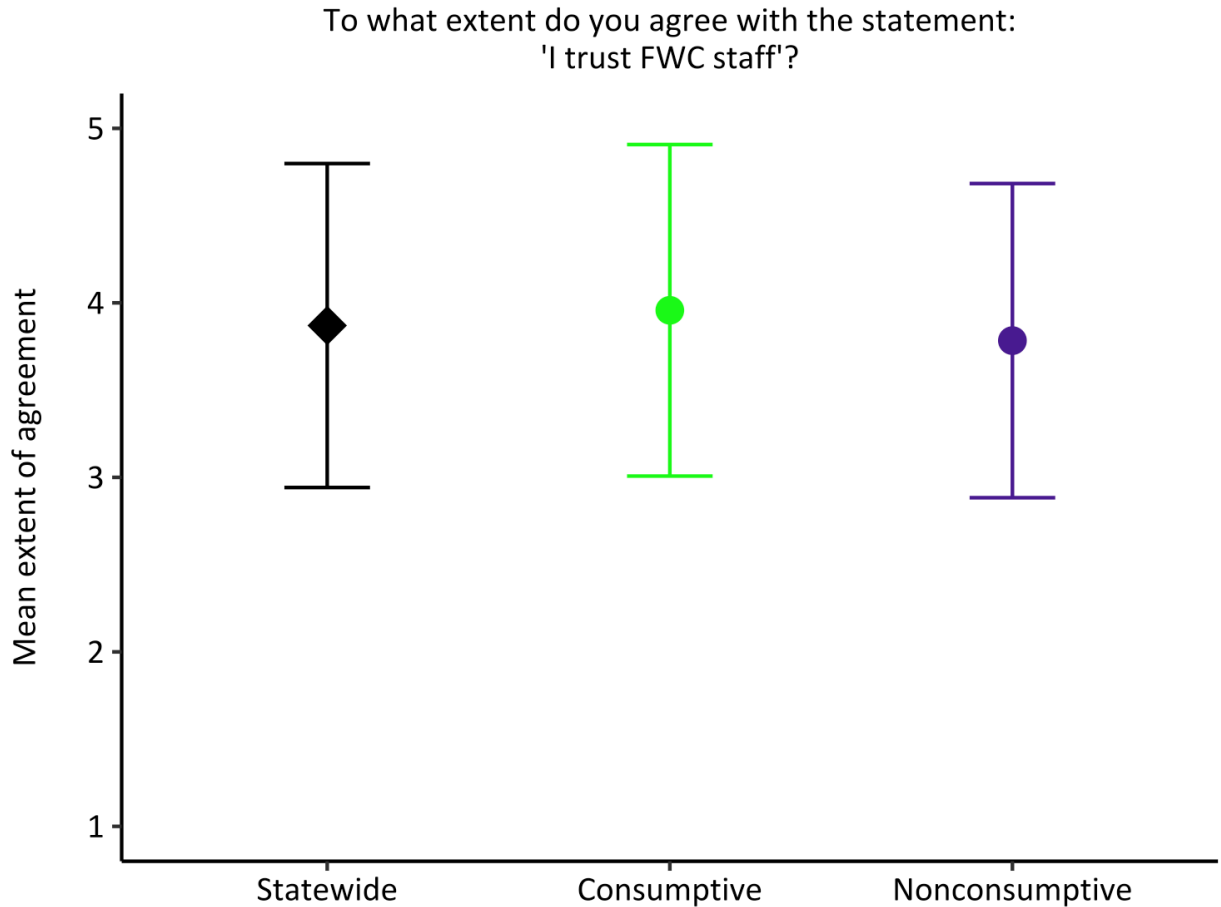


Figure 50: Mean trust in FWC staff, all respondents

The mean extent to which wildlife viewers in Florida agree with the statement “I trust Florida Fish and Wildlife Conservation Commission staff” on a scale of 1 (*strongly disagree*) to 5 (*strongly agree*). Points (diamond for statewide group, circles for consumptive-nonconsumptive group) indicate the mean extent of agreement on a 5-point scale and error bars indicate one standard deviation. A t-test indicated a statistically significant difference in the mean level of trust in FWC staff for consumptive and nonconsumptive wildlife viewers (Table 42).

Then we measured three aspects of trust according to Gefen (2002): benevolence, capability, and integrity. In our survey, we included 12 items asking wildlife viewers to indicate “the extent to which they agreed with the following statements.” Three of these items were reverse-coded attention checks and removed from analysis. The remaining nine items were dedicated to each of the three components of the Gefen Trust Framework. Scales for each of the items were then computed as averages from each of the three items, with a final “Gefen Trust Score” computed as the average of all nine items (Cronbach’s $\alpha = .91$). The first component, benevolence, included three statements: “I expect that Florida Fish and Wildlife Conservation Commission’s intentions are benevolent,” “I expect that Florida Fish and Wildlife Conservation Commission is well meaning,” and “I expect that Florida Fish and Wildlife Conservation Commission has good

intention toward viewers.” Benevolence had a mean extent of agreement score of 3.90 ± 0.78 out of 5, which, on our scale, nearly corresponds to *slightly agree* (4). The second component, capability, included three statements: “Florida Fish and Wildlife Conservation Commission understands the environment they work in,” “Florida Fish and Wildlife Conservation Commission knows about wildlife viewing,” and “Florida Fish and Wildlife Conservation Commission knows how to support wildlife viewing.” Our capability measure had a mean extent of agreement score of 3.99 ± 0.81 , which, on our scale, nearly corresponds to *slightly agree* (4). The final component, integrity, included three statements “I do not doubt the honesty of Florida Fish and Wildlife Conservation Commission,” “I expect that Florida Fish and Wildlife Conservation Commission will keep the promises they make,” and “Promises made by Florida Fish and Wildlife Conservation Commission are likely to be reliable.” This item had the lowest mean extent of agreement score of the three Gefen components: 3.27 ± 0.55 which, on our scale, most closely corresponds to *neither agree nor disagree* (3). T-tests indicated no statistically significant differences in any of the Gefen trust scores when comparing consumptive and nonconsumptive viewers (Table 42; Figures 51-53).

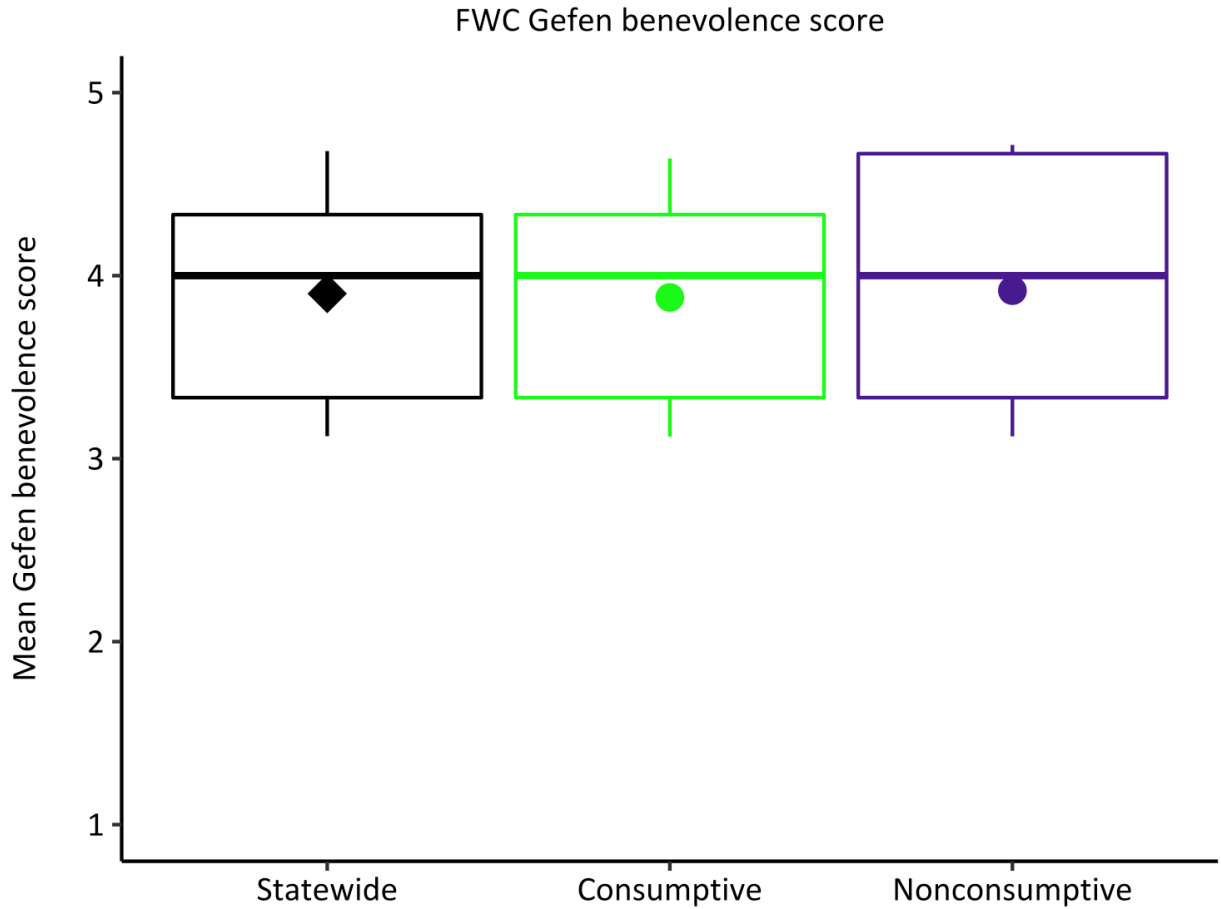


Figure 51: Gefen benevolence score, all respondents

Boxplots (median and interquartile ranges within the boxes) showing the differences in wildlife viewers' mean Gefen benevolence score on a 5-point scale. Points represent the mean Gefen capability measure (diamond for statewide group, circles for consumptive-nonconsumptive group) calculated as the mean of respondents' extent of agreement with three statements about the benevolence of the state agency on a scale of 1 (*strongly disagree*) to 5 (*strongly agree*). A t-test indicated no statistically significant differences in the Gefen benevolence score of consumptive and nonconsumptive viewers (Table 42).

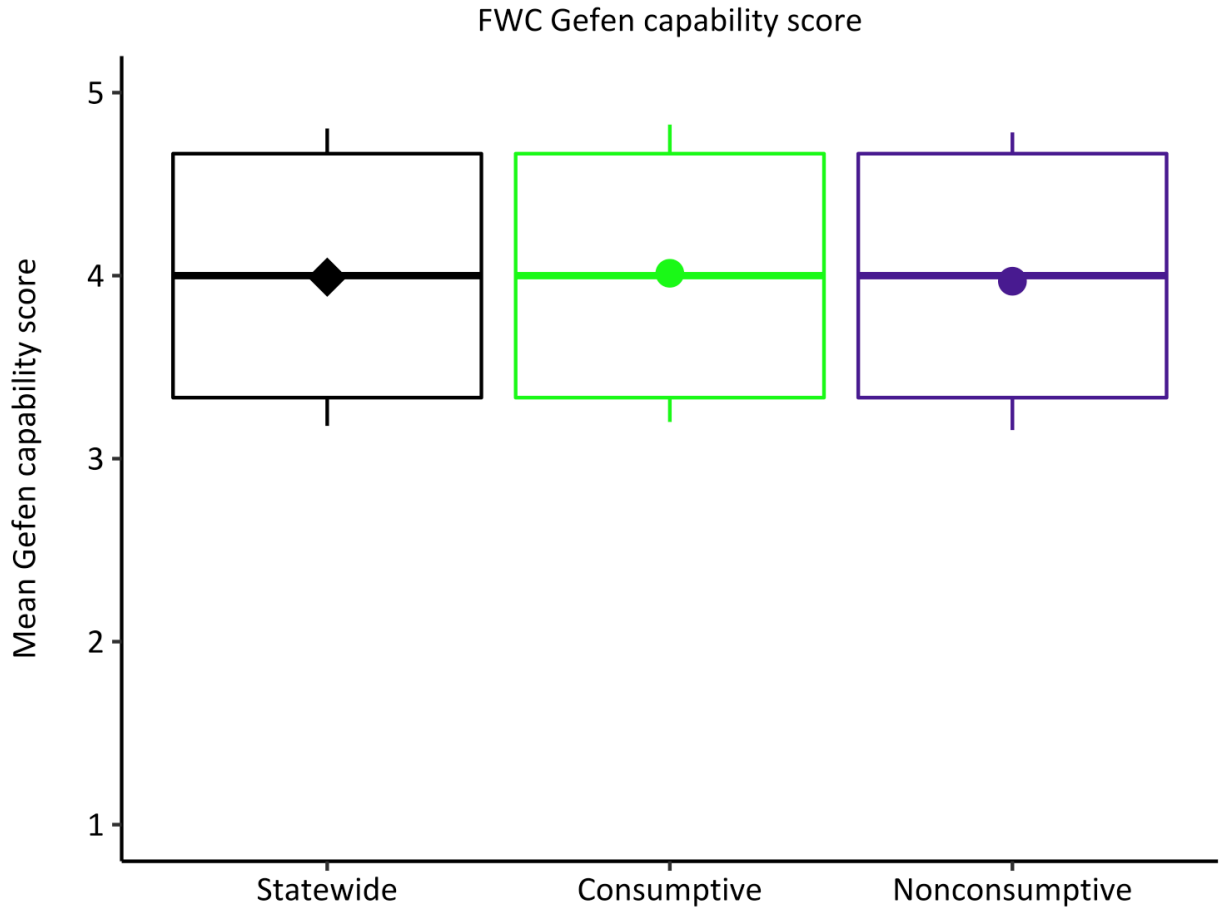


Figure 52: Gefen capability score, all respondents

Boxplots (median and interquartile ranges within the boxes) showing the differences in wildlife viewers' mean Gefen capability score on a 5-point scale. Points represent the mean Gefen capability measure (diamond for statewide group, circles for consumptive-nonconsumptive group) calculated as the mean of respondents' extent of agreement with three statements about the capability of the state agency on a scale of 1 (*strongly disagree*) to 5 (*strongly agree*). A t-test indicated no statistically significant differences in the Gefen capability score of consumptive and nonconsumptive viewers (Table 42).

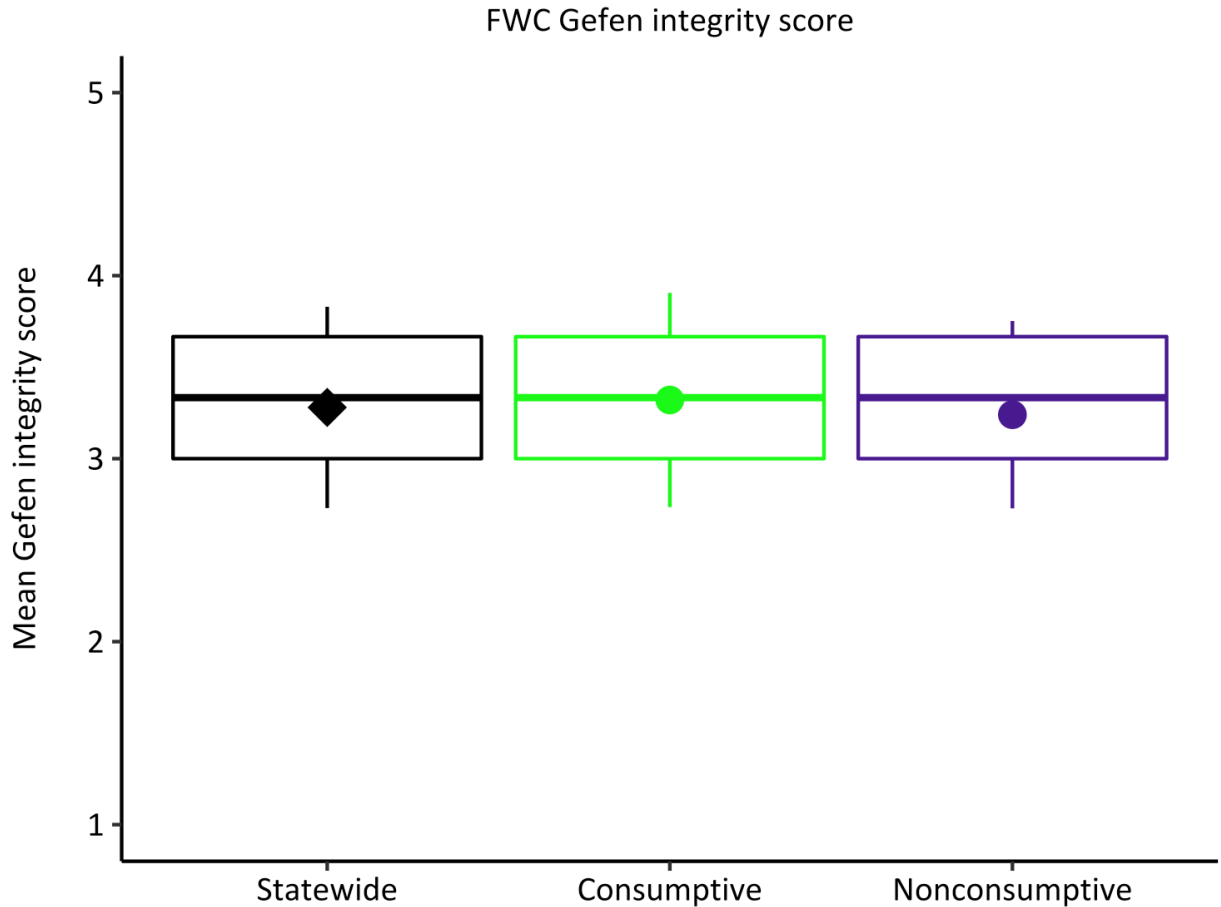


Figure 52: Gefen integrity score, all respondents

Boxplots (median and interquartile ranges within the boxes) showing the differences in wildlife viewers' mean Gefen integrity score on a 5-point scale. Points represent the mean Gefen integrity measure (diamond for statewide group, circles for consumptive-nonconsumptive group) calculated as the mean of respondents' extent of agreement with three statements about the integrity of the state agency on a scale of 1 (*strongly disagree*) to 5 (*strongly agree*). A t-test indicated no statistically significant differences in the Gefen integrity score of consumptive and nonconsumptive viewers (Table 42).

Past purchases and contributions

State agencies are closely tied to their constituency for funding to support programming and conservation (Grooms et al., 2021). Historically, state agencies relied heavily on hunters and anglers to support these efforts, through the North American Model of Conservation (Price Tack et al., 2015). As participation in wildlife viewing continues to grow, it is important to understand the mechanisms viewers use to financially support state agencies, as they may be different from the traditional hunter and angler constituency. In this section of the survey, we asked viewers how they had financially contributed to their state fish and wildlife agencies through a variety of expenditures or purchases. The literature shows that wildlife viewers are

both conservationists (Cooper et al., 2015) and interested in supporting their state agencies financially; however, few funding avenues exist for wildlife viewers to contribute directly to state agencies (Grooms et al., 2021).

We developed a list of 13 purchases or contributions and asked wildlife viewers to select all that they made in the last five years. Specified items from this list that were not available to residents in Florida were hidden in the survey: voluntary donations of a portion of state income tax returns to the state agency and lottery tickets for which the proceeds go to habitat conservation. A 14th, mutually exclusive option, “I have not made any of these purchases or contributions” was also provided, which 36% of respondents selected (Table 43). Due to a programming error, conservation or wildlife license plates were not included in the list despite being currently available in Florida. In our nationwide survey sample of wildlife viewers, we found that 15% of respondents in Florida ($n = 260$) reported that they had purchased a conservation license plate in the past five years. A chi-square test indicated that significantly far more nonconsumptive viewers (54%) had not made any purchases or contributions in the past five years in comparison to consumptive viewers (17%; Table 43). For analysis purposes, we further split the contributions into voluntary (contributions made as more of a donation) and nonvoluntary (contributions required in order to receive access to an area or activity) (as in Grooms et al., 2021). Understanding preferences towards voluntary and nonvoluntary funding mechanisms may aid state agencies in developing targeted strategies for increasing contributions from wildlife viewers.

First, we examined what nonvoluntary funding mechanisms wildlife viewers utilized. The highest proportion of wildlife viewers reported contributing through any FWC fishing license (40%). This pattern held for consumptive and nonconsumptive viewers. Just 15% of wildlife viewers had purchased any hunting license in the past five years. In addition, the least purchased nonvoluntary funding mechanism was the FWC conservation or habitat stamp required with purchase of a hunting license (8.6%). Chi-square tests indicated highly statistically significant differences when comparing all past nonvoluntary purchases or contributions of consumptive and nonconsumptive viewers, with more consumptive viewers purchasing any item over nonconsumptive viewers (Table 43; Figure 54).

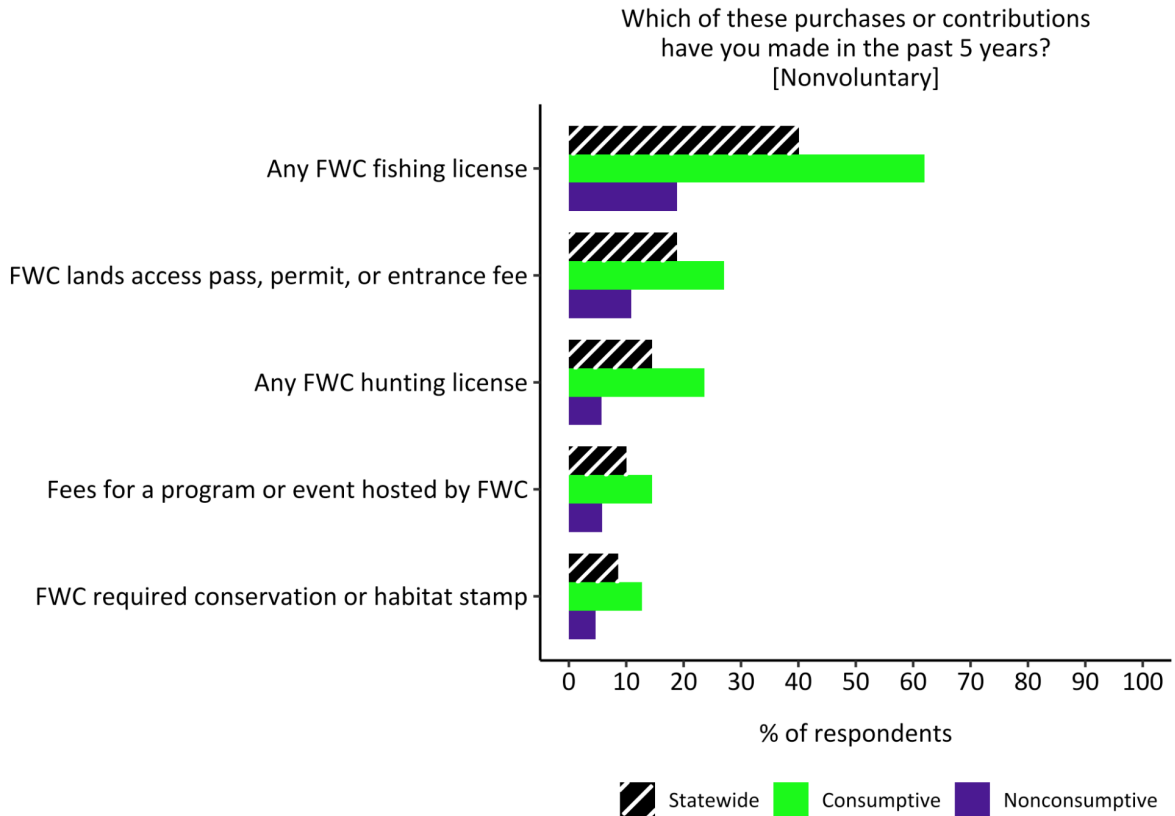


Figure 54: Past nonvoluntary financial contributions to FWC, all respondents

Nonvoluntary purchases or contributions made towards FWC in the past five years by wildlife viewers in Florida in statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one option to reflect their contributions. Chi-square tests indicated highly statistically significant differences when comparing all past nonvoluntary purchases or contributions of consumptive and nonconsumptive viewers (Table 43).

Next, we examined voluntary mechanisms of contributions. Overall, wildlife viewers in Florida were much less likely to have contributed to their agencies via voluntary mechanisms than nonvoluntary mechanisms. For example, only 15% of wildlife viewers reported contributing through the most common voluntary mechanism, which was direct donations of money to FWC. Wildlife viewers least commonly reported contributing to their state agencies through virtual products, such as podcasts, e-books, and other online materials. Like nonvoluntary mechanisms, chi-square tests indicated significant differences for all voluntary mechanisms, with more consumptive viewers purchasing any item over nonconsumptive viewers (Table 43; Figure 55).

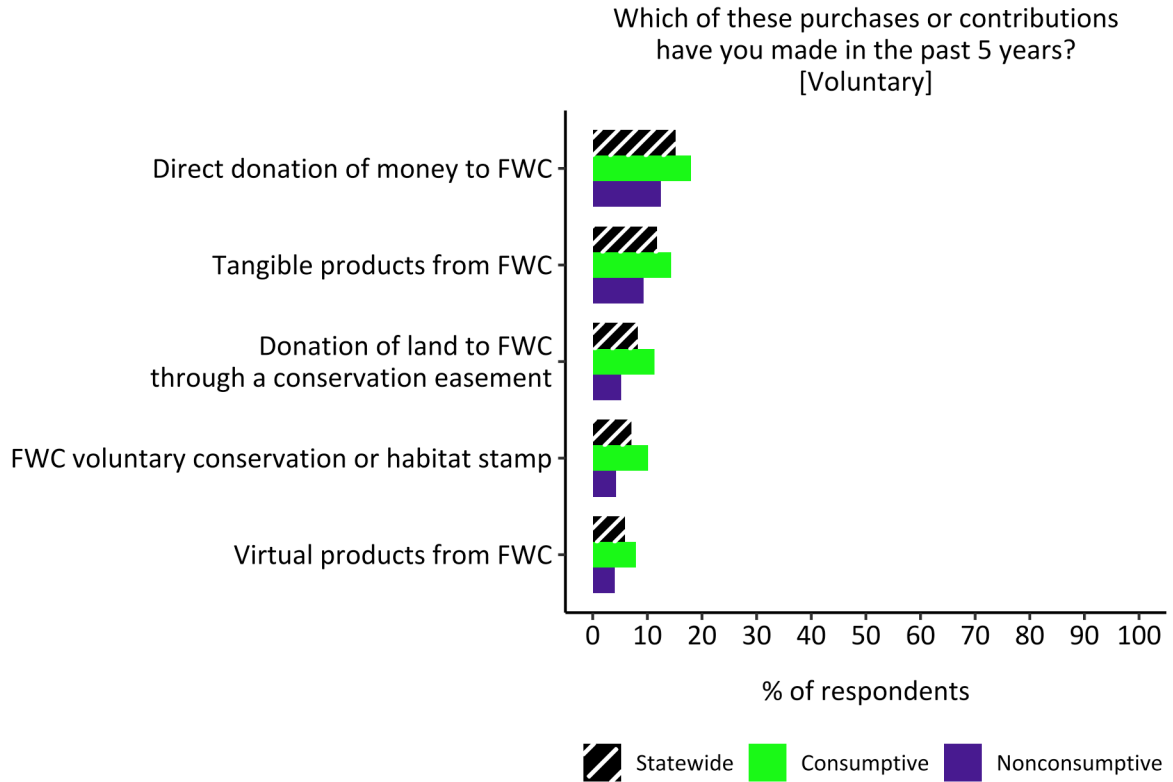


Figure 55: Past voluntary contributions to FWC, all respondents

Voluntary purchases or contributions made towards FWC in the past five years by wildlife viewers in Florida in statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one option to reflect their contributions. Chi-square tests indicated highly statistically significant differences when comparing all past voluntary purchases or contributions of consumptive and nonconsumptive viewers (Table 43).

Lifetime hunting and fishing licenses

If a respondent indicated that they purchased a lifetime hunting or fishing license, we used display logic to ask the question, “Have you purchased a lifetime hunting or fishing license?” Of the respondents in Florida who indicated purchasing a hunting or fishing license ($n = 436$), 17% indicated purchasing a lifetime hunting or fishing license. A chi-square test indicated no statistically significant difference when comparing responses of consumptive and nonconsumptive viewers who had purchased hunting and fishing licenses (Table 44; Figure 56).

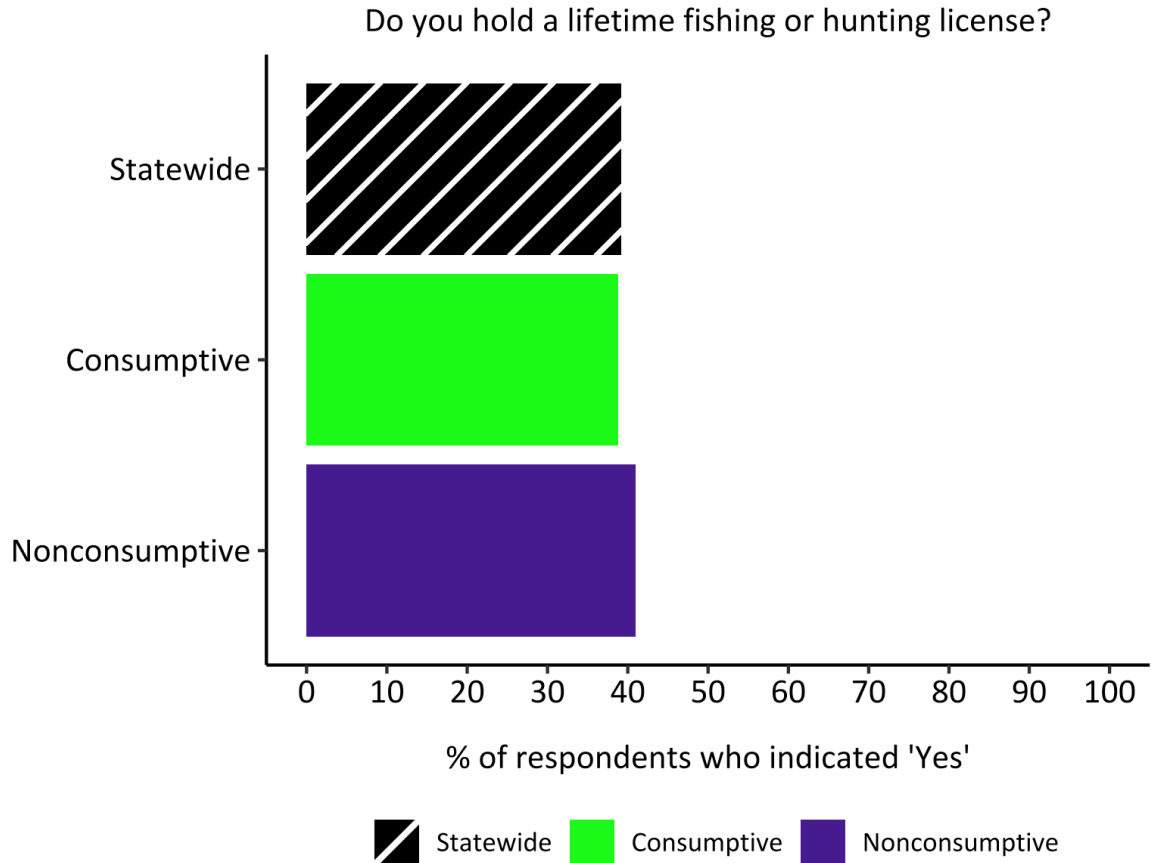


Figure 56: Lifetime hunting and fishing license, all respondents

Wildlife viewers in Florida who indicated purchasing a hunting or fishing license ($n = 436$) that hold a lifetime license for statewide and consumptive-nonconsumptive groups. Bars represent the percentage of respondents who have purchased a hunting or fishing license in the past five years that indicated “Yes, I have a lifetime fishing or hunting license.” A Chi-square test indicated statistically significant differences across regions. A chi-square test indicated no statistically significant difference when comparing responses of consumptive and nonconsumptive viewers who had purchased hunting and fishing licenses (Table 44).

Future purchases and contributions

Next, we assessed the likelihood of respondents making any of the following purchases or expenditures in the upcoming five years with the question, “How likely are you to make the following purchases or contributions in the next 5 years, assuming these options are available in Florida?” The question was similar to the previous item about past purchases, with the modification of a unipolar scale from 1 (*not at all likely*) to 5 (*extremely likely*). In addition, the hidden or mistakenly excluded response options from the previous section (voluntary donations of a portion of state income tax returns to the state agency, lottery tickets for which the proceeds go to habitat conservation, and conservation or wildlife license plates) were included in this question in order to gauge wildlife viewers’ likelihood to purchase these currently unavailable items if they were made available in the future.

First, we examined wildlife viewers' likelihood to financially contribute to FWC via nonvoluntary funding mechanisms in the next five years. Over half of respondents (55%) in Florida indicated that they were *moderately, very, or extremely likely* to purchase a fishing license in the next five years. Following closely behind, over half of respondents (54%) were also *moderately, very, or extremely likely* to purchase a FWC lands access pass, permit, or entrance fee. The least popular nonvoluntary financial mechanism was hunting licenses, with only 30% of respondents indicating that they were *moderately, very, or extremely likely* to purchase a hunting license in the next five years. In addition, 56% of respondents indicated that they were *not at all likely* to purchase a hunting license. Chi-square tests indicated statistically significant differences in the likelihood to contribute to FWC financially in the future when comparing consumptive and nonconsumptive viewers for all nonvoluntary funding mechanisms, with far more nonconsumptive viewers indicating that they were *not at all likely* to purchase or contribute via any item (Table 46; Figure 59). For example, nearly three-quarters of nonconsumptive viewers reported that they were *not at all likely* to purchase any FWC hunting license or FWC required conservation or habitat stamp (Table 46; Figure 59).

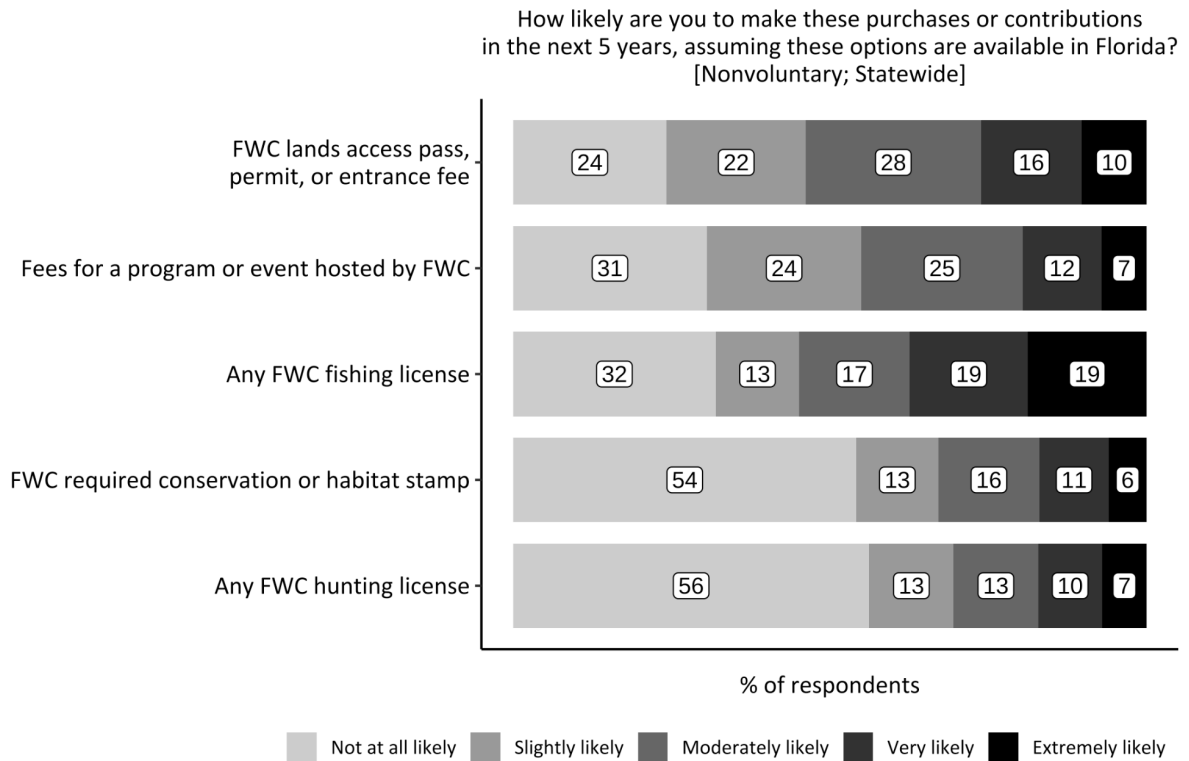


Figure 57: Likelihood of future nonvoluntary contributions, statewide sample

Wildlife viewers’ reported likelihood of making nonvoluntary purchases or contributions at the statewide level in the next 5 years, assuming all options are available in Florida. Each block represents the percentage of respondents who fell into each of the five categories: *not at likely* to *extremely likely*. The shade of gray lightens with decreasing likelihood to purchase or contribute to FWC via nonvoluntary funding mechanisms.

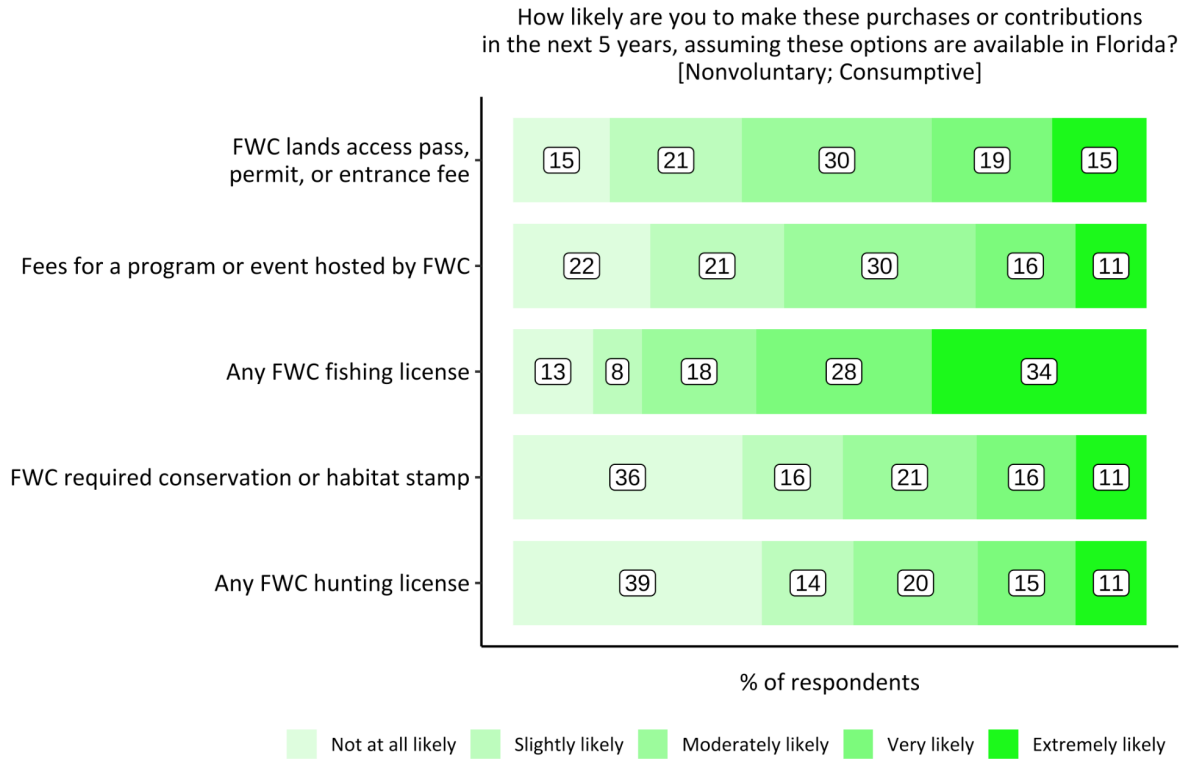


Figure 58: Likelihood of future nonvoluntary contributions, consumptive respondents

Consumptive wildlife viewers’ reported likelihood of making nonvoluntary purchases or contributions at the statewide level in the next 5 years, assuming all options are available in Florida. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of green lightens with decreasing likelihood to purchase or contribute to FWC via nonvoluntary funding mechanisms.

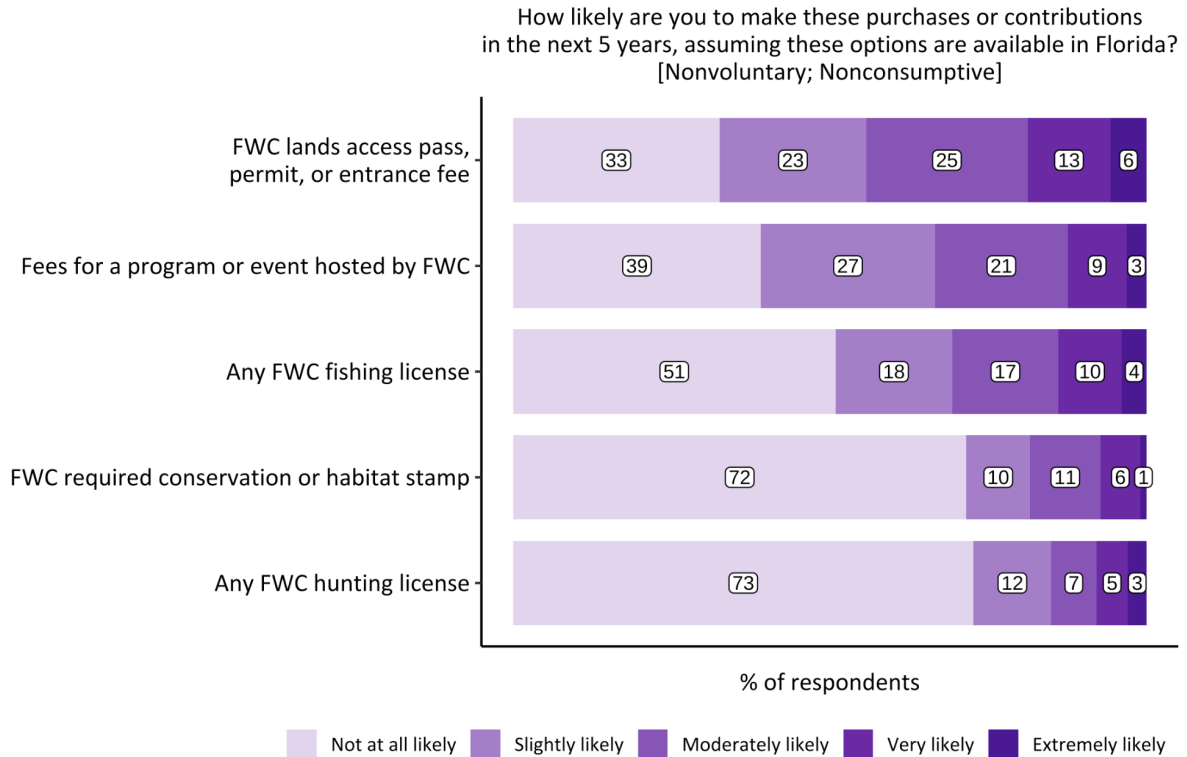


Figure 59: Likelihood of future nonvoluntary contributions, nonconsumptive respondents

Nonconsumptive wildlife viewers’ reported likelihood of making nonvoluntary purchases or contributions at the statewide level in the next 5 years, assuming all options are available in Florida. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of purple lightens with decreasing likelihood to purchase or contribute to FWC via nonvoluntary funding mechanisms.

We also examined wildlife viewers’ likelihood to financially contribute to FWC via voluntary funding mechanisms in the next five years. The most popular voluntary mechanism was a mechanism which is currently not available from FWC, a lottery ticket for which the proceeds go to habitat conservation, with 54% indicating that they were *moderately, very, or extremely likely* to purchase in the next five years (if they had the opportunity to do so). The second most popular voluntary funding mechanism was physical products from FWC (such as books, maps, and other merchandise), with just under half of respondents (49%) indicating that they were *moderately, very, or extremely likely* to purchase in the next five years. The mistaken exclusion of conservation or wildlife license plates as an option in the past purchases or contributions question may have affected respondents’ response to this question. The responses presented here may be biased by an expectation that conservation or wildlife license plates were not currently available; in our nationwide sample of wildlife viewers, 51% of respondents ($n = 260$) reported that they were *not at all likely* to purchase a conservation or wildlife license plate in the next five years, in comparison to 35% of respondents in this sample (Table 45; Figure 60). As

with nonvoluntary funding mechanisms, chi-square tests indicated highly statistically significant differences in the likelihood to contribute to FWC financially in the future when comparing consumptive and nonconsumptive viewers for all voluntary funding mechanisms, with far more nonconsumptive viewers indicating that they were *not at all likely* to purchase or contribute via any item (Table 46; Figure 62).

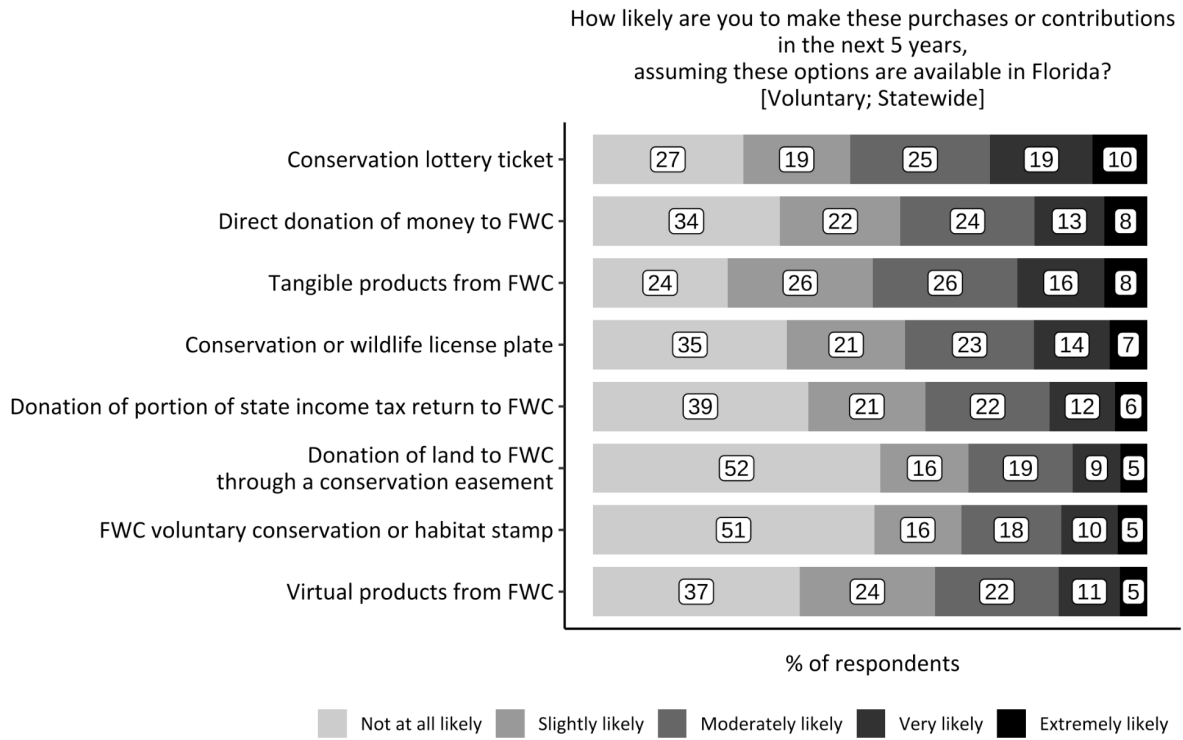


Figure 60: Likelihood of future voluntary contributions, statewide sample

Wildlife viewers’ reported likelihood of making voluntary purchases or contributions at the statewide level in the next 5 years, assuming all options are available in Florida. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of gray lightens with decreasing likelihood to purchase or contribute to FWC via voluntary funding mechanisms.

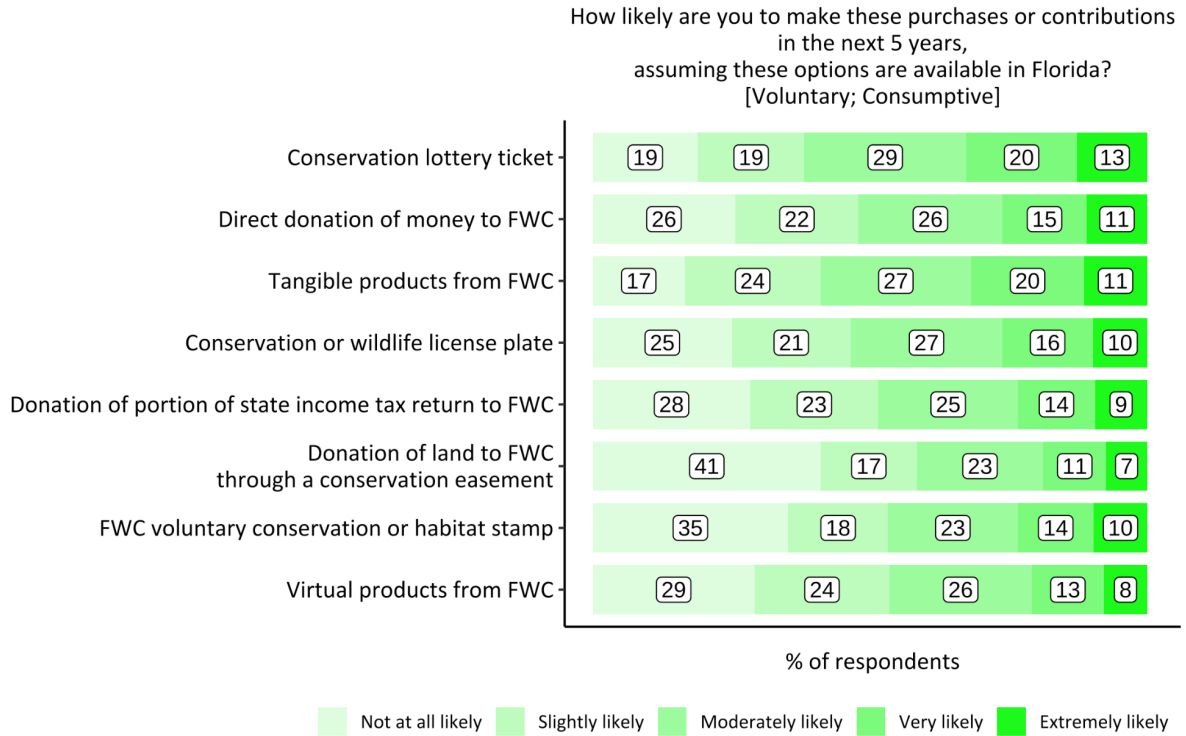


Figure 61: Likelihood of future voluntary contributions, consumptive respondents

Consumptive wildlife viewers’ reported likelihood of making voluntary purchases or contributions at the statewide level in the next 5 years, assuming all options are available in Florida. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of green lightens with decreasing likelihood to purchase or contribute to FWC via voluntary funding mechanisms.

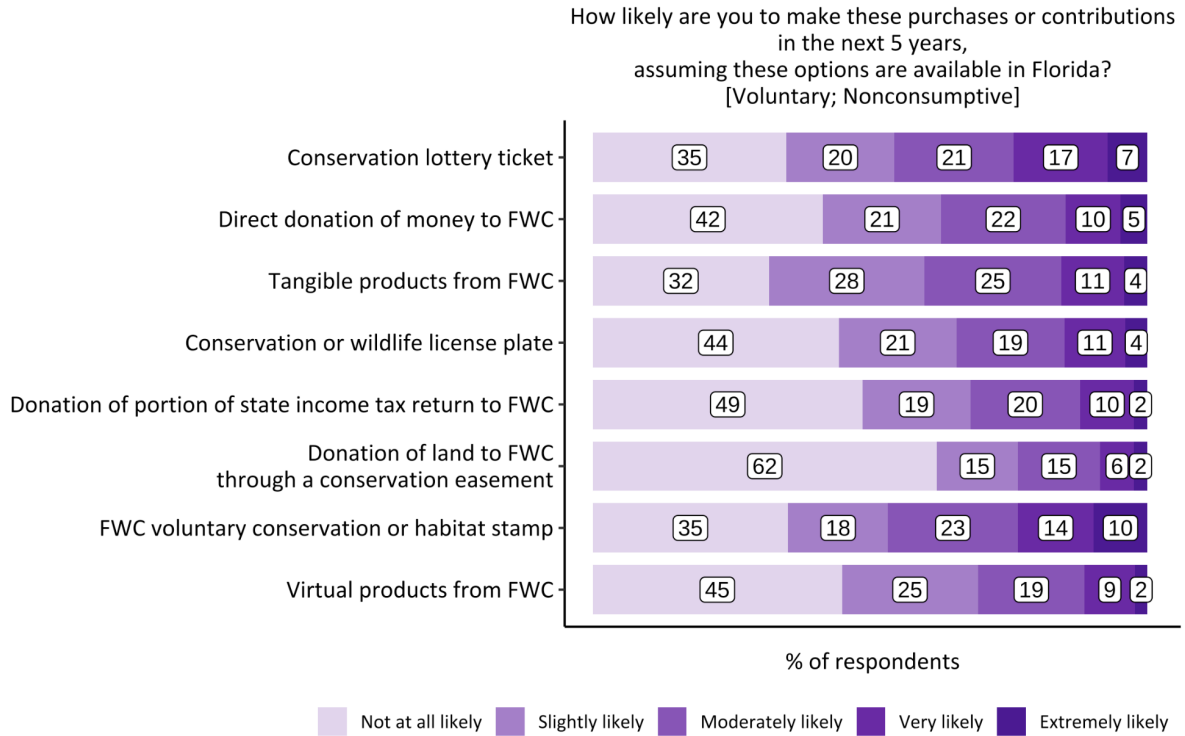


Figure 62: Likelihood of future voluntary contributions, nonconsumptive respondents

Nonconsumptive wildlife viewers’ reported likelihood of making voluntary purchases or contributions at the statewide level in the next 5 years, assuming all options are available in Florida. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of purple lightens with decreasing likelihood to purchase or contribute to FWC via voluntary funding mechanisms.

Encouraging additional financial support

Wildlife viewers have expectations for how state agencies use their funds (Grooms et al., 2020). In this section, we further investigate those expectations. We asked, “How likely would you be to provide more financial support than you currently do to Florida Fish and Wildlife Conservation Commission, if your contributions were used in the following ways?” We provided respondents with a list of seven potential mechanisms of agencies utilizing their funds. The 5-point scale ranged from 1 (*not at all likely*) to 5 (*extremely likely*).

In Florida, respondents indicated that they were most likely to provide additional financial support to FWC if their contributions were used to support conservation of rare or vulnerable species (36% *very* or *extremely likely*) or if contributions were used to support conservation of the types of wildlife they like to view (33% *very* or *extremely likely*). The least popular response option was if viewers’ contributions were matched with funding from a different source (29% *very* or *extremely likely*).

Chi-square tests indicated highly statistically significant differences in the likelihood of consumptive and nonconsumptive viewers to provide additional financial support, with nonconsumptive viewers consistently reporting that they were *not at all likely* or only *slightly likely* to provide more support given any of the various possible uses of their contributions (Table 48; Figures 63-65).

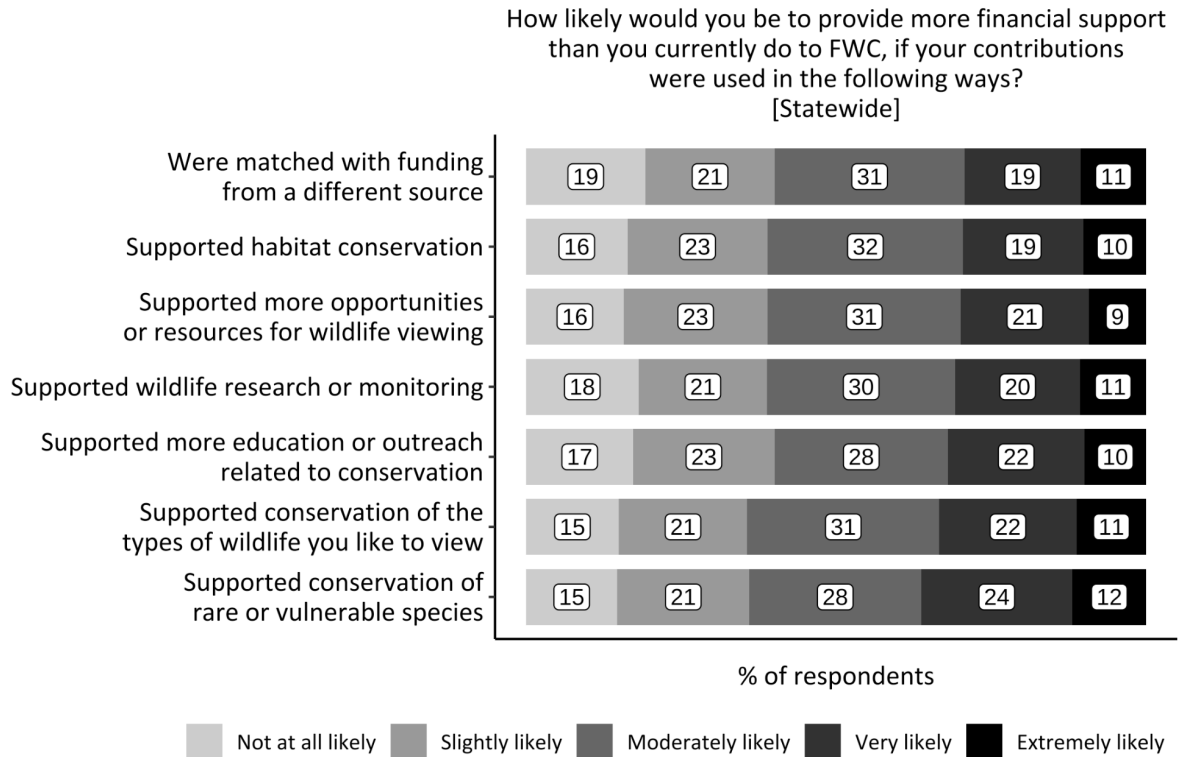


Figure 63: Encouraging additional support, statewide sample

Wildlife viewers' reported likelihood of providing more financial support than they currently do to FWC, if their contributions were used in various ways at the statewide level. Each block represents the percentage of respondents who fell into each of the five categories: *not at all likely* to *extremely likely*. The shade of gray lightens with decreasing likelihood to provide additional financial support to FWC, given these potential uses of funds.

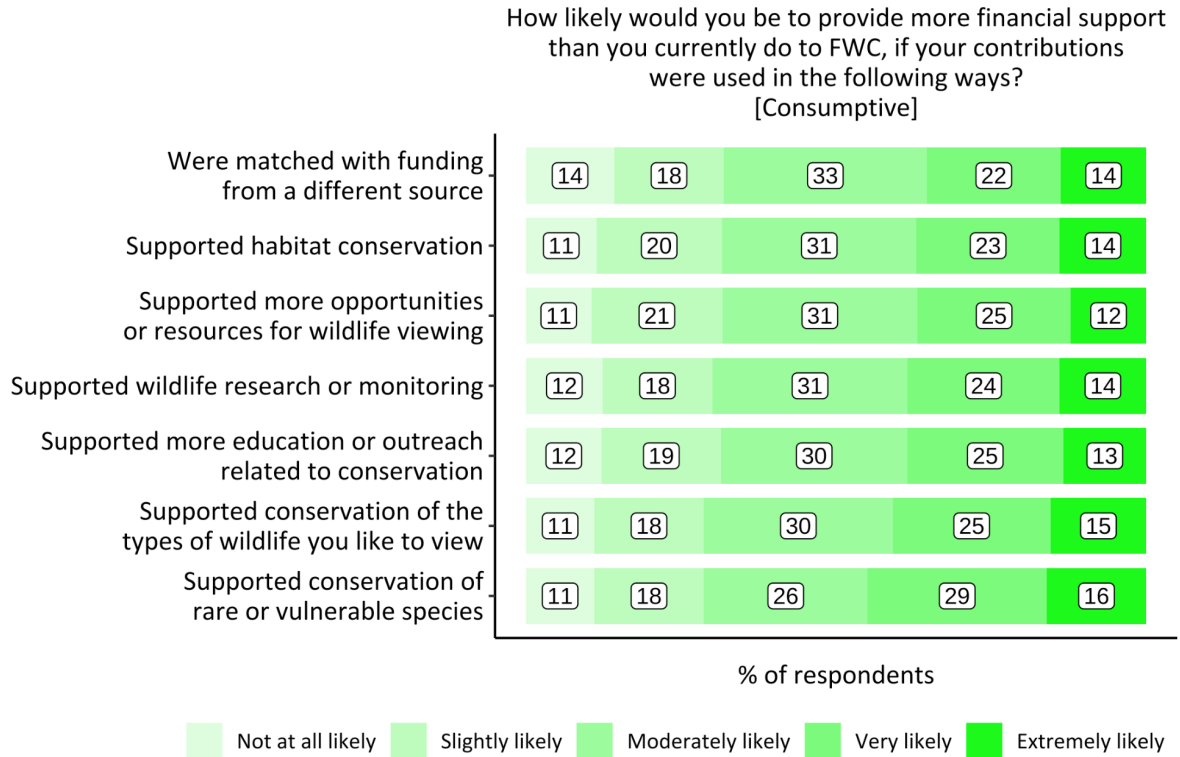


Figure 64: Encouraging additional support, consumptive respondents

Consumptive wildlife viewers’ reported likelihood of providing more financial support than they currently do to FWC, if their contributions were used in various ways. Each block represents the percentage of respondents who fell into each of the five categories: *not at likely* to *extremely likely*. The shade of green lightens with decreasing likelihood to provide additional financial support to FWC, given these potential uses of funds.

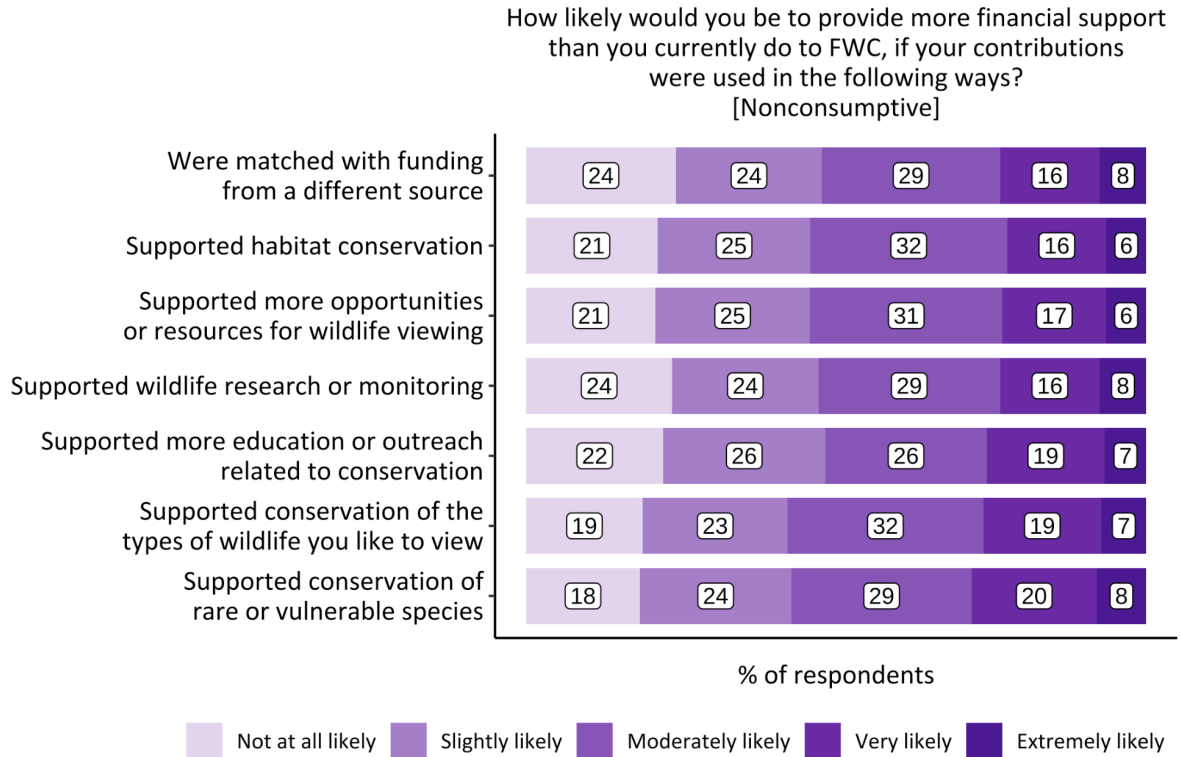


Figure 65: Encouraging additional support, nonconsumptive respondents

Nonconsumptive wildlife viewers’ reported likelihood of providing more financial support than they currently do to FWC, if their contributions were used in various ways at the statewide level. Each block represents the percentage of respondents who fell into each of the five categories: *not at likely* to *extremely likely*. The shade of purple lightens with decreasing likelihood to provide additional financial support to FWC, given these potential uses of funds.

State agency support for wildlife viewing

AFWA’s Relevancy Roadmap outlines broad recommendations for increasing engagement of state fish and wildlife agencies toward a broader constituency, including “increased and improved partnering and collaboration to increase engagement with, and service to, a broader constituency” (AFWA, 2016). Understanding what programs and services wildlife viewers prefer enables agencies to identify and prioritize programs to better engage this constituency. In addition, supporting wildlife viewers, through management programs and other changes, may help to increase relationships between viewers and agencies (AFWA, 2016; Grooms et al., 2021). To this end, we provided respondents with a list of 17 programs and services that may be available to support wildlife viewing and asked the question, “Which of the following potential programs or services from Florida Fish and Wildlife Conservation Commission would better support your wildlife viewing activities in Florida?” This list of items was initially developed based on focus groups conducted for a study of wildlife recreationists in Virginia (Grooms et al., 2019), which we then adapted based on feedback from our multi-state Steering

Committee including FWC representatives. An 18th, mutually exclusive option, “I am not interested in any of these options to support my wildlife viewing activities” (9.7%), was also provided.

Statewide, respondents were most interested in receiving more information about where to go to see wildlife (44%) and more information about wildlife in Florida (44%). These response options were followed by access to more places to go wildlife viewing (39%). In addition, respondents were also interested in more information about where and when to view wildlife where there is no hunting (31%) and more information about how to view various types of wildlife (31%). More than a quarter of respondents expressed interest in more amenities for wildlife viewing (such as viewing platforms, blinds, or signs; 29%), more accessible features in wildlife viewing locations (such as paved trails, accessible parking, or tactile signage; 29%), and more opportunities for youth to learn how to participate in wildlife viewing (26%). Respondents were least interested in more opportunities to be involved in other volunteer activities, not related to research or data collection (6.2%).

Chi-square tests indicated quite a few statistically significant differences when comparing consumptive and nonconsumptive viewers for the additional support items explored in this survey (Table 49; Figure 66). Consumptive viewers were significantly more interested in many more potential programs and services in comparison to nonconsumptive viewers. Significantly more consumptive viewers were interested in the provision of access to more places to go wildlife viewing, more programs to interact with other wildlife viewers, more programs to improve wildlife viewing skills, more opportunities to be involved in volunteer research or wildlife data collection activities, more opportunities for youth to learn how to participate in wildlife viewing, more training opportunities for wildlife viewing guides or mentors, more agency staff to support wildlife viewing, and more accessible features in wildlife viewing locations (Table 49; Figure 66). In addition, significantly more nonconsumptive viewers indicated they were not interested in any of the response options provided to support their wildlife viewing activities (Table 49; Figure 66).

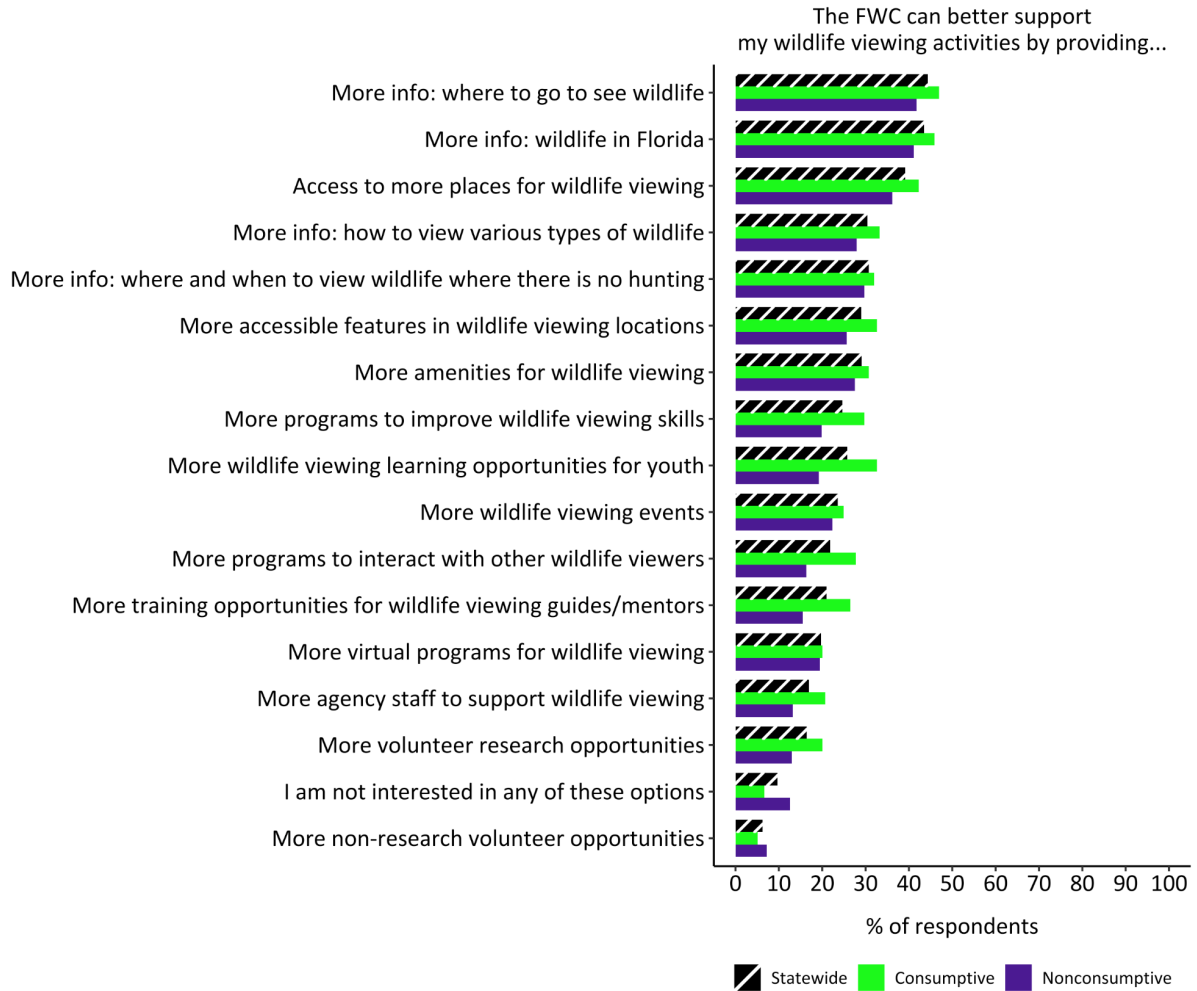


Figure 66: FWC support for wildlife viewing, all respondents

FWC programs and services indicated by wildlife viewers that would better support their wildlife viewing activities for statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one program or service to reflect their opinion. Chi-square tests indicated that significantly more consumptive viewers were interested in the provision of access to more places to go wildlife viewing, more programs to interact with other wildlife viewers, more programs to improve wildlife viewing skills, more opportunities to be involved in volunteer research or wildlife data collection activities, more opportunities for youth to learn how to participate in wildlife viewing, more training opportunities for wildlife viewing guides or mentors, more agency staff to support wildlife viewing, and more accessible features in wildlife viewing locations (Table 49). Significantly more nonconsumptive viewers indicated they were not interested in any of the response options provided to support their wildlife viewing activities (Table 49).

Preferred communication

We examined viewers' interest in methods of receiving information from state agencies to understand how FWC can best communicate with wildlife viewers in Florida about recreation opportunities and conservation issues. In this question, we provided wildlife viewers with a list of 15 popular virtual and non-virtual communication channels and asked which, if any, they

were interested in receiving information from FWC. A 16th, mutually exclusive option of, “I would prefer not to receive information from Florida Fish and Wildlife Conservation Commission” was selected by 10% of respondents in Florida.

The most preferred channels of state agency communication for wildlife viewers in Florida were printed materials (such as brochures and maps; 49%) and email updates or e-newsletters (49%). These response options were closely followed by the FWC website (47%). The least popular form of state agency communication was podcasts (7.9%). We asked respondents about a variety of social media platforms, including YouTube (32%), Instagram (20%), Twitter (14%), and TikTok (12%), with Facebook being the most popular (37%).

Chi-square tests indicated statistically significant differences in terms of the popularity of FWC communication channels for consumptive and nonconsumptive viewers for the majority of our response options. Significantly more consumptive viewers were interested in receiving information from FWC via the FWC website, mailed newsletters or other subscriptions, email updates or e-newsletters, online magazines, blogs, Facebook, Twitter, TikTok, Instagram, YouTube, and text alerts. Significantly more nonconsumptive viewers indicated they preferred not to receive information from FWC (Table 50; Figure 67).

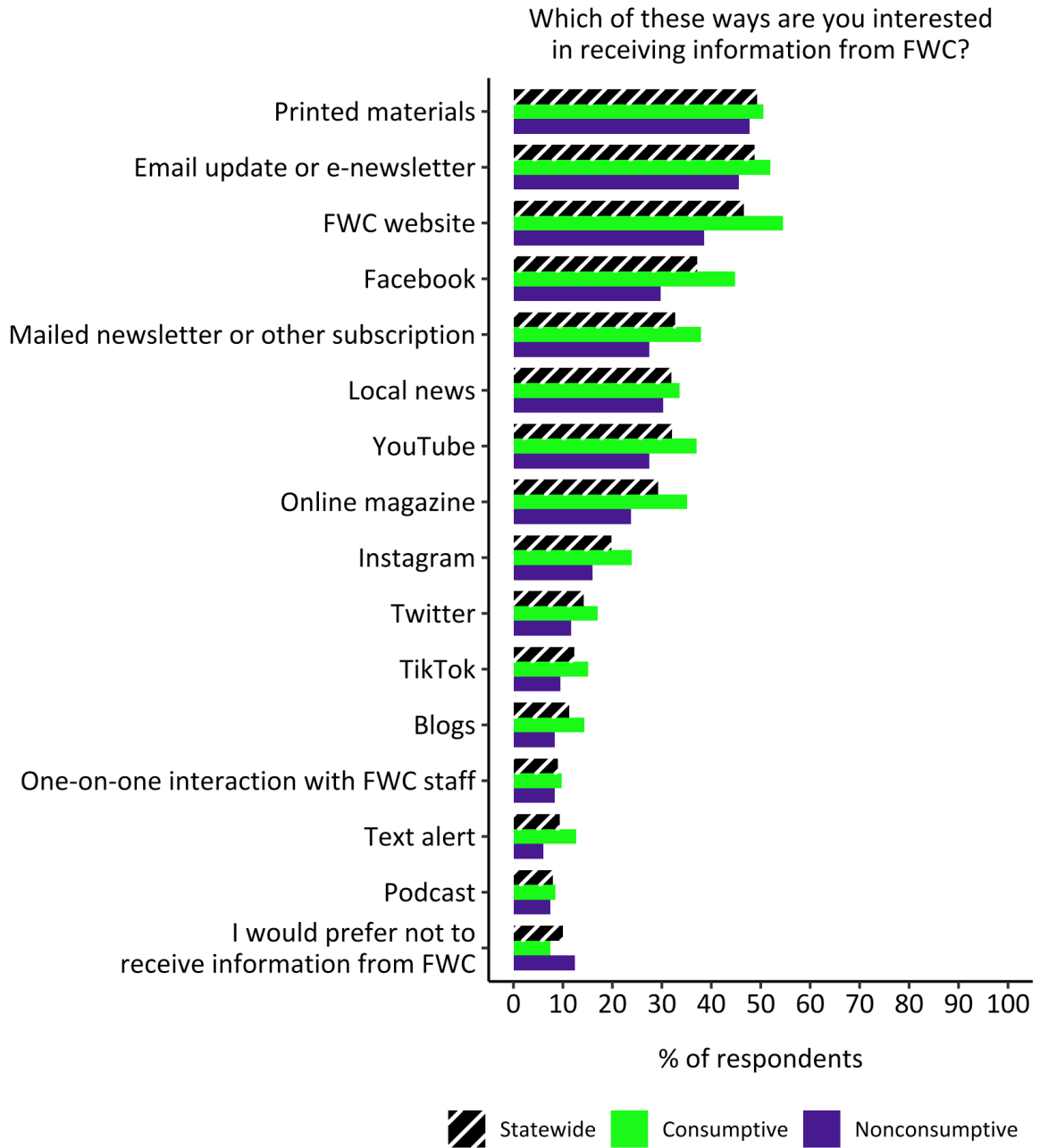


Figure 67: Preferred communication from FWC, all respondents

Preferred method of communication for FWC information of wildlife viewers in Florida for statewide and consumptive-nonconsumptive groups. Note that individual categories sum to more than 100% because respondents were able to select more than one option to reflect their preferred method of communication. Chi-square tests indicated that significantly more consumptive viewers were interested in receiving information from FWC via the FWC website, mailed newsletters or other subscriptions, email updates or e-newsletters, online magazines, blogs, Facebook, Twitter, TikTok, Instagram, YouTube, and text alerts (Table 50). Significantly more nonconsumptive viewers indicated they preferred not to receive information from FWC (Table 50).

DISCUSSION AND CONCLUSION

The results of The Wildlife Viewer Survey in Florida provides a profile of wildlife viewers which can be utilized by FWC to overcome barriers to broader relevance, public engagement, and support (AFWA & WMI, 2019). In the following section, we apply this profile to discuss how FWC may best support wildlife viewers in Florida, broaden their relevance to wildlife viewers who do not hunt or fish, and develop financial support opportunities for wildlife viewers.

Supporting wildlife viewers in Florida

As FWC aims to better engage wildlife viewers in Florida, we recommend three general needs to establish a lasting and equitable relationship: 1) provide wildlife viewing information and access, 2) promote around-the-home viewing opportunities, and 3) develop social support networks for wildlife viewers.

Provide wildlife viewing information and access

Wildlife viewers in Florida were particularly interested in more information on when, where and how to view wildlife, as well as increased access to wildlife viewing locations. There is an apparent desire for FWC to continue to play a key role as an information resource on wildlife viewing in Florida, as they do on their website and through the Great Florida Birding and Wildlife Trail. Expanding awareness of these resources and continuing to build out this information could encourage future participation in wildlife viewing in Florida, as most wildlife viewers classify their skill level as beginner to intermediate. The agency should consider whether the desire for more access to wildlife viewing locations is due to a lack of awareness of the birding and wildlife trail or gaps in coverage on the trail. To address the issue of lack of awareness of wildlife viewing information or to distribute more information, wildlife viewers were most interested in receiving such information from FWC via printed materials, email updates, the FWC website, or Facebook. Finally, specific information on bird and mammal (both land and marine) viewing opportunities in Florida will appeal to the most wildlife viewers, although all types of wildlife were of interest to at least one-quarter of viewers.

Promote around-the-home viewing opportunities

FWC will also connect with more wildlife viewers if they develop means to serve those who view around the home. Currently, the agency's backyard viewing activities focus on citizen science projects, the Florida Nature Trackers, but only one-fifth of wildlife viewers reported a strong likelihood to participate in citizen science activities with the agency. Yet, three-quarters of viewers participate around their home, with two-thirds of viewers also participating in locally-managed areas, like county parks and trails. Further, the predominant barrier to viewing

reported by respondents was distance to viewing sites, which could be addressed with programs viewers could do on their own at home or nearby the home. One opportunity for growth in around-the-home viewing is for FWC to continue their encouragement of planting wildlife habitat at home, building on the existing web content and partnerships to certify wildlife habitat and gain support in wildlife habitat from University of Florida Extension. Importantly, backyard habitat creation and maintenance provides an opportunity to engage viewers with conservation and the wildlife they appreciate in a new way; compared to other forms of wildlife viewing explored in our survey, fewer wildlife viewers currently participate in establishing or maintaining wildlife habitat.

Develop social support networks for wildlife viewers

Finally, FWC could develop and increase social support networks for all wildlife viewers, particularly those who have been historically underserved in wildlife recreation and by state and federal fish and wildlife agencies, including Black, Indigenous, and people of color (Flores et al., 2018; Loukaitou-Sideris & Mukhija 2019; Winter et al., 2019; Sánchez et al., 2020; Thomas et al., 2022). Family and friends were the most commonly reported type of social support that influenced viewer participation; we identify a need for growth in social support from mentors in particular, which might be a role FWC could fill or foster. Given that 35% wildlife viewers in Florida experience somewhat to a great deal of accessibility challenges, FWC could look for opportunities to connect with local organizations dedicated to supporting people living with disabilities, such as Birdability, to collaborate on developing further wildlife viewing opportunities.

Broadening relevance to wildlife viewers who do not hunt or fish

Engaging with nonconsumptive recreationists serves as an opportunity for FWC to expand their constituency and achieve their relevance goals (AFWA 2016) by addressing a group not currently involved in hunting and angling and thereby not as closely tied to the agency. Our analysis of consumptive viewers (viewers who also fish or, in fewer cases, also hunt, or both) and nonconsumptive viewers (viewers who do not engage in hunting or fishing) revealed variation in the degree to which wildlife viewers are familiar with FWC and, possibly as a consequence, differences in wildlife viewers' likelihood to engage with or financially support FWC. Generally, consumptive viewers in Florida are more active and involved in viewing than nonconsumptive viewers; consumptive viewers participate in wildlife viewing more, spend more on wildlife viewing, and are more broadly active in wildlife viewing and outdoor recreation. Consumptive viewers also tended to have higher levels of experience with, familiarity with, and financial contribution (past, present, and future) to FWC than nonconsumptive viewers. Thus, we identify nonconsumptive viewers as a key demographic for

which the lack of familiarity likely drives a lack of connection to FWC. In addition to a need to increase basic familiarity, the provision of services that specifically serve nonconsumptive viewers, including support for around-the-home viewing, birding, and information on wildlife viewing tailored for beginners, is an important next step in developing relationships with this currently underserved group.

Benefits to current constituents who also view wildlife

While consumptive and nonconsumptive recreationists are often treated as separate groups, both our findings and research published elsewhere (e.g., Cooper et al. 2015; Grooms et al. 2021) indicate that interest in wildlife viewing is a common ground for many wildlife recreationists. Furthermore, over one-quarter of both consumptive and nonconsumptive viewers believe FWC is not prioritizing programs for wildlife viewers enough. Our findings show that consumptive recreationists desire all forms of support from FWC related to wildlife viewing programs. In addition, we found that consumptive and nonconsumptive viewers are interested in similar programs, services, or support, with the only difference being consumptive viewers were more enthusiastically interested in all forms of state agency support (most likely due to established viewer-agency relationships from their hunting and angling activities). Thus, we suggest that engaging with and providing further support to nonconsumptive viewers will additionally serve and align with the interests of consumptive viewers.

Developing financial support opportunities for wildlife viewers

We found a strong potential for FWC to engage wildlife viewers in opportunities to contribute financially to the agency. This potential is notable as it may be the case that the sample for this survey had a higher representation of lower-income viewers as Qualtrics panel surveys can be biased toward respondents interested in the compensation for survey-taking (T. Soule, personal communications, March 30, 2022). For example, about half of wildlife viewers reported interest in purchasing physical products from FWC (such as books, maps, and other merchandise) in the next five years. This finding highlights the potential influence of FWC's online store, founded in partnership with the Fish and Wildlife Foundation of Florida in 2012 (for more information: <https://floridabirdingtrail.com/gfbwt-store/>). Alternatively, more than half of wildlife viewers expressed interest in supporting a lottery ticket to support conservation, if made available.

Establishing funding relationships with wildlife viewers who do not hunt or fish

Engaging nonconsumptive viewers in supporting FWC will require re-thinking current funding models. Wildlife viewing does not appear to be a “gateway” to consumptive activities like hunting and fishing which traditionally fund FWC as nonconsumptive viewers expressed little to no interest in typical funding mechanisms in the next five years. Thus, there is a need to develop viewer-specific opportunities for financial contributions. One option is the

development of a wildlife viewer pass or membership similar to the Virginia Department of Wildlife Resources' "Restore the Wild Membership" (Sinkular et al., 2022). Such a membership could provide wildlife viewers with a specialized access pass, potentially to Wildlife Management Areas and/or other perks (e.g., merchandise, wildlife viewing equipment) based on purchase level. Wildlife viewer-specific funding mechanisms could provide a way for FWC to increase their connection with viewers, particularly nonconsumptive viewers. But it is critical to keep in mind that people must feel that the money is going to a good cause—one that they believe in or that will serve their interests. For wildlife viewers in Florida, this means using funds for species-level conservation; viewers were most likely to increase their contributions to FWC if they knew their funds would be used for the conservation of rare and vulnerable species or the types of wildlife they like to view.

Conclusion

The Wildlife Viewer Survey in Florida fills multiple knowledge gaps about wildlife viewers: what they like to participate in, how they view and trust state agencies, what services and programs they wish agencies provided, how they are most likely to support conservation through action and funding, and more. This baseline information can enable FWC to start building, adapting, or strengthening programming, funding models, and other efforts to better connect and interact with wildlife viewers. In turn, these efforts will enable agencies to become more relevant to a larger constituency than they are currently.

While much work can be done using the data already collected and analyzed in the report, many additional opportunities exist to take this study to the next level through implementing activities at the state level and diving deeper into the data already collected. The WVNT Working Group is poised to support the implementation of these findings. Yet, the full implementation of the recommendations above will be best realized with a phase 2 multi-state grant, allowing the Working Group and FWC to continue to work with Virginia Tech and each other in implementing results.

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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.

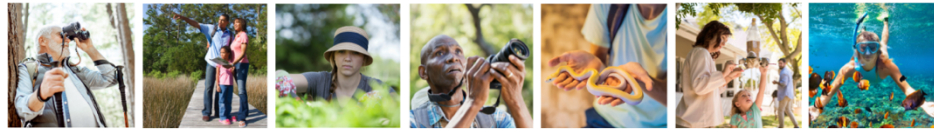
Do you consent to participate in this research study?

(Please select one.)

Yes

No

>>



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.



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



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



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)



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 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.)

	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 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"/>





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

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

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.





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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of transportation to wildlife viewing locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility challenges for yourself or the people you go wildlife viewing with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of facilities at wildlife viewing locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety concerns when wildlife viewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crowds in wildlife viewing locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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.)

<input type="checkbox"/> Camping
<input type="checkbox"/> Fishing
<input type="checkbox"/> 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





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"/>





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

How **familiar** are you with Florida Fish and Wildlife Conservation 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 Florida Fish and Wildlife Conservation Commission.

(Please select one response per statement.)

	Not at all familiar	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
Florida Fish and Wildlife Conservation Commission staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florida Fish and Wildlife Conservation Commission programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florida Fish and Wildlife Conservation Commission lands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florida Fish and Wildlife Conservation 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.)



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 Florida Fish and Wildlife Conservation 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 Florida Fish and Wildlife Conservation 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.





We are also interested in any experiences you may have with the programs and services offered by Florida Fish and Wildlife Conservation Commission.

Florida Fish and Wildlife Conservation Commission offers a variety of **programs and services** that connect people with wildlife and support wildlife viewing. Which of the following Florida Fish and Wildlife Conservation 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

Florida Fish and Wildlife Conservation Commission lands

Florida Fish and Wildlife Conservation Commission nature, education, or visitor centers

Wildlife festivals or viewing competitions sponsored by Florida Fish and Wildlife Conservation Commission

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 Florida Fish and Wildlife Conservation 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 Florida Fish and Wildlife Conservation Commission can best meet the needs of wildlife viewers.

Which of the following potential programs or services from Florida Fish and Wildlife Conservation Commission would better **support your wildlife viewing activities** in Florida?
(Please select all that apply.)

Florida Fish and Wildlife Conservation Commission can better support my wildlife viewing activities by providing...

- More opportunities to be involved in volunteer **research** or wildlife data collection activities
- More opportunities for **youth** to learn how to participate in wildlife viewing
- More wildlife viewing **events** (such as wildlife viewing festivals or competitions)
- More programs to improve wildlife viewing **skills**
- More information about **where** to go to see wildlife
- More information about **wildlife in Florida**
- More information about **how** to view various types of wildlife
- More **amenities** for wildlife viewing (such as viewing platforms, blinds, or signs)
- More agency **staff** to support wildlife viewing

More agency **staff** to support wildlife viewing

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

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

More **training** opportunities for wildlife viewing guides or mentors

More information about where and when to view wildlife where there is **no hunting**

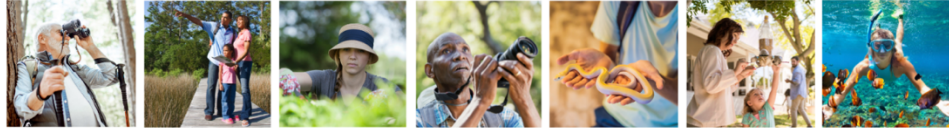
More programs to **interact** with other wildlife viewers

More **accessible features** in wildlife viewing locations (*such as paved trails, accessible parking, or tactile signage*)

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





Now, we would like to know about your past financial support of Florida Fish and Wildlife Conservation Commission.

Below are a variety of ways that wildlife conservation and recreation opportunities provided by Florida Fish and Wildlife Conservation Commission are *financially* supported by the public in Florida. 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 Florida hunting license

Any Florida fishing license

Florida conservation or habitat stamp *required with purchase of a hunting license*

Florida conservation or habitat stamp *voluntarily purchased independent of a hunting license*

Florida Fish and Wildlife Conservation Commission lands access pass, permit, or entrance fee

Fees for a program or event hosted by Florida Fish and Wildlife Conservation Commission

Donation of land to Florida Fish and Wildlife Conservation Commission through a conservation easement

Direct donation of money to Florida Fish and Wildlife Conservation Commission

Virtual products from Florida Fish and Wildlife Conservation Commission (*such as podcasts, e-books, and other online materials*)

Tangible products from Florida Fish and Wildlife Conservation Commission (*such as books, maps, and other merchandise*)

I have not made any of these purchases or contributions.



Now, we would like to know about future purchases or contributions you may make to Florida Fish and Wildlife Conservation Commission.

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

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

	Not at all likely	Slightly likely	Moderately likely	Very likely	Extremely likely
Any Florida hunting license	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any Florida fishing license	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florida 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"/>
Conservation or wildlife license plate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florida Fish and Wildlife Conservation 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 Florida Fish and Wildlife Conservation 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 Florida Fish and Wildlife Conservation Commission	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Florida Results of the Wildlife Viewer Survey

Donation of land to Florida Fish and Wildlife Conservation Commission through a conservation easement

Direct donation to Florida Fish and Wildlife Conservation Commission

Lottery ticket for which the proceeds go to habitat conservation

Virtual products from Florida Fish and Wildlife Conservation Commission (*such as podcasts, e-books, and other online materials*)

Physical products from Florida Fish and Wildlife Conservation Commission (*such as books, maps, and other merchandise*)





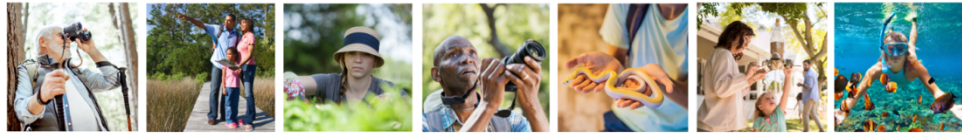
We would like to understand what might encourage you to provide additional financial support to wildlife conservation through Florida Fish and Wildlife Conservation Commission.

How likely would you be to provide **more financial support** than you currently do to Florida Fish and Wildlife Conservation 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 Florida Fish and Wildlife Conservation 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 Florida Fish and Wildlife Conservation 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"/>





Next, we would like to know more about how you feel about Florida Fish and Wildlife Conservation Commission.

To what extent do you agree or disagree with each of the **following statements about Florida Fish and Wildlife Conservation Commission?**

(Please select one response per statement.)

	Strongly Disagree	Somewhat Disagree	Neither Disagree nor Agree	Somewhat Agree	Strongly Agree
I trust Florida Fish and Wildlife Conservation Commission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the staff at Florida Fish and Wildlife Conservation Commission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I doubt the honesty of Florida Fish and Wildlife Conservation Commission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promises made by Florida Fish and Wildlife Conservation Commission are likely to be reliable .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect that Florida Fish and Wildlife Conservation 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 Florida Fish and Wildlife Conservation Commission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I expect that Florida Fish and Wildlife Conservation Commission is **well-meaning**.

I expect that Florida Fish and Wildlife Conservation Commission has **good intentions** toward wildlife viewers.

I expect that Florida Fish and Wildlife Conservation Commission's intentions are **benevolent**.

I **doubt** that Florida Fish and Wildlife Conservation Commission is **well-meaning**.

Florida Fish and Wildlife Conservation Commission **knows about** wildlife viewing.

Florida Fish and Wildlife Conservation Commission **understands** the environment they work in.

Florida Fish and Wildlife Conservation Commission knows how to **support** to wildlife viewers.

Florida Fish and Wildlife Conservation Commission **does not know** about wildlife viewing.





Finally, we would like to learn how Florida Fish and Wildlife Conservation Commission can best communicate with wildlife viewers in Florida about recreation opportunities and conservation issues.

Which, if any, of the following ways are you interested in **receiving information** from Florida Fish and Wildlife Conservation Commission?

Note: Your responses are for data collection only. Florida Fish and Wildlife Conservation 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

Florida Fish and Wildlife Conservation 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 Florida Fish and Wildlife Conservation Commission.



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 Florida?

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

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)



APPENDIX B. Reverse coded items and attention checks

1. Attention checks for the question, “In which, if any, of the following forms of wildlife viewing have you participated in the past 5 years?”
 - a. Respondent selected [“Closely observing wildlife or trying to identify unfamiliar types of wildlife”] AND [“None of the above, I am not interested in observing, photographing, or feeding wildlife”]
OR
 - b. Respondent selected [“Photographing or taking pictures of wildlife”] AND [“None of the above, I am not interested in observing, photographing, or feeding wildlife”]
OR
 - c. Respondent selected [“Feeding wild birds”] AND [“None of the above, I am not interested in observing, photographing, or feeding wildlife”]
OR
 - d. Respondent selected [“Feeding other wildlife”] AND [“None of the above, I am not interested in observing, photographing, or feeding wildlife”]
OR
 - e. Respondent selected [“Visiting parks and natural areas to observe, photograph, or feed wildlife”] AND [“None of the above, I am not interested in observing, photographing, or feeding wildlife”]
OR
 - f. Respondent selected [“Taking trips or outings to any other location to observe, photograph, or feed wildlife”] AND [“None of the above, I am not interested in observing, photographing, or feeding wildlife”]

2. Attention checks for “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?”
 - a. Respondent selected [“Strongly Agree”] FOR [“Being a wildlife viewer is an important part of who I am”] AND [“Being a wildlife viewer is not a key part of who I am”]
OR
 - b. Respondent selected [“Strongly Disagree”] FOR [“Being a wildlife viewer is an important part of who I am”] AND [“Being a wildlife viewer is not a key part of who I am”]

OR

- c. Respondent selected ["Strongly Agree"] FOR ["Wildlife viewing is not an important part of my life"] AND ["Wildlife viewing has a central role in my life"]

OR

- d. Respondent selected ["Strongly Disagree"] FOR ["Wildlife viewing is not an important part of my life"] AND ["Wildlife viewing has a central role in my life"]

- 3. Attention checks for "How many days do you spend wildlife viewing in each of the following locations in a typical year?"
 - a. Respondent selected [211 or more days] IS SELECTED FOR ["Outside of your state or the United States"] AND ["More than 1 mile away from your home, but within your state"] OR ["Around or within 1 mile of your home"]
- 4. Attention checks for "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)?"
 - a. Respondent selected [211 or more days] IS SELECTED FOR ["Outside of your state or the United States"] AND ["More than 1 mile away from your home, but within your state"] OR ["Around or within 1 mile of your home"]
- 5. Attention checks for "How many days do you think you will spend wildlife viewing in each of the following locations in the next 12 months?"
 - a. Respondent selected [211 or more days] IS SELECTED FOR ["Outside of your state or the United States"] AND ["More than 1 mile away from your home, but within your state"] OR ["Around or within 1 mile of your home"]
- 6. Attention checks for "Next, we would like to know more about how you feel about Florida Fish and Wildlife Conservation Commission. To what extent do you agree or disagree with each of the following statements about Florida Fish and Wildlife Conservation Commission?"
 - a. Respondent selected ["Strongly Agree"] FOR ["I doubt the honesty of Florida Fish and Wildlife Conservation Commission"] AND ["I can count on Florida Fish and Wildlife Conservation Commission to be truthful"] OR ["Strongly Disagree"] IS SELECTED FOR ["I doubt the honesty of [State Agency]"] AND ["I can count on [State Agency] to be truthful"]

- b. Respondent selected ["Strongly Agree"] FOR ["I expect that [State Agency]'s intentions are benevolent"] AND ["I doubt that [State Agency] is well meaning"] OR ["Strongly Disagree"] FOR ["I expect that [State Agency]'s intentions are benevolent"] AND ["I doubt that [State Agency] is well meaning"]

- c. Respondent selected ["Strongly Agree"] FOR ["[State Agency] knows very little about wildlife viewing"] AND ["[State Agency] knows how to support wildlife viewers"] OR ["Strongly Disagree"] FOR ["[State Agency] knows very little about wildlife viewing"] AND ["[State Agency] knows how to support wildlife viewers"]

APPENDIX C. Tables Appendix

Table 1. Age (survey quota)

	Statewide (mean)	Consumptive (mean)	Nonconsumptive (mean)	Significance (t)
Age	49.48	45.11	53.51	7.65***
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1003$</p>				

Table 2. Gender (survey quota)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Man	53.2	58.4	48.3	8.31**
Woman	45.5	41.4	49.5	
Non-binary	0.9	0.2	1.6	
Not Disclose	0.1	0.0	0.2	
Self-Describe	0.3	0.0	0.4	
<p>Note that statistical tests are between consumptive and nonconsumptive groups, with only “man” and “woman” due to low sample size. Statistically significant test values in bold.</p> <p>* $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 3. Education (survey quota)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Professional, master's or doctoral degree	6.9	7.1	6.8	7.91
Bachelor's degree	11.6	9.9	13.4	
Associate's or technical degree	17.4	16.0	18.6	
Some college	31.4	30.7	32.0	
High school diploma, equivalent, or less	32.7	36.4	29.1	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 4. Race and ethnicity (for descriptive analysis)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)
American Indian or Alaska Native	3.2	3.8	2.5
Asian	2.2	0.6	3.7
Black or African American	12.1	15.8	8.5
Hispanic, Latino, or Spanish	9.3	8.7	9.9
Middle Eastern or North African	0.6	0.8	0.4
Native Hawaiian or other Pacific Islander	0.2	0.2	0.2
White	77.4	76.0	78.6
Multiracial	5.8	6.9	4.9
Some other race or ethnicity	1.3	1.2	1.4

Table 5. Race and ethnicity (for statistical analysis)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
BIPOC	26.8	29.3	24.5	2.99
White	73.2	70.7	75.5	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. Note that BIPOC stands for “Black, Indigenous, and People of Color.”</p> <p>* $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 6. Household income

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Less than \$24,999	20.1	18.5	21.6	1.84
\$25,000 - \$49,999	34.6	35.6	33.5	
\$50,000 – \$74,999	20.7	20.4	21.2	
\$75,000 – \$99,999	12.3	12.8	11.9	
\$100,000 – \$124,999	5.8	6.0	5.6	
\$125,000 or more	6.5	6.8	6.3	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 5$</p>				

Table 7. Residential location

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Rural area (Less than 2,500 people)	14.4	14.7	14.0	0.21
Small town (2,500 - 9,999 people)	14.5	14.7	14.4	
Small city (10,000 - 49,999 people)	30.4	29.9	30.9	
Urban area (50,000 or more people)	40.7	40.6	40.7	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 3$</p>				

Table 8. Forms of wildlife viewing

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Visiting parks and natural areas to observe, photograph, or feed wildlife	57.9	64.6	51.8	16.99***
Photographing or taking pictures of wildlife	53.3	58.2	48.9	8.68**
Feeding wild birds	47.0	53.5	40.6	17.00***
Closely observing wildlife or trying to identify unfamiliar types of wildlife	40.1	44.2	36.1	6.94**
Taking trips or outings to any other location to observe, photograph, or feed wildlife	39.4	47.3	32.0	24.51***
Feeding other wildlife	33.0	39.4	26.8	18.13***
Maintaining plantings or natural areas for the benefit of wildlife	28.3	30.5	26.4	2.08
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 9. Types of wildlife

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Birds	75.4	72.9	77.9	3.39
Land Mammals	64.7	67.2	62.5	2.42
Marine Mammals	58.5	62.6	55.0	6.01*
Reptiles	42.7	49.6	36.1	18.72***
Fish	39.7	54.0	25.6	85.17***
Insects	30.9	34.0	28.0	4.32*
Amphibians	27.3	31.6	22.9	9.57**
Other Wildlife	.5	0.2	0.8	1.69

Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold.

* $p = .01 - .05$

** $p = .001 - .01$

*** $p < .001$

$df = 1$

Table 10. Affective specialization: Centrality scale

Specialization	Statewide (Mean)	Consumptive (Mean)	Nonconsumptive (Mean)	Significance (t)
Centrality	3.18	3.35	3.01	-5.81***
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1,000$</p>				

Table 11. Behavioral specialization: specialized equipment

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Yes, I have owned, rented, or borrowed specialized equipment.	54.2	63.2	45.7	30.99***
No, I have not owned, rented, or borrowed specialized equipment.	45.8	36.8	54.3	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 12. Behavioral specialization: years viewing

# of years spent viewing	Statewide (%)	Consumptive (%)	Nonconsumptive (%)
1-5 years	30.6	28.1	33.0
6-10 years	18.8	20.1	17.7
11-15 years	9.4	11.7	7.2
16-20 years	9.1	9.7	8.3
21-25 years	5.9	8.0	3.6
26-30 years	6.3	6.1	6.6
31-35 years	3.2	3.2	3.2
36-40 years	3.7	4.3	3.2
41-45 years	1.5	1.1	1.9
46-50 years	3.6	2.2	5.1
51-55 years	1.5	1.1	1.9
56-60 years	2.9	1.7	4.1
61-65 years	1.1	1.3	0.9
66 or more years	2.2	1.3	3.2

Table 13. Behavioral specialization: experience as percentage of life spent viewing

% of life spent viewing	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
0-20%	48.3	44.1	52.2	10.57*
21-40%	21.6	25.4	17.9	
41-60%	10.1	10.2	10.1	
61-80%	9.6	9.1	10.1	
81-100%	10.4	11.2	9.7	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 14. Cognitive specialization: self-rated level of expertise

Self-rated skill level	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Beginner	31.5	27.3	35.5	24.76***
Novice	32.5	29.8	34.9	
Intermediate	27.2	30.6	24.1	
Advanced	7.4	10.6	4.3	
Expert	1.4	1.6	1.2	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 15. COVID-19 impacts on wildlife viewing participation and the R3 (Recruitment, retention, and reactivation) Framework

R3 Category	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Retained	55.0	52.7	57.1	8.56*
Churned	25.1	25.5	24.8	
Reactivated	12.3	15.2	9.6	
Recruited	7.6	6.7	8.6	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 3$</p>				

Table 16. Time spent wildlife viewing (Statewide)

Statewide				
Year	Location	0 days (%)	1 - 30 days (%)	> 30 days (%)
Typical Year	Around home	4.9	40.1	55.0
	Away from home	9.9	48.4	41.7
	Outside of state or country	43.3	38.4	18.3
First year of COVID-19 pandemic	Around home	12.5	41.0	46.5
	Away from home	23.5	46.3	30.2
	Outside of state or country	62.1	23.7	14.3
Upcoming year	Around home	6.6	36.0	55.4
	Away from home	11.3	48.3	40.4
	Outside of state or country	45.4	35.8	18.8

Table 17. Time spent wildlife viewing: Consumptive and nonconsumptive

		C (%)	N (%)	C (%)	N (%)	C (%)	N (%)	
Year	Location	0 days (%)		1 - 30 days (%)		> 30 days (%)		Significance (χ^2)
Typical year	Around home	4.1	5.8	43.8	36.5	52.1	57.7	5.68
	Away from home	5.2	14.6	46.2	50.2	48.6	35.2	31.07***
	Outside of state or country	49.8	36.5	35.0	42.0	15.2	21.5	17.34***
First year of COVID-19 pandemic	Around home	11.0	14.0	44.6	37.4	44.4	48.5	5.92
	Away from home	17.7	29.1	46.7	45.7	35.6	25.2	22.73***
	Outside of state or country	56.6	67.1	27.4	20.2	16.0	12.7	11.63**
Upcoming year	Around home	5.9	7.4	40.9	35.3	53.2	57.3	3.73
	Away from home	6.0	16.3	49.2	47.6	44.9	36.0	28.64***
	Outside of state or country	39.1	51.2	38.7	33.2	22.2	15.6	15.64***
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 2$</p>								

Table 18. Wildlife viewing location

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
My own home or property	73.5	72.5	74.4	.44
Locally-managed areas	61.1	63.8	58.4	3.09
State-managed areas	56.4	63.0	50.3	16.67***
Property of friends or family	38.7	45.7	32.0	19.73***
Federally-managed areas	38.4	44.0	33.2	12.52***
Other private property	21.5	25.7	17.7	9.51**
I am unsure	6.6	7.1	6.2	.30
Tribal lands	5.9	8.5	3.5	11.25***
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 19. Wildlife viewing trip-related expenditures

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
\$0	18.2	10.1	25.6	73.34***
\$1-\$50	24.1	22.1	26.2	
\$51-\$100	16.2	15.6	16.7	
\$101-\$150	7.1	8.7	5.6	
\$151-\$200	7.5	9.3	5.8	
\$201-\$250	6.7	8.1	5.4	
\$251-\$300	3.7	4.9	2.5	
\$301-\$350	2.9	4.9	1.0	
\$351-\$400	2.4	2.4	2.3	
\$401-\$450	2.2	2.0	2.3	
\$451-\$500	2.3	3.7	1.0	
\$501 or more	6.7	8.1	5.4	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 11$</p>				

Table 20. Other wildlife viewing-related expenditures

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
\$0	19.5	11.8	26.8	62.05***
\$1-\$50	22.5	19.9	25.0	
\$51-\$100	17.9	18.7	16.8	
\$101-\$150	9.2	10.0	8.6	
\$151-\$200	6.4	7.7	5.1	
\$201-\$250	5.7	6.5	4.9	
\$251-\$300	4.8	5.9	3.7	
\$301-\$350	2.7	3.5	2.0	
\$351-\$400	2.8	4.1	1.6	
\$401-\$450	1.5	2.4	0.6	
\$451-\$500	1.9	2.0	1.8	
\$501 or more	5.3	7.5	3.1	

Note that statistical tests are between consumptive and nonconsumptive groups.
 Statistically significant test values in bold.
 * $p = .01 - .05$
 ** $p = .001 - .01$
 *** $p < .001$
 $df = 11$

Table 21. Other outdoor recreation

Other Outdoor Recreation	Statewide (% selecting item)	Consumptive (% selecting item)	Nonconsumptive (% selecting item)	Significance (χ^2)
Running, Walking, or Jogging	52.7	54.5	50.9	1.37
Swimming	48.6	59.4	38.3	45.16***
Fishing	45.9	NA	NA	NA
Camping	40.8	61.0	21.4	164.30***
Hiking or Backpacking	32.1	39.4	25.0	23.84***
Biking	17.0	20.4	13.8	7.82**
Motorized Boating	15.4	25.7	5.6	77.50***
Horseback Riding	13.6	19.2	8.2	26.22***
Recreational Shooting	13.6	21.8	5.6	56.41***
Hunting	13.2	NA	NA	NA
Non-Motorized Boating	12.8	17.2	8.5	16.87***
Off Highway Vehicles	12.3	19.2	5.6	43.10***

Florida Results of the Wildlife Viewer Survey

None	9.3	NA	NA	NA
Foraging	8.2	11.3	5.2	12.33***
Botanizing	7.8	6.1	9.5	4.18*
Climbing	7.0	9.9	4.3	12.33***
Winter Sports	6.7	8.7	4.9	5.90*
Geocaching	6.3	6.9	5.8	0.46
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 22. Conservation behaviors (general; statewide)

Statewide					
	Not at all likely (%)	Slightly likely (%)	Moderately likely (%)	Very likely (%)	Extremely likely (%)
Teaching Others	32.3	23.8	25.4	13.2	5.3
Enhancing Habitat	14.6	25.9	31.5	18.8	9.2
Civic engagement	19.3	20.8	26.6	21.2	12.0
Collecting Data	28.1	26.8	23.0	16.3	5.8
Donating	18.4	24.5	28.3	18.4	10.3
Purchasing products	11.7	21.5	31.2	24.3	11.3
Cleaning up trash	6.8	13.6	24.2	27.4	28.0

Table 23. Conservation behaviors (General; consumptive-nonconsumptive)

	Not at all likely (%)		Slightly likely (%)		Moderately likely (%)		Very likely (%)		Extremely likely (%)		Significance (χ^2)
	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	
Teaching Others	24.1	40.1	23.3	24.3	27.1	23.7	18.6	8.0	6.9	3.9	47.08***
Enhancing Habitat	8.1	20.7	23.9	27.9	32.6	30.6	23.7	14.0	11.7	6.8	48.34***
Civic engagement	15.4	23.0	20.7	21.1	27.4	25.9	23.5	19.1	13.0	10.9	10.93*
Collecting Data	20.4	35.7	23.9	29.6	24.7	21.1	22.7	10.1	8.3	3.5	59.39***
Donating	16.1	20.8	19.1	29.5	30.3	26.4	22.0	15.1	12.6	8.2	26.66***
Purchasing products	7.3	16.0	17.6	25.3	31.4	30.8	28.6	20.1	15.0	7.8	42.16***
Cleaning up trash	3.5	9.8	8.4	18.6	23.5	24.9	30.5	24.5	34.2	22.3	49.93***
Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$											

Table 24. Conservation behaviors (With agency support; statewide)

Statewide					
	Not at all likely (%)	Slightly likely (%)	Moderately likely (%)	Very likely (%)	Extremely likely (%)
Teaching Others	34.5	21.7	23.3	13.5	7.0
Enhancing Habitat	18.9	24.5	28.2	19.5	8.8
Civic engagement	21.9	19.9	24.9	20.8	12.5
Collecting Data	31.0	21.9	25.1	13.6	8.3
Donating	19.5	26.7	25.0	17.9	10.8
Purchasing products	15.5	23.0	30.5	19.2	11.9
Cleaning up trash	9.4	13.5	23.5	21.3	32.3

Table 25. Conservation behaviors (With agency support; consumptive-nonconsumptive)

	Not at all likely (%)		Slightly likely (%)		Moderately likely (%)		Very likely (%)		Extremely likely (%)		Significance (χ^2)
	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	
Teaching Others	23.4	44.9	19.0	24.4	30.1	16.8	17.4	9.8	10.1	4.1	79.95***
Enhancing Habitat	12.8	24.8	19.4	29.2	30.0	26.7	25.7	13.6	12.1	5.7	60.79***
Civic engagement	17.6	25.9	18.0	21.8	27.3	22.6	24.1	17.7	13.0	11.9	17.14**
Collecting Data	21.3	40.2	22.9	20.9	26.2	24.2	17.6	9.8	12.0	4.9	56.48***
Donating	15.3	23.5	25.3	27.8	24.5	25.7	20.8	15.2	14.1	7.8	23.07***
Purchasing products	9.4	21.3	20.1	25.6	29.9	31.1	24.2	14.5	16.4	7.6	54.58***
Cleaning up trash	4.3	13.9	9.7	17.3	21.6	25.3	24.7	18.0	39.6	25.5	57.13***
Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$											

Table 26. Barriers to wildlife viewing (Statewide)

Statewide					
	Not at all (%)	Very little (%)	Somewhat (%)	Quite a bit (%)	A great deal (%)
Lack of free time	28.6	23.2	30.1	12.8	5.2
Few people who support viewing	33.4	29.8	25.4	8.0	3.4
Few people to view with	29.0	26.0	29.0	11.9	4.1
Lack of organized viewing opportunities	32.6	22.7	26.7	13.7	4.3
Lack of viewing skills	31.6	24.9	27.6	12.1	3.8
Lack of access to equipment	31.7	24.4	27.6	12.4	3.9
Financial cost	29.1	22.3	28.0	14.1	6.6
Distance to viewing locations	24.1	20.6	32.4	15.6	7.3
Not knowing where to go viewing	31.7	24.3	27.2	11.6	5.3
Lack of transportation to viewing locations	41.3	22.2	20.1	9.6	6.8
Accessibility challenges	41.6	19.7	22.9	10.0	5.9
Lack of facilities at viewing locations	35.5	25.4	24.2	10.1	4.8
Safety concerns when viewing	35.0	24.7	25.9	9.8	4.7
Crowds in viewing locations	35.0	24.4	25.3	10.3	5.0

Table 27. Barriers to wildlife viewing (Consumptive-nonconsumptive)

	Not at all (%)		Very little (%)		Somewhat (%)		Quite a bit (%)		A great deal (%)		Significance (χ^2)
	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	
Lack of free time	22.6	34.2	24.4	21.9	32.1	28.3	14.1	11.7	6.7	3.9	18.62***
Few people who support viewing	29.9	36.6	30.3	29.2	25.2	25.7	10.4	5.8	4.3	2.5	12.17*
Few people to view with	23.7	34.0	28.4	23.6	29.6	28.5	12.8	11.1	5.5	2.7	16.62**
Lack of organized viewing opportunities	28.5	36.4	24.4	21.2	28.5	25.1	14.6	12.8	4.1	4.5	7.73
Lack of viewing skills	29.7	33.3	25.4	24.4	28.7	26.7	12.9	11.3	3.3	4.3	2.71
Lack of access to equipment	29.1	34.2	24.2	24.4	28.9	26.6	14.2	10.7	3.7	4.1	5.13
Financial cost	25.1	32.8	22.4	22.3	29.7	26.4	15.1	13.1	7.7	5.5	8.89
Distance to viewing locations	21.9	26.3	20.9	20.4	33.3	31.7	16.2	15.0	7.8	6.6	2.91
Not knowing where to go viewing	31.0	32.2	24.1	24.4	27.3	27.1	11.6	11.5	5.9	4.7	.85
Lack of transportation to viewing locations	38.7	43.9	23.0	21.6	20.3	20.1	11.1	8.2	7.0	6.2	4.15
Accessibility challenges	38.4	44.8	22.4	17.2	21.8	23.8	10.2	9.6	7.1	4.7	9.19

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Lack of facilities at viewing locations	34.2	36.5	25.8	25.2	23.1	25.4	11.5	8.8	5.5	4.1	3.78
Safety concerns when viewing	33.4	36.4	25.7	23.7	26.7	25.2	10.0	9.6	4.3	5.1	1.63
Crowds in viewing locations	33.4	36.4	24.4	24.6	24.6	25.8	12.1	8.7	5.5	4.5	4.13

Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold.

* $p = .01 - .05$

** $p = .001 - .01$

*** $p < .001$

$df = 4$

Table 28. Groups that encourage participation in wildlife viewing (Family)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all	16.9	13.2	20.5	10.13*
Very little	15.4	16.0	14.8	
Somewhat	31.6	32.0	31.2	
Quite a bit	22.8	24.7	21.1	
A great deal	13.3	14.0	12.5	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold.</p> <p>* $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 29. Groups that encourage participation in wildlife viewing (Friends)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all	20.9	17.2	24.4	13.04*
Very little	19.1	17.8	20.1	
Somewhat	32.5	33.3	31.8	
Quite a bit	18.4	20.7	16.0	
A great deal	9.2	11.0	7.6	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold.</p> <p>* $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 30. Groups that encourage participation in wildlife viewing (Mentors)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all	46.8	35.9	57.1	55.50***
Very little	14.1	16.2	12.1	
Somewhat	20.2	21.9	18.7	
Quite a bit	12.1	17.4	7.0	
A great deal	6.7	8.5	5.1	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 31. Groups that encourage participation in wildlife viewing (Peers)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all	33.3	25.6	40.8	36.83***
Very little	18.8	19.7	18.0	
Somewhat	29.1	29.9	28.1	
Quite a bit	13.4	17.3	9.8	
A great deal	5.4	7.5	3.3	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 32. Accessibility and wildlife viewing

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all	43.3	40.5	46.0	4.31
Very little	21.6	22.3	21.1	
Somewhat	23.1	23.7	22.6	
Quite a bit	8.4	9.5	7.4	
A great deal	3.6	4.0	2.9	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 33. Basic agency familiarity

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all familiar	15.8	8.5	22.9	81.38***
Slightly familiar	30.4	26.1	34.4	
Moderately familiar	29.2	30.4	28.0	
Very familiar	17.1	24.7	9.9	
Extremely familiar	7.5	10.3	4.9	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 34. Familiarity with specific state agency characteristics (FWC staff)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all familiar	41.1	30.4	51.4	64.57***
Slightly familiar	22.6	22.7	22.6	
Moderately familiar	22.8	26.9	18.7	
Very familiar	9.8	14.2	5.6	
Extremely familiar	3.8	5.9	1.8	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 35. Familiarity with specific state agency characteristics (FWC programs)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all familiar	30.4	21.1	39.5	78.89***
Slightly familiar	32.6	31.4	33.7	
Moderately familiar	21.6	23.3	19.8	
Very familiar	11.8	18.2	5.6	
Extremely familiar	3.7	6.1	1.4	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 36. Familiarity with specific state agency characteristics (FWC lands)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all familiar	29.8	21.0	38.4	81.28***
Slightly familiar	29.8	25.7	33.5	
Moderately familiar	24.2	28.5	20.2	
Very familiar	11.8	17.9	5.9	
Extremely familiar	4.5	6.9	2.2	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 37. Familiarity with specific state agency characteristics (FWC mission)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Not at all familiar	30.4	22.9	37.7	59.32***
Slightly familiar	29.3	28.2	30.3	
Moderately familiar	24.1	24.5	23.6	
Very familiar	10.8	15.5	6.3	
Extremely familiar	5.5	9.0	2.2	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 38. Logo familiarity

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Yes, I have seen this logo before	68.6	81.0	56.6	69.32***
No, I have not seen this logo before	31.4	19.0	43.4	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 39. Perception of state agency prioritization of programs and services for wildlife viewing

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Far too low	4.3	2.7	6.0	10.17*
Too low	22.6	20.6	24.9	
About right	66.4	69.0	63.5	
Too high	5.5	6.1	4.8	
Far too high	1.2	1.6	0.7	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. Respondents that indicated 'no opinion' ($n = 151$) for this question were excluded in analysis.</p> <p>* $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$</p>				

Table 40. Experiences with state agency programs

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Livestream wildlife cameras	NA	NA	NA	NA
No agency programs or services	46.6	35.6	57.1	46.49***
Wildlife information	27.9	34.6	21.4	21.67***
Wildlife viewing opportunities	21.4	29.3	13.6	36.79***
Visitor or education centers	16.3	22.0	10.9	22.54***
Agency lands	12.5	18.3	6.8	30.48***
Volunteer data collection	10.5	12.8	8.4	5.26*
Technical assistance or information about habitat	10.2	12.6	8.0	5.85*
Other volunteer opportunities	10.0	15.7	4.7	33.58***
Programs for groups or clubs	8.1	9.6	6.6	2.93
Viewing festivals	7.4	10.8	4.1	16.50***
Conservation law enforcement	7.4	12.2	2.7	33.10***
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 41. Programs and services for children and youth

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Yes, youth have engaged in programming	33.9	38.2	27.6	5.25*
No, youth have not engaged in programming	66.1	61.8	72.4	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. Responses indicating no youth or children (statewide $n = 566$) in their household were excluded from analysis.</p> <p>* $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 42. Measures of trust in FWC

	Statewide (Mean)	Consumptive (Mean)	Nonconsumptive (Mean)	Significance (t)
"I trust FWC"	3.89	3.97	3.82	-2.51*
"I trust FWC staff"	3.87	3.96	3.78	-2.98**
Gefen benevolence score	3.90	3.88	3.92	0.76
Gefen capability score	3.99	4.01	3.97	-0.85
Gefen integrity score	3.28	3.24	3.32	-2.32

Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold.
 * $p = .01 - .05$
 ** $p = .001 - .01$
 *** $p < .001$
 "I trust FWC" $df = 1,004$
 "I trust FWC staff" $df = 1,004$
 Gefen benevolence score $df = 1,005$
 Gefen capability score $df = 1,003$
 Gefen integrity score $df = 1,006$

Table 43. Past purchases and contributions (nonvoluntary and voluntary)

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
License Plate	NA	NA	NA	NA
Income Tax Donation	NA	NA	NA	NA
Lottery Ticket	NA	NA	NA	NA
Fishing License	40.1	62.0	18.9	194.97****
None	35.8	17.0	54.0	150.24****
Land Access Fee	18.8	27.1	10.9	42.98****
Direct Donation	15.1	18.0	12.5	5.93*
Hunting License	14.6	23.6	5.7	65.78****
Tangible Product	11.8	14.3	9.4	6.02*
Program Fee	10.1	14.5	5.8	20.95****
Habitat Stamp (Required)	8.6	12.7	4.7	20.70****
Land Donation (Easement)	8.2	11.3	5.3	12.20****
Habitat Stamp (Voluntary)	7.1	10.1	4.3	12.83****
Virtual Product	5.9	7.9	4.1	6.45*

Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold.

* $p = .01 - .05$

** $p = .001 - .01$
*** $p < .001$
 $df = 1$

Table 44. Lifetime fishing or hunting license purchases

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Yes, I have a lifetime fishing or hunting license	39.2	38.8	41.0	0.16
No, I do not have a lifetime fishing or hunting license	60.8	61.2	59.0	
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. This question was only presented to respondents ($n = 436$) who had indicated they had purchased a fishing or hunting license in the past five years.</p> <p>* $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 45. Future purchases and contributions (Statewide)

Statewide					
	Not at all likely (%)	Slightly likely (%)	Moderately likely (%)	Very likely (%)	Extremely likely (%)
Habitat Stamp (Required)	54.2	12.9	16.0	10.9	6.0
Hunting License	56.2	13.3	13.3	10.1	7.0
Fishing License	32.0	13.2	17.4	18.6	18.7
Habitat Stamp (Voluntary)	50.8	15.7	18.1	10.1	5.3
License Plate	35.1	21.3	23.3	13.6	6.8
Land Access Fee	24.2	21.9	27.7	15.9	10.2
Program Fee	30.6	24.4	25.5	12.4	7.1
Income Tax Donation	38.9	21.2	22.4	11.7	5.8
Land Donation (Easement)	51.9	15.9	18.7	8.7	4.8
Direct Donation	33.8	21.7	24.2	12.5	7.8
Lottery Ticket	27.1	19.3	25.2	18.5	9.8
Virtual Product	37.4	24.4	22.4	11.0	4.9
Tangible Product	24.3	26.2	26.0	15.7	7.7

Table 46. Future purchases and contributions (Consumptive-nonconsumptive)

	Not at all likely (%)		Slightly likely (%)		Moderately likely (%)		Very likely (%)		Extremely likely (%)		Significance (χ^2)
	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	
Habitat Stamp (Required)	36.2	71.5	15.9	10.1	21.1	11.1	15.7	6.3	11.2	1.0	142.82***
Hunting License	39.3	72.7	14.5	12.3	19.6	7.1	15.5	5.0	11.2	3.0	130.39***
Fishing License	12.6	50.9	7.7	18.5	18.1	16.7	27.6	10.0	33.9	3.9	298.74***
Habitat Stamp (Voluntary)	35.2	65.6	18.0	13.4	23.4	13.0	13.7	6.7	9.6	1.2	108.37***
License Plate	25.1	44.4	21.4	21.2	27.3	19.4	16.3	11.0	9.8	3.9	51.12***
Land Access Fee	15.3	32.6	20.8	23.1	30.0	25.5	19.0	13.0	14.9	5.7	59.28***
Program Fee	21.7	39.1	21.1	27.5	30.3	20.9	15.7	9.3	11.2	3.2	68.55***
Income Tax Donation	28.4	48.7	23.1	19.4	25.2	19.8	13.9	9.7	9.4	2.4	55.95***
Land Donation (Easement)	41.2	62.1	17.3	14.6	22.8	14.8	11.3	6.1	7.4	2.4	51.20***
Direct Donation	25.7	41.6	22.2	21.3	25.9	22.5	15.2	9.9	10.9	4.8	37.12***
Lottery Ticket	19.0	34.9	19.2	19.5	29.2	21.5	20.0	17.0	12.7	7.1	38.25***
Virtual Product	29.2	45.0	24.3	24.6	25.7	19.2	13.0	9.1	7.8	2.2	40.44***
Tangible Product	16.6	31.8	24.5	28.0	27.2	24.7	20.3	11.3	11.4	4.2	54.53***

Statistically significant test values in bold.

* $p = .01 - .05$

** $p = .001 - .01$

*** $p < .001$

$df = 4$

Table 47. Encouraging additional financial support (Statewide)

Statewide					
	Not at all likely (%)	Slightly likely (%)	Moderately likely (%)	Very likely (%)	Extremely likely (%)
Habitat conservation	16.4	22.6	31.5	19/4	10.1
Conservation of rare and vulnerable species	14.7	21.3	27.7	24.4	11.9
Conservation of preferred viewing species	14.9	20.7	31.0	22.1	11.3
Opportunities and resources for wildlife viewing	15.7	23.2	31.2	20.6	9.3
More education or outreach related to conservation	17.3	22.8	28.0	22.0	10.0
Wildlife research or monitoring	18.1	20.7	30.3	20.1	10.7
Funds matched by different source	19.2	20.8	30.6	18.7	10.6

Table 48. Encouraging additional financial support (Consumptive-nonconsumptive)

	Not at all likely (%)		Slightly likely (%)		Moderately likely (%)		Very likely (%)		Extremely likely (%)		Significance (χ^2)
	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	C (%)	NC (%)	
Habitat conservation	11.3	21.2	20.2	24.6	31.4	31.8	23.1	16.0	14.0	6.4	37.80***
Conservation of rare and vulnerable species	11.0	18.4	17.7	24.4	26.4	29.1	28.9	20.1	16.1	8.0	36.77***
Conservation of preferred viewing species	11.0	18.8	17.7	23.3	30.5	31.6	25.4	19.0	15.4	7.3	33.80***
Opportunities and resources for wildlife viewing	10.5	20.8	21.1	25.0	31.4	31.0	24.7	16.7	12.2	6.5	34.98***
More education or outreach related to conservation	12.2	22.1	19.3	26.1	30.0	26.1	25.2	19.0	13.4	6.7	36.31***
Wildlife research or monitoring	12.3	23.6	17.7	23.6	31.5	29.3	24.5	16.0	14.0	7.5	40.20***
Funds matched by different source	14.2	24.2	17.7	23.6	32.7	28.7	21.6	16.0	13.8	7.5	31.42***
Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 4$											

Table 49. State agency support for wildlife viewing

	Statewide (%)	Consumptive (%)	Nonconsumptive (%)	Significance (χ^2)
Info - where to view wildlife	44.3	47.0	41.7	2.78
Info - about wildlife in the state	43.5	46.0	41.2	2.35
More wildlife viewing locations	39.2	42.3	36.1	4.06*
Info - where to view where there is no hunting	30.8	32.0	29.7	0.61
Info - how to view	30.5	33.2	28.0	3.26
More wildlife viewing amenities	29.1	30.8	27.6	1.25
More accessible features	29.0	32.6	25.6	5.93*
More opportunities for youth	25.8	32.6	19.2	23.56***
Programs to improve my viewing skills	24.6	29.8	19.8	13.43***
More wildlife viewing events	23.5	24.9	22.3	0.92
Programs to interact with other viewers	21.9	27.7	16.3	19.23***
More training for guides	21.0	26.5	15.5	18.39***
Virtual programs	19.8	20.0	19.4	0.06
More wildlife viewing staff	16.9	20.6	13.2	9.97**
Volunteer data collection opportunities	16.4	20.0	13.0	9.07**

I am not interested in any of these options.	9.7	6.7	12.6	10.15**
Other volunteer opportunities	6.2	5.1	7.2	1.97
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				

Table 50. Preferred FWC communication methods

	Statewide (% selecting item)	Consumptive (% selecting item)	Nonconsumptive (% selecting item)	Significance (χ^2)
Printed Materials	49.2	50.5	47.8	0.76
Email Update	48.7	51.9	45.6	4.01*
Website	46.5	54.5	38.6	25.76***
Facebook	37.1	44.8	29.8	24.34***
Mailed Newsletter, Subscription	32.7	38.0	27.5	12.62***
YouTube	32.1	37.0	27.5	10.39**
Local News	32.0	33.5	30.2	1.28
Online Magazine	29.3	35.2	23.8	15.70***
Instagram	19.8	23.8	16.0	9.77**
Twitter	14.3	17.0	11.7	5.72*
Tik-Tok	12.3	15.2	9.6	7.23**

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Blogs	11.3	14.3	8.4	8.93**
None	10.0	7.5	12.5	6.99**
Text	9.3	12.7	6.0	13.31***
Staff	9.0	9.7	8.4	0.53
Podcast	7.9	8.5	7.4	0.40
<p>Note that statistical tests are between consumptive and nonconsumptive groups. Statistically significant test values in bold. * $p = .01 - .05$ ** $p = .001 - .01$ *** $p < .001$ $df = 1$</p>				