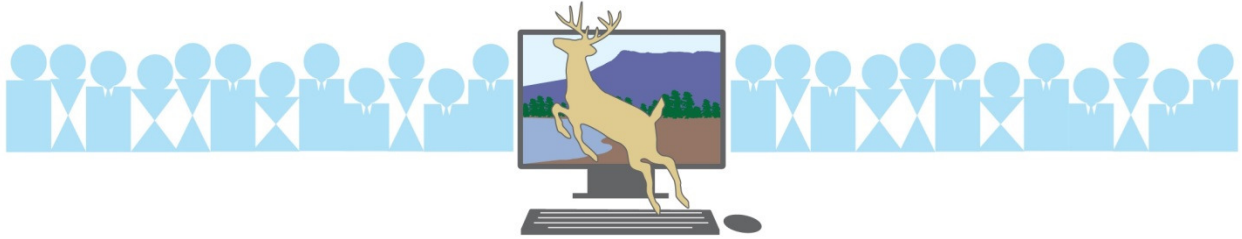


Responsive Management™



OPINIONS ON AND USE OF LAND PRESERVATION TAX CREDITS AMONG LANDOWNERS WHO HAVE DONATED EASEMENTS TO THE VIRGINIA OUTDOOR FOUNDATION

Conducted for the Virginia Outdoors Foundation

by Responsive Management

2014

**OPINIONS ON AND USE OF LAND PRESERVATION
TAX CREDITS AMONG LANDOWNERS WHO HAVE
DONATED EASEMENTS TO THE
VIRGINIA OUTDOOR FOUNDATION**

2014

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Acknowledgments

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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for the Virginia Outdoors Foundation (hereinafter referred to as the Foundation) to determine the opinions on and use of Land Preservation Tax Credits by landowners who have donated easements to the Foundation. It also includes questions on the uses of the land in the program (referred to as protected land), as well as about donating easements in the future. The study entailed a telephone survey of landowners who have donated easements to the Foundation since 2000.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among the landowners in the sample (both landlines and cell phones were called, according to the preferences of the landowners). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

The telephone survey questionnaire was developed cooperatively by Responsive Management and the Foundation. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey. The sample of landowners who had donated easements was obtained from the Foundation. Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted in October 2014.

The software used for data collection was Questionnaire Programming Language. Responsive Management obtained a total of 631 completed interviews. The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. For the entire sample of landowners who had donated easements to the Foundation, the sampling error is at most plus or minus 3.25 percentage points.

EASEMENT DONATIONS

- Almost all the easements were donated directly by the landowner or his/her family (96% gave this response) rather than by a foundation or organization for which the landowner works or to which the landowner belongs (only 4% said the donation was made this way).

LOCATIONS OF EASEMENTS

- At the top of the list of the counties in which the easements are located is Rockbridge (8.1% of respondents named this county), followed by Albemarle (5.5%), Rappahannock (5.2%), Augusta (4.8%), Fauquier (4.8%), and Montgomery (4.0%).

- Nearly all the respondents (96%) have their primary residence or their foundation's / organization's headquarters in Virginia.

USES OF PROTECTED LANDS

- The overwhelming majority of landowners (90%) are managing the protected lands for agricultural production or for forestry.
 - Those 90% managing the land for agricultural production or forestry were specifically asked if they do any of six potential economic activities on the land. The top tier includes raising livestock (51% of landowners report that land use) and growing commercial agricultural crops (41%). Lower on the list, but still with a substantial percentage, is commercial timbering (29%).

- The survey asked if the landowner personally farmed the protected land, leased it to another farmer, did both (i.e., the easement encompassed both uses on portions of it), or did neither (i.e., the land was not farmed).
 - Most commonly, the landowner personally farmed the land (39%), while a quarter of the respondents indicated that the land was leased to a farmer (25%). When the "both" responses are included, those amounts are 46% personally farming the land and 32% leasing the land (with some doing both).
 - Meanwhile, 27% of respondents indicated that the land is not farmed.

- The survey asked about whether the landowner manages the timberland on the protected land, or whether the management of timberland is in collaboration with a forestry professional (or whether both is done).
 - Just under half of respondents say that the land is not used for timber production (the most common response). Otherwise, respondents are evenly divided, with 18% indicating personal management of the timberland, 18% indicating that work is carried out with a forestry professional, and 16% saying that both are done.

- For the most part, the protected land is important to the respondent's livelihood. The land is considered *essential* to 31% of respondents' livelihoods and considered *important but not essential* to 42%.

USES OF LAND PRESERVATION TAX CREDITS

- Most, but not all, of respondents (89%) indicated that they have applied for or received a Land Preservation Tax Credit.
 - Another question found that the associated tax credits were considered *essential* to 34% of respondents and considered *important but not essential* to 53% of respondents.
 - The option to sell or transfer the Land Preservation Tax Credits was considered *essential* to 28% of respondents and considered *important but not essential* to 43% of respondents.

- The overwhelming majority of landowners who had applied/received tax credits agree (82%) that the Land Preservation Tax Credits or proceeds from the sale or transfer of the credits improved their financial stability. Only 11% disagree.

- The survey asked if the tax credit or the proceeds from sale/transfer of the credit had allowed the landowner to do ten economic activities (these questions were asked only of those landowners who had applied/received tax credits).
 - For three activities, a majority said that they had done them:
 - Implement land management practices that benefit water, soil, wildlife, or forest quality or that provide other conservation benefits (70%).
 - Sustain current agricultural or forestry operations (58%).

- Implement land management practices that specifically improve farm or forest productivity (52%).
- Interest was expressed in whether respondents answered yes to any of three questions about agricultural/forestry operation or any of three questions about businesses unrelated to agriculture or forestry.
 - Regarding agricultural/forestry operations: 61% of landowners who had applied/received tax credits indicated that they had started a new agricultural or forestry operation, sustained current agricultural or forestry operations, or expanded current agricultural or forestry operations.
 - Regarding businesses unrelated to agriculture or forestry: 19% of landowners who had applied/received tax credits started a new business that is unrelated to agriculture or forestry, sustained a current business that is unrelated to agriculture or forestry, or expanded a current business that is unrelated to agriculture or forestry.

DONATING LAND TO THE VIRGINIA OUTDOORS FOUNDATION IN THE FUTURE

- The overwhelming majority of respondents (96%) say that they would recommend to another landowner to make a land easement donation to the Foundation.
- Just more than a quarter of respondents (29%) say that they are considering a future land easement donation to the Foundation.
 - A follow-up question presented to all respondents (regardless of their response to the previous question) asked if they would donate another land easement if the Land Preservation Tax Credits were not available, and slightly more than half of them (51%) would *not* donate. Another 21% say that they do not know, leaving only 28% who say that they would still donate.

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INTRODUCTION AND METHODOLOGY

This study was conducted for the Virginia Outdoors Foundation (hereinafter referred to as the Foundation) to determine the opinions on and use of Land Preservation Tax Credits by landowners who have donated easements to the Foundation. It also includes questions on the uses of the land in the program (referred to as protected land), as well as about donating easements in the future. The study entailed a telephone survey of landowners who have donated easements to the Foundation since 2000. Specific aspects of the research methodology are discussed below.

USE OF TELEPHONES FOR THE SURVEY

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among the landowners in the sample (both landlines and cell phones were called, according to the preferences of the landowners). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

QUESTIONNAIRE DESIGN

The telephone survey questionnaire was developed cooperatively by Responsive Management and the Foundation, based on the research team's familiarity with natural resources. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

SURVEY SAMPLE

The sample of landowners who had donated easements was obtained from the Foundation. The Foundation provided a list of all donors who had donated easements since 2000. The list contained 2,050 records, although a number of records represented multiple easement donations by the same landowner.

TELEPHONE INTERVIEWING FACILITIES

A central polling location in Harrisonburg, Virginia, allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted a project briefing with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaire.

INTERVIEWING DATES AND TIMES

Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in October 2014.

TELEPHONE SURVEY DATA COLLECTION AND QUALITY CONTROL

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey questionnaire was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection.

The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. The survey questionnaire itself contains error checkers and computation statements to ensure quality and consistent data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness. Responsive Management obtained a total of 631 completed interviews.

DATA ANALYSIS

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management.

SAMPLING ERROR

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of landowners who had donated easements to the Foundation, the sampling error is at most plus or minus 3.25 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 3.25 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 631 and an estimated population size of 2,050 possible respondents in the entire sample pool.

Sampling Error Equation

$$B = \left(\sqrt{\frac{N_p(.25)}{N_s} - .25} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)
 N_p = population size (i.e., total number who could be surveyed)
 N_s = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

ADDITIONAL INFORMATION ABOUT THE PRESENTATION OF RESULTS IN THE REPORT

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, “Multiple Responses Allowed.”
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as excellent-good-fair-poor.
- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

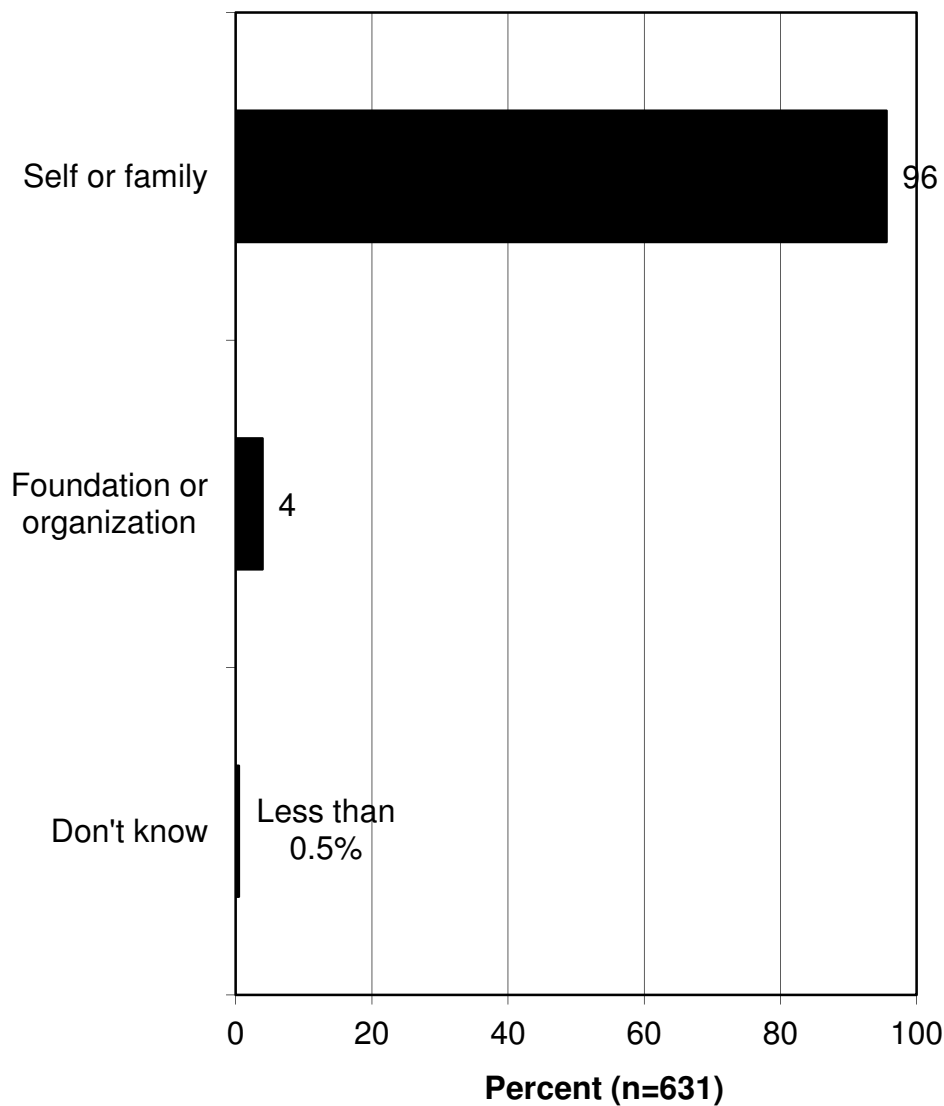
Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly agree” and “moderately agree” are summed to determine the total percentage in agreement).

Note that QPL assigns a question number to each statement in the code, including error checkers and internal skip code. Therefore, the survey skips numbers between questions that are graphed.

EASEMENT DONATIONS

- Almost all the easements were donated directly by the landowner or his/her family (96% gave this response) rather than by a foundation or organization for which the landowner works or to which the landowner belongs (only 4% said the donation was made this way).

Q15. Was the easement donated directly by you, your family, or a foundation or organization that you belong to or work for?

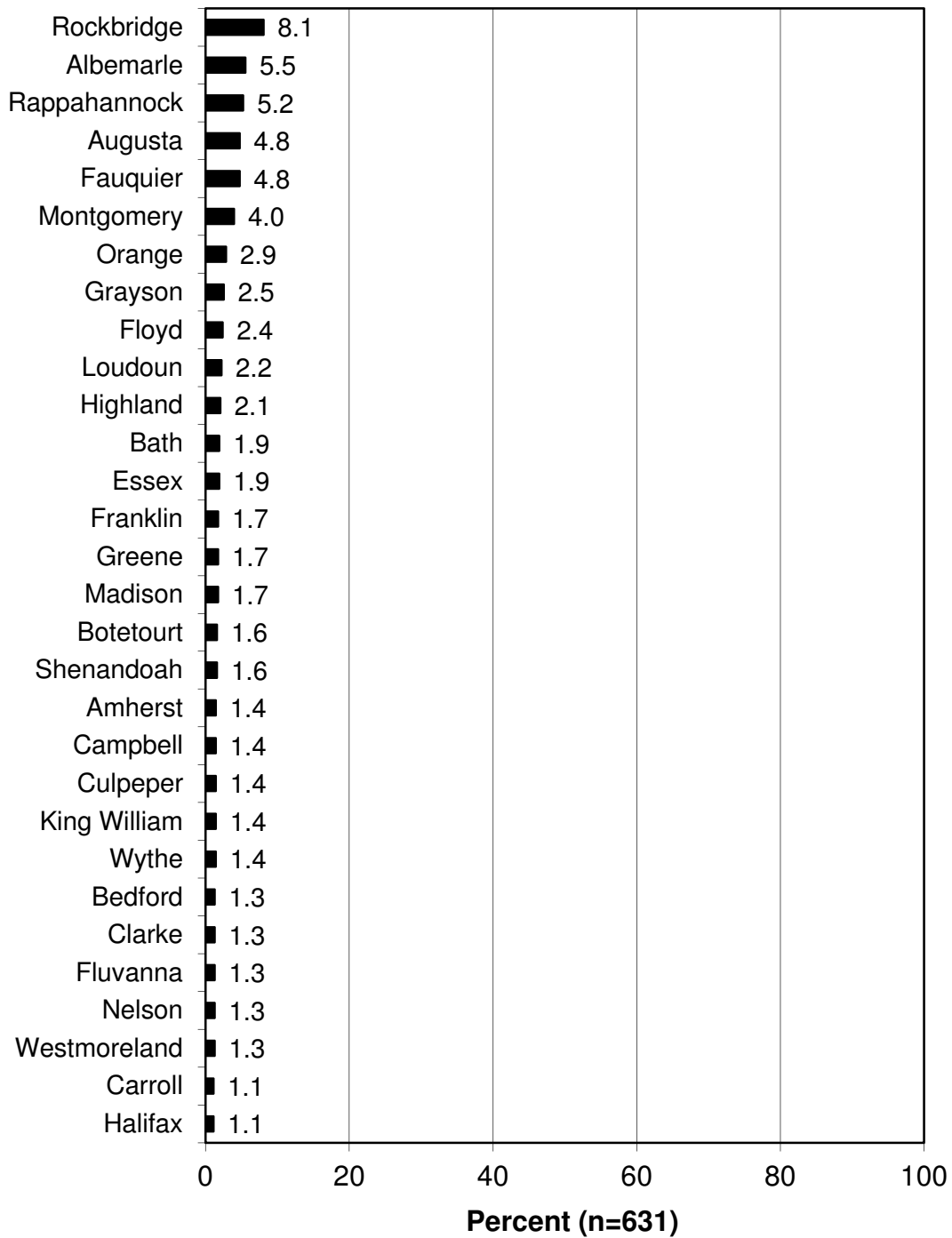


LOCATIONS OF EASEMENTS

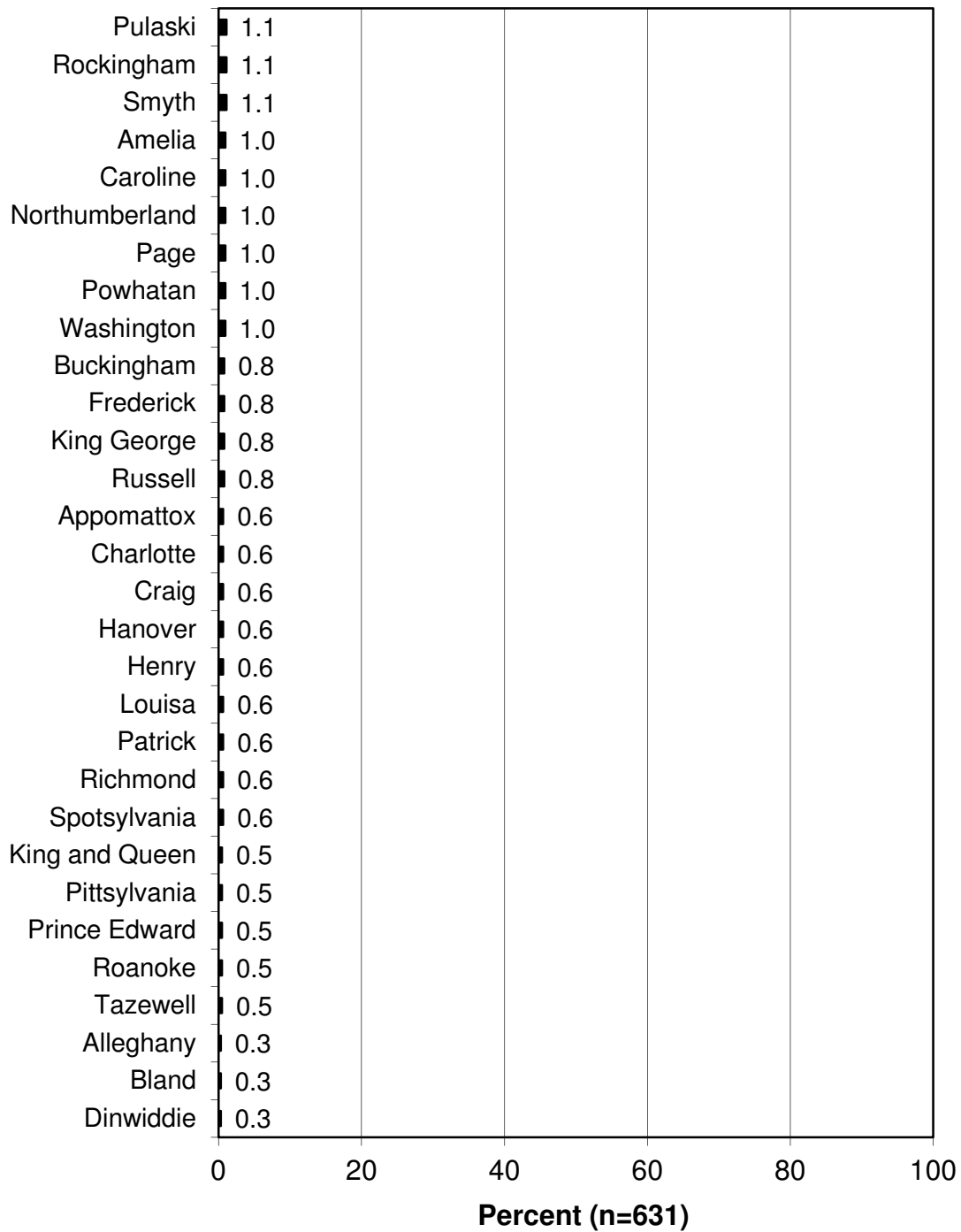
- At the top of the list of the counties in which the easements are located is Rockbridge (8.1% of landowners named this county), followed by Albemarle (5.5%), Rappahannock (5.2%), Augusta (4.8%), Fauquier (4.8%), and Montgomery (4.0%)—all with 4% or more of the landowners in the survey.

- Nearly all the landowners (96%) have their primary residence or their foundation's / organization's headquarters in Virginia.
 - The counties of the residences/headquarters are shown.
 - For those 4% who do not reside or have headquarters in Virginia, the state of residence or headquarters is shown.

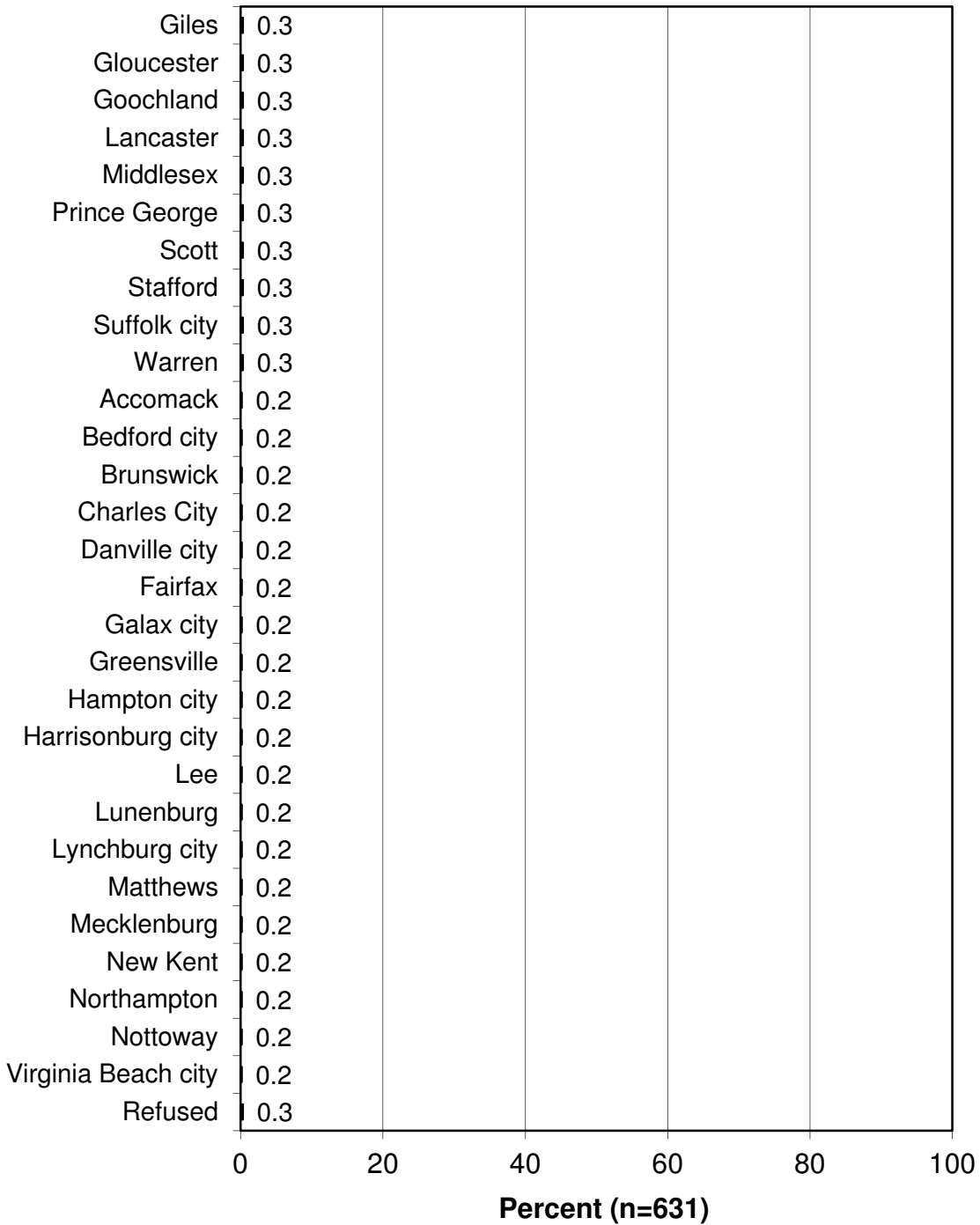
Q16. What county is this easement located in? (Part 1)



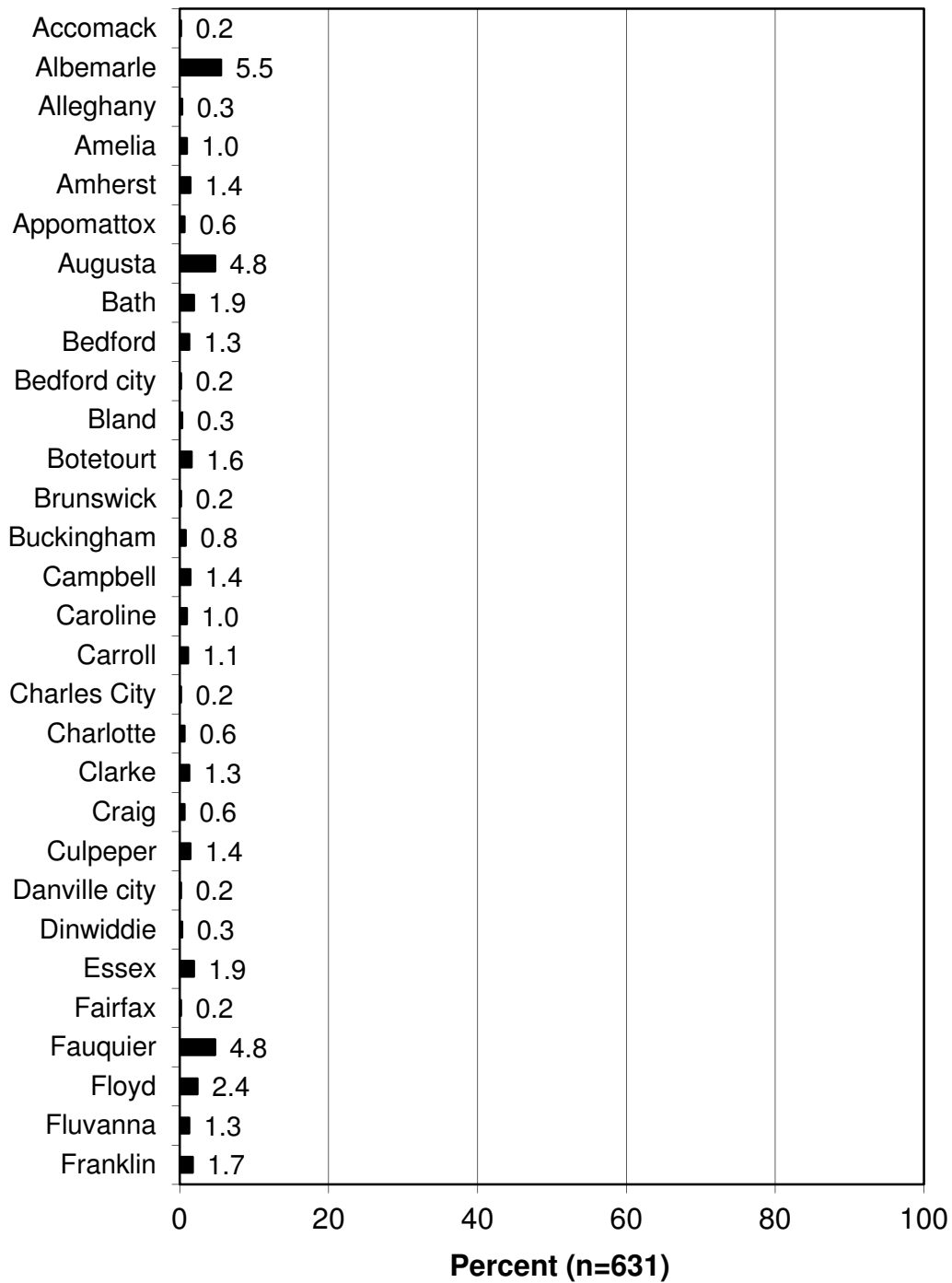
Q16. What county is this easement located in? (Part 2)



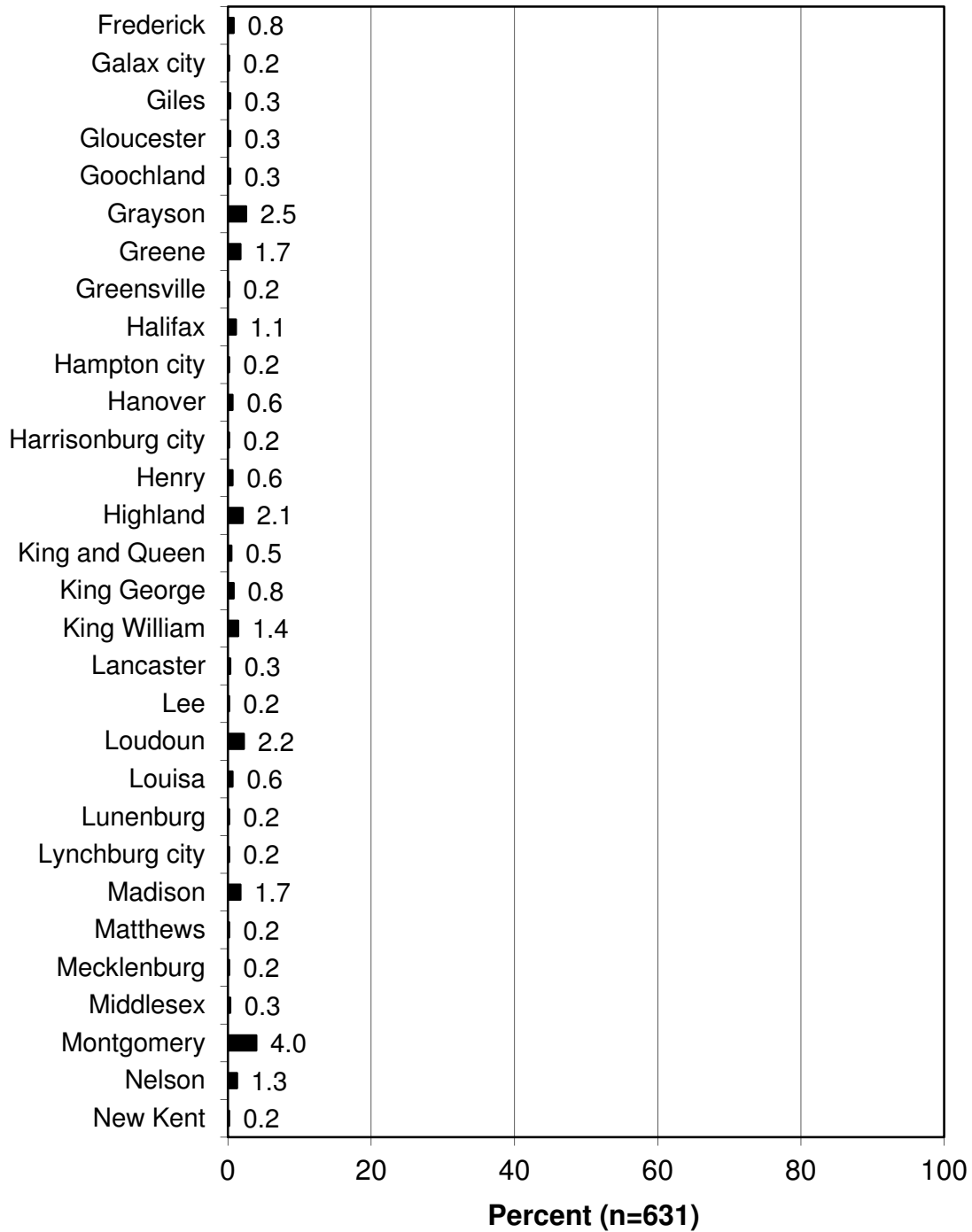
Q16. What county is this easement located in? (Part 3)



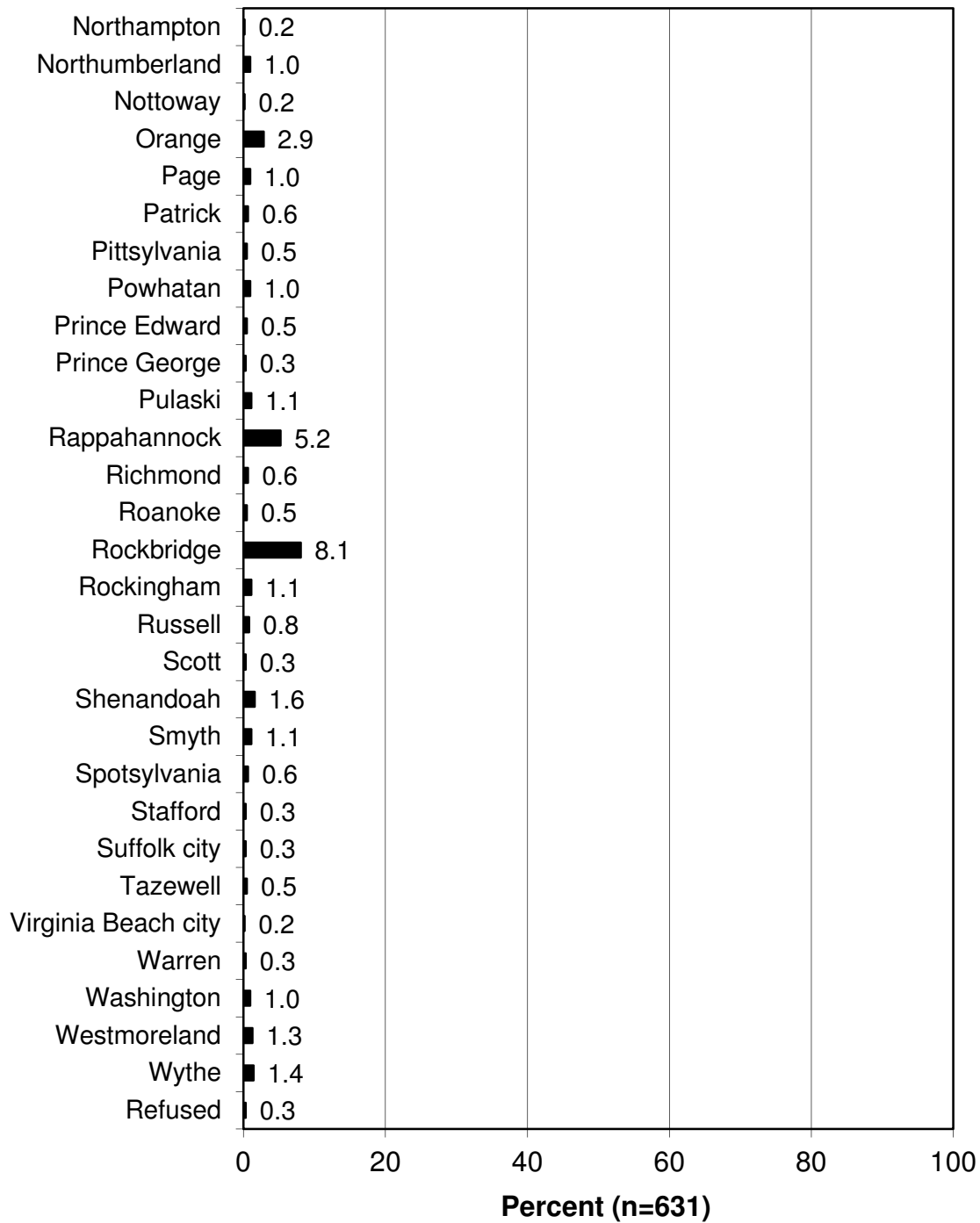
**Q16. What county is this easement located in?
(Part 1) (Alphabetical)**



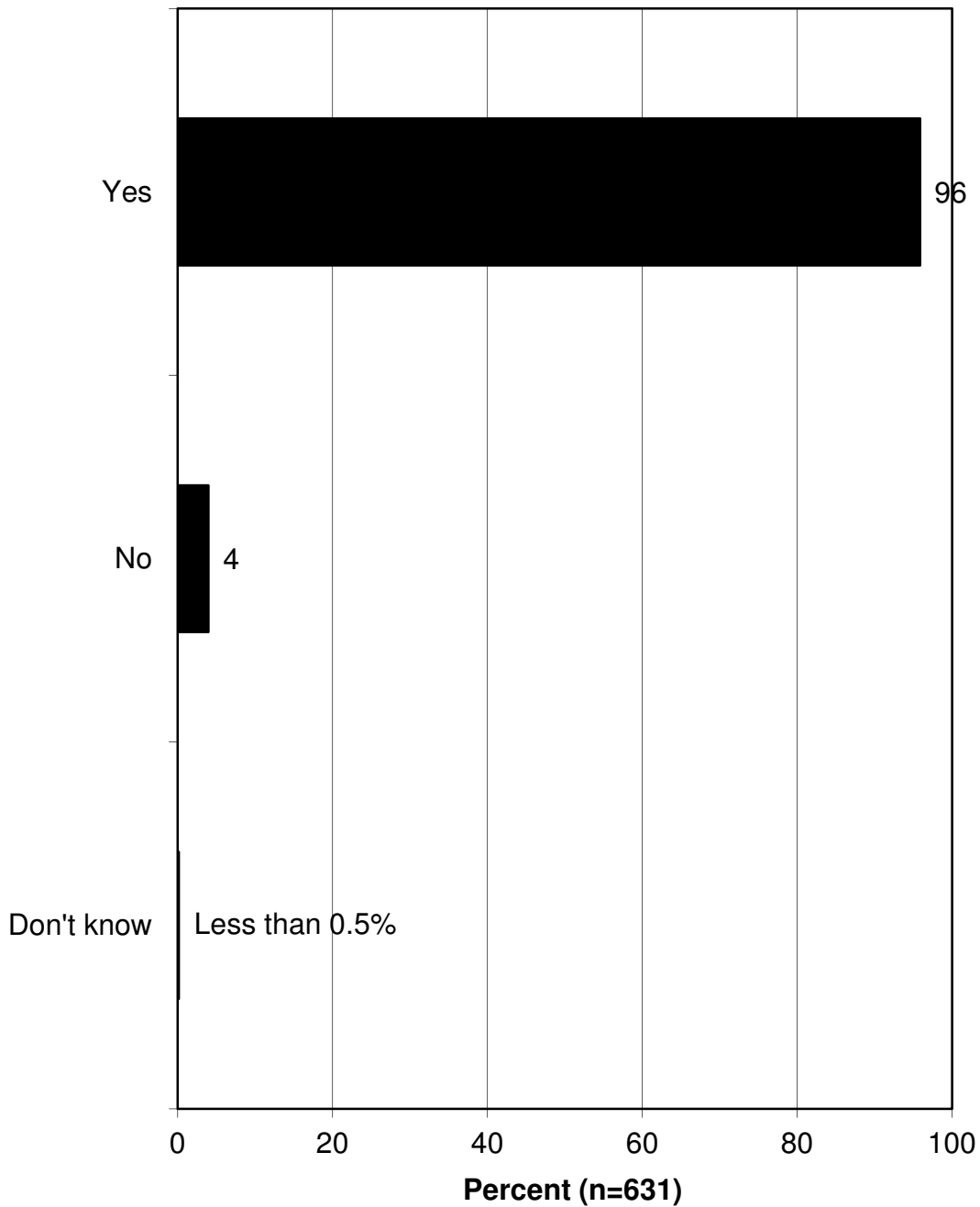
**Q16. What county is this easement located in?
(Part 2) (Alphabetical)**



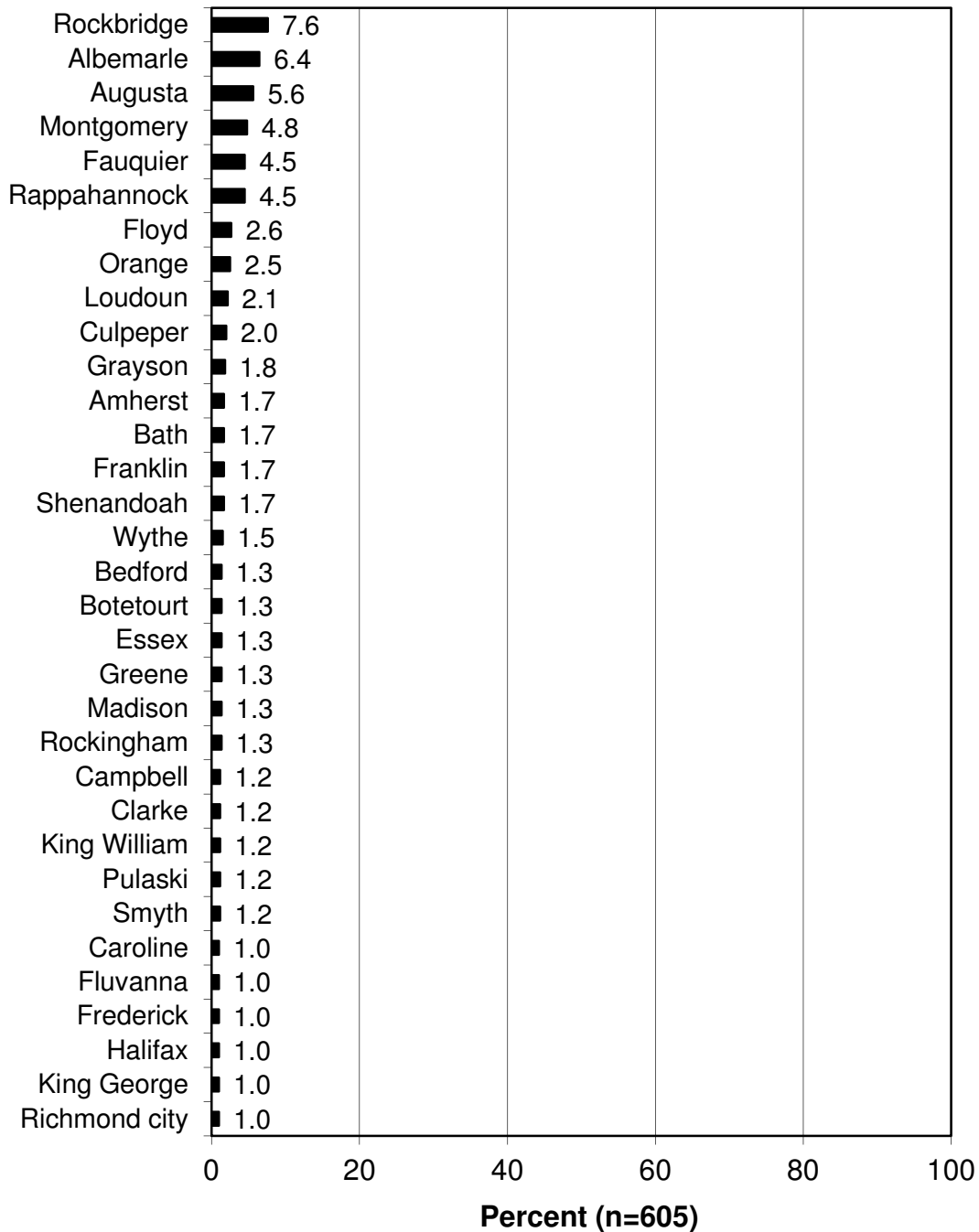
**Q16. What county is this easement located in?
(Part 3) (Alphabetical)**



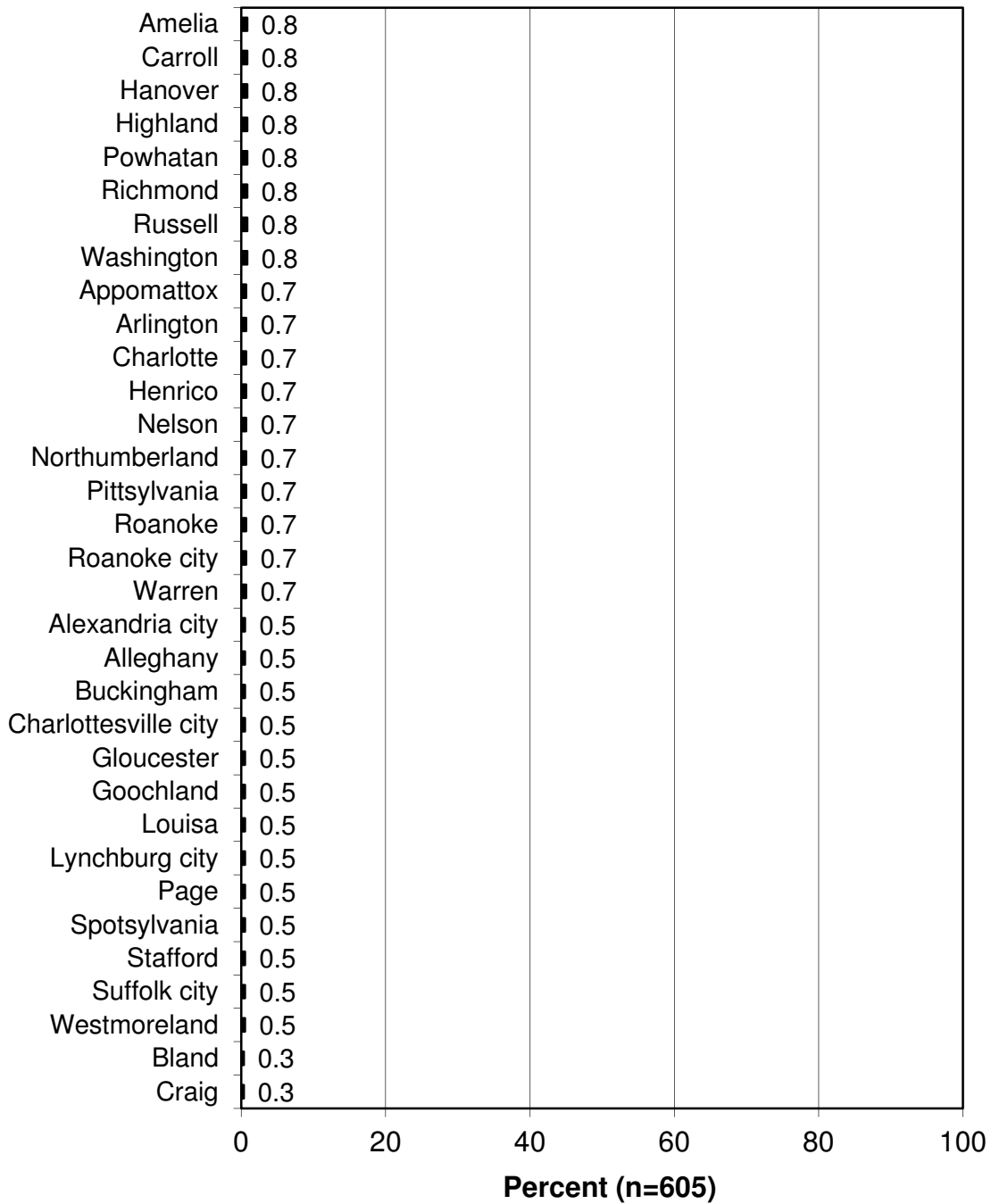
Q54. Currently, is [your primary residence / your foundation's or organization's headquarters] located in Virginia?



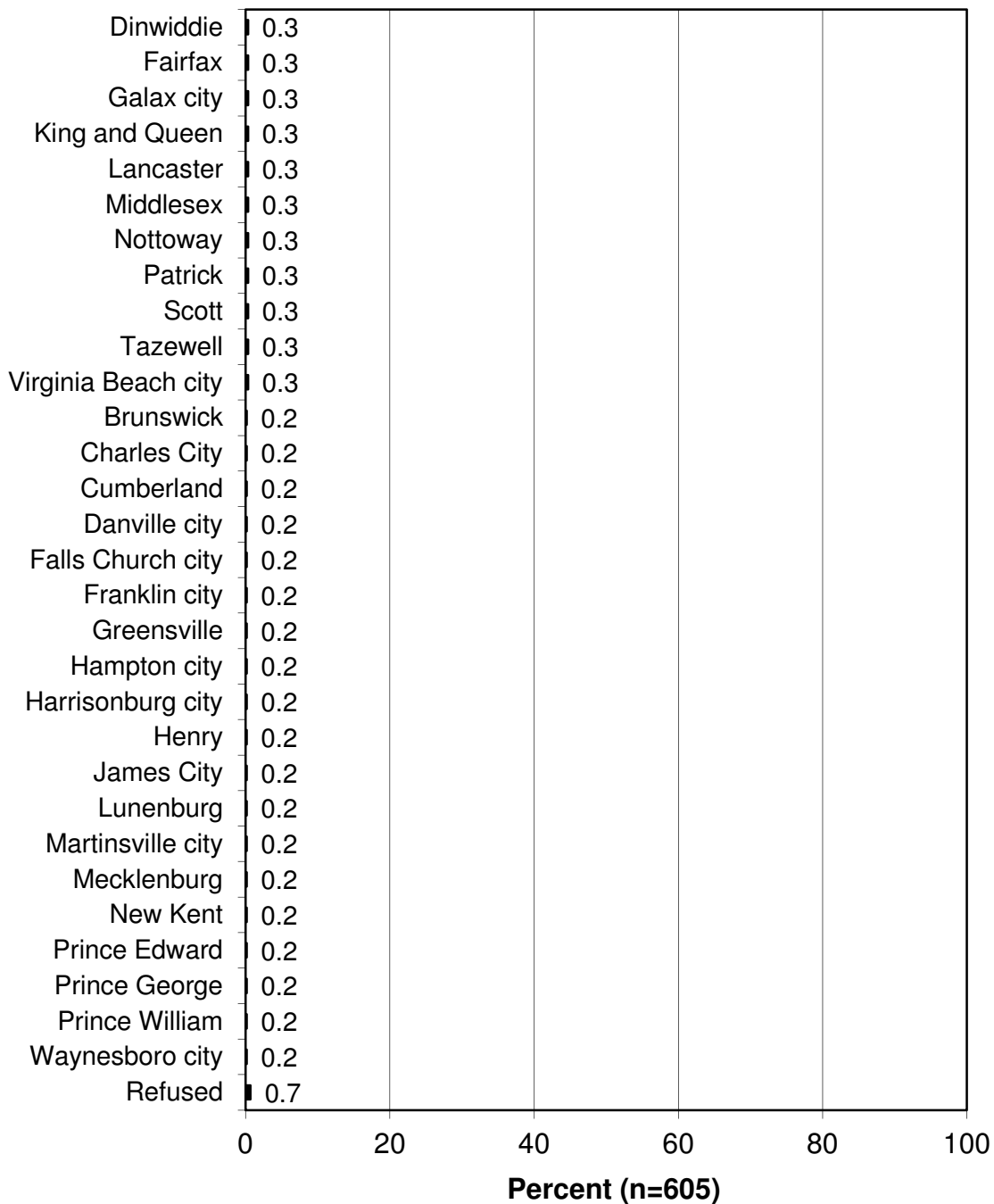
Q55. What county is [your primary residence / your foundation's or organization's headquarters] in? (Asked of those who reside in Virginia.) (Part 1)



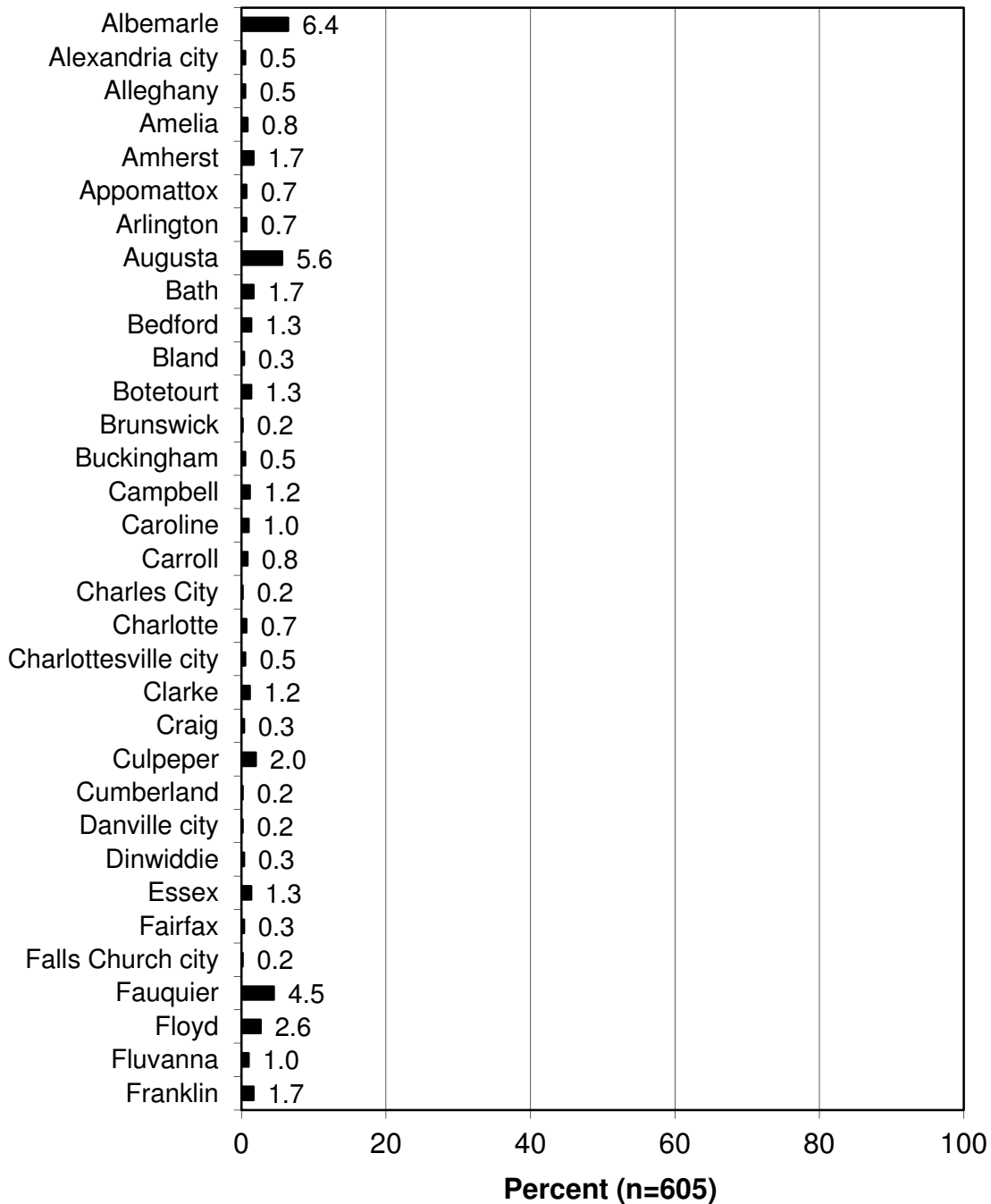
Q55. What county is [your primary residence / your foundation's or organization's headquarters] in? (Asked of those who reside in Virginia.) (Part 2)



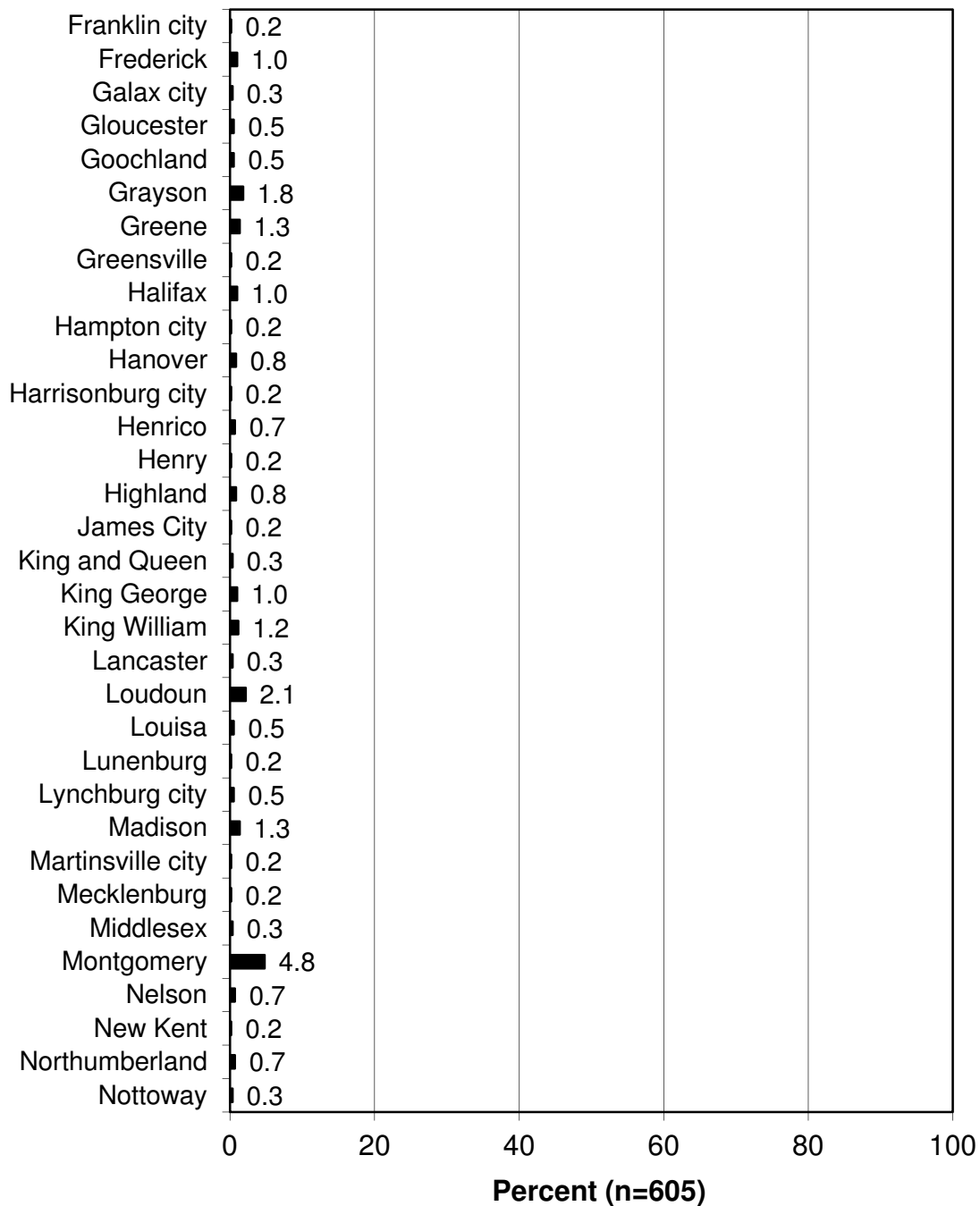
Q55. What county is [your primary residence / your foundation's or organization's headquarters] in? (Asked of those who reside in Virginia.) (Part 3)



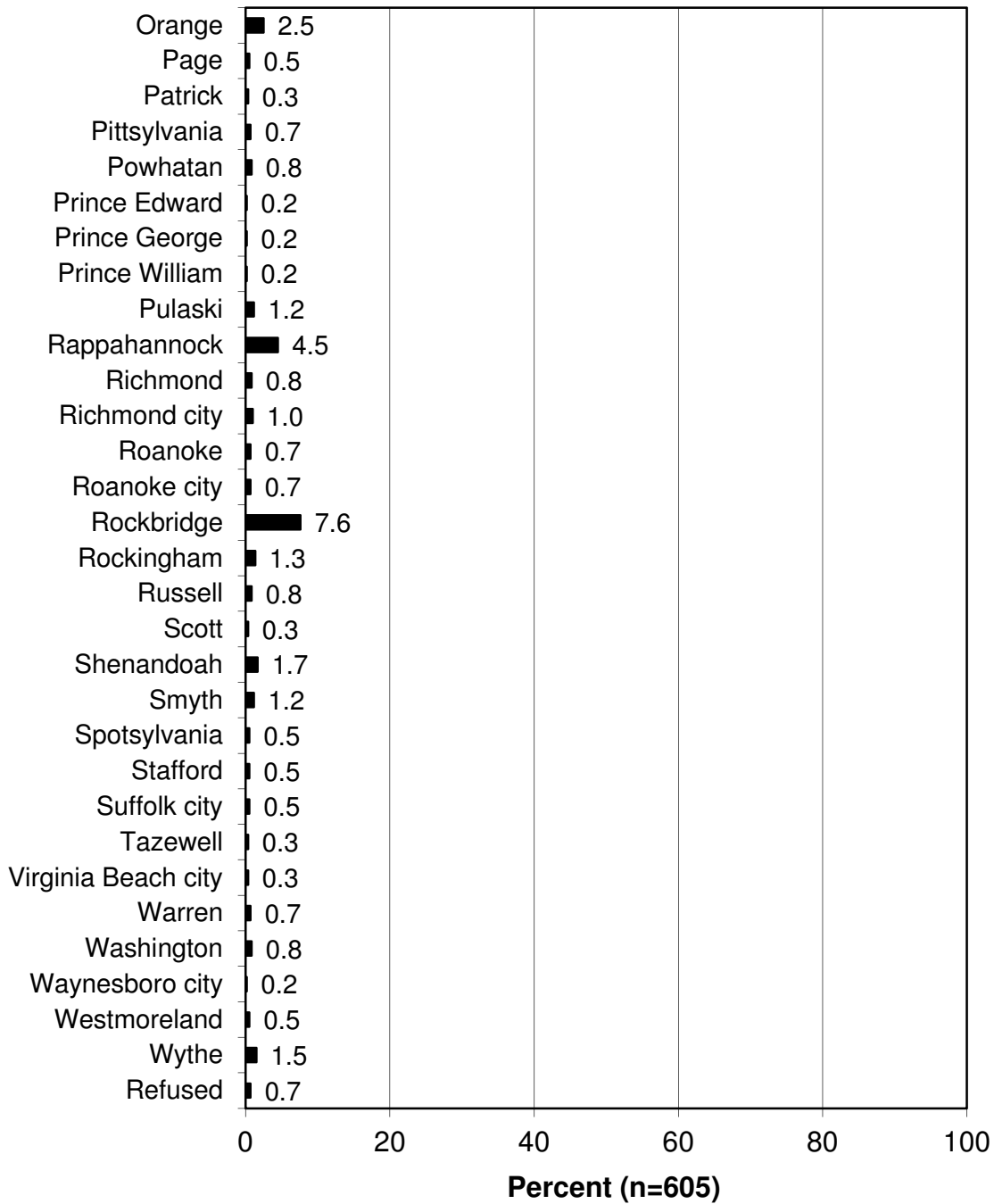
Q55. What county is [your primary residence / your foundation's or organization's headquarters] in? (Asked of those who reside in Virginia.) (Part 1) (Alphabetical)



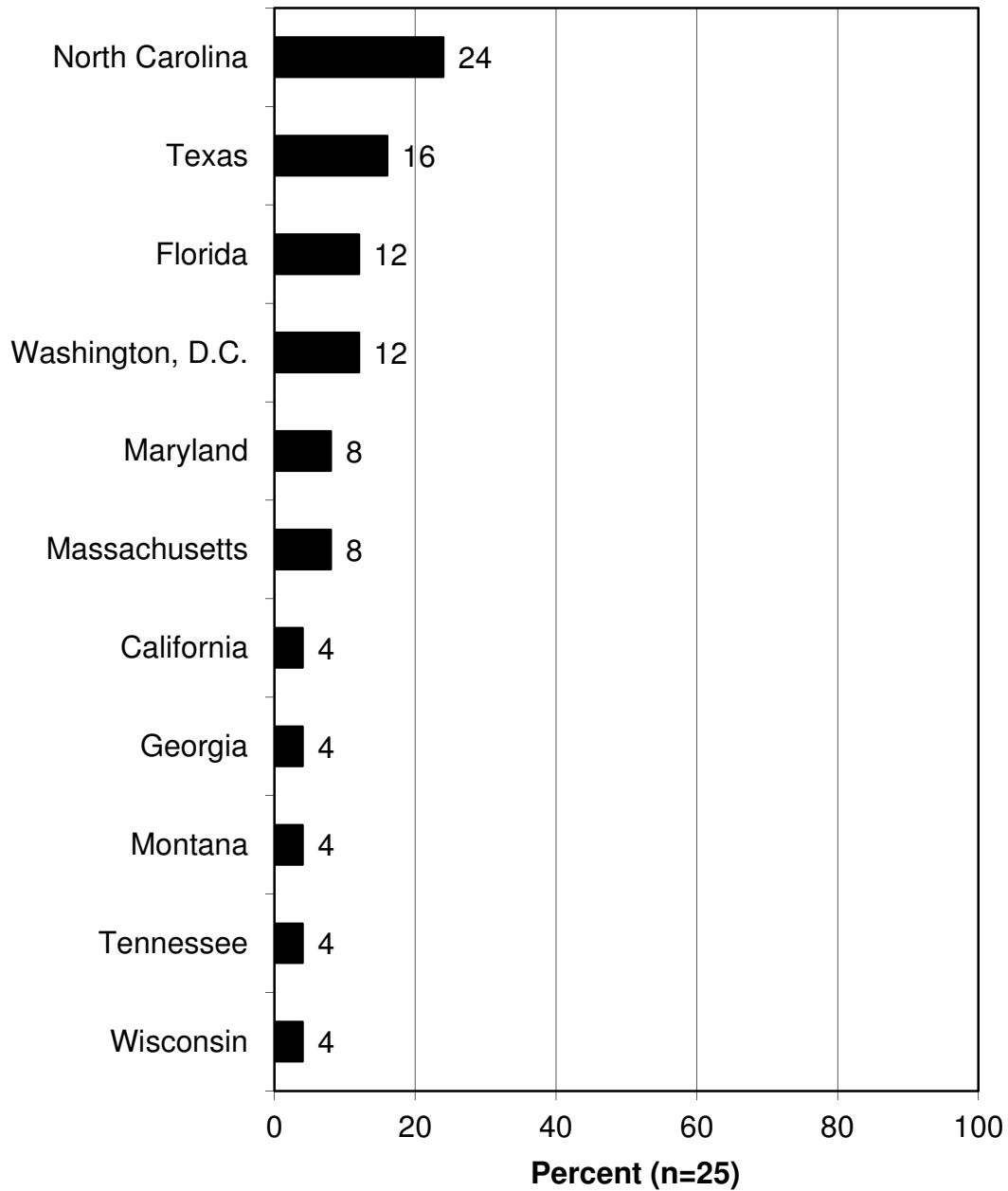
Q55. What county is [your primary residence / your foundation's or organization's headquarters] in? (Asked of those who reside in Virginia.) (Part 2) (Alphabetical)



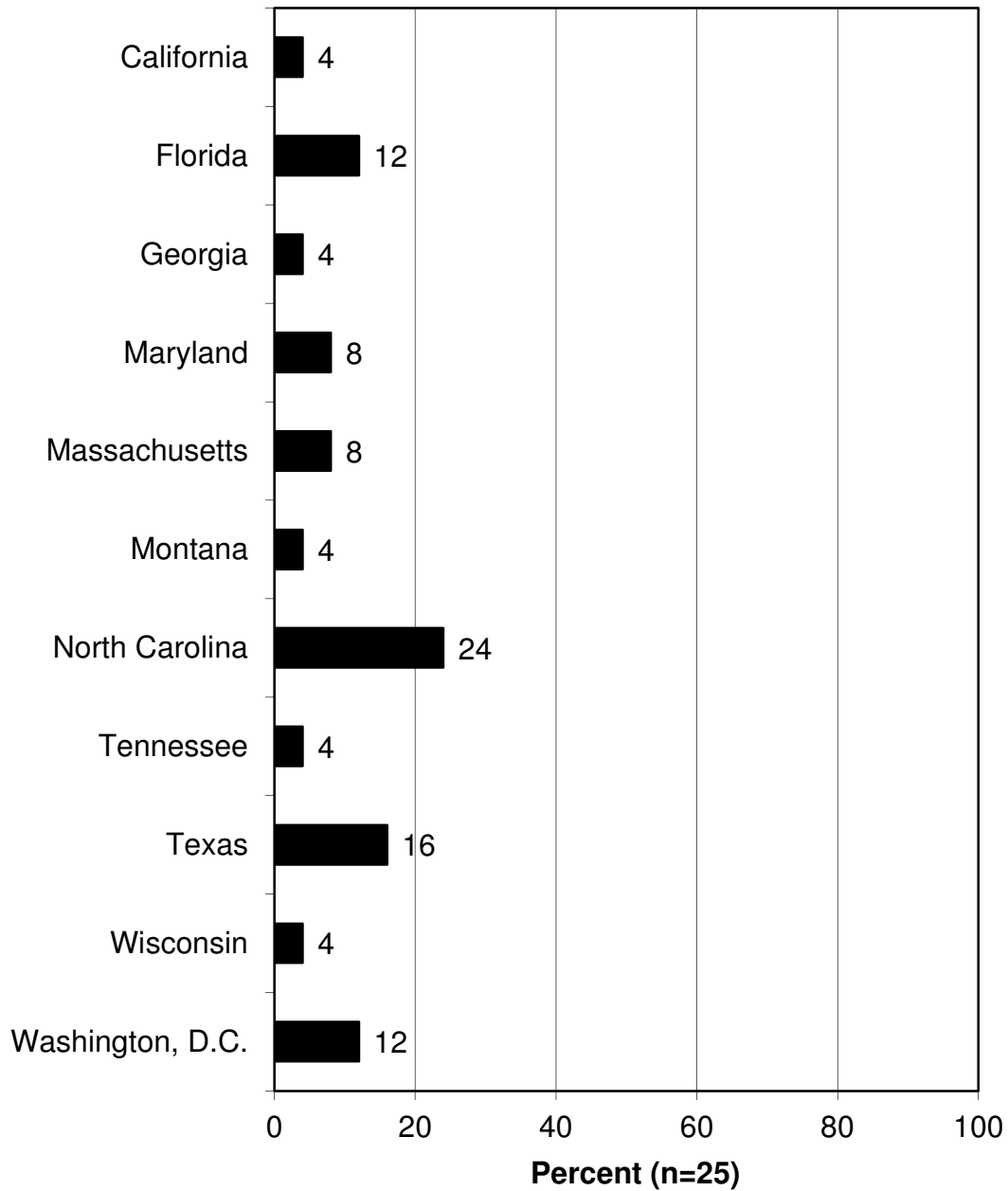
Q55. What county is [your primary residence / your foundation's or organization's headquarters] in? (Asked of those who reside in Virginia.) (Part 3) (Alphabetical)



**Q56. What state do you currently reside in?
(Asked of those who do not reside in Virginia.)**



**Q56. What state do you currently reside in?
(Asked of those who do not reside in Virginia.)
(Alphabetical)**



USES OF PROTECTED LANDS

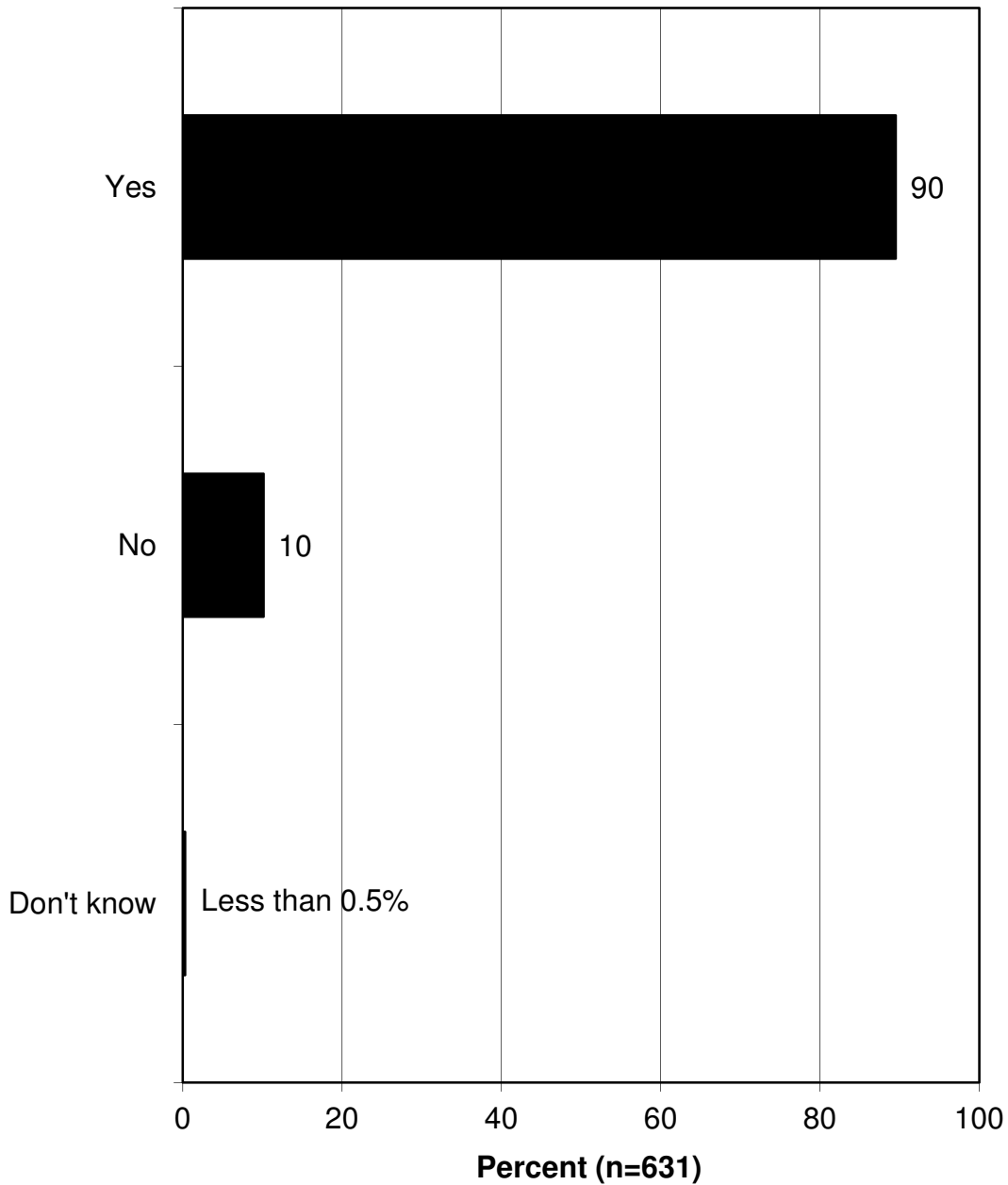
- The overwhelming majority of landowners (90%) are managing the protected lands for agricultural production or for forestry; 10% are not.
 - Those 90% managing the land for agricultural production or forestry were specifically asked if they do any of six potential economic activities on the land. The top tier includes raising livestock (51% of landowners report that land use) and growing commercial agricultural crops (41%). Lower on the list, but still with a substantial percentage, is commercial timbering (29%).
 - Landowners were then asked if they did any other things with the land not among the six directly asked about. Using the land for haying topped the list, as well as use for personal gardening, beekeeping, leasing it another farmer, and growing landscaping products.

- The survey asked if the individual landowner or the foundation/organization personally farmed the protected land, leased it to another farmer, did both (i.e., the easement encompassed both uses on portions of it), or did neither (i.e., the land was not farmed).
 - Most commonly, the respondent said that he/she/the foundation/the organization personally farmed the land (39%), while a quarter of the respondents indicated that the land was leased to a farmer (25%). When the “both” responses are included, those amounts are 46% personally farming the land and 32% leasing the land (with some doing both).
 - Meanwhile, 27% of respondents indicated that the land is not farmed.

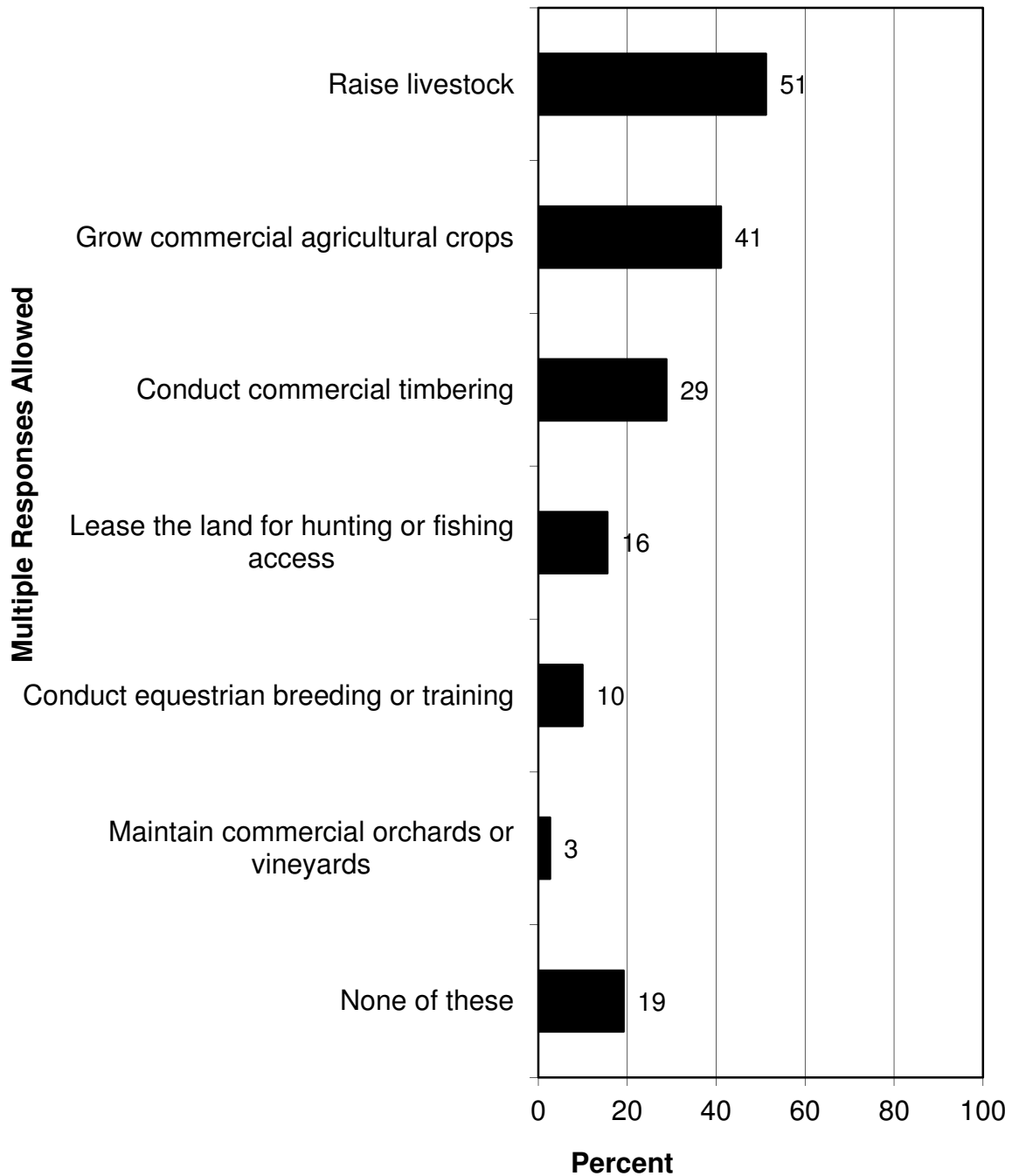
- The survey asked about whether the respondent/foundation/organization manages the timberland on the protected land, or whether the management of timberland is in collaboration with a forestry professional (or whether both is done).
 - Just under half of respondents say that the land is not used for timber production (the most common response). Otherwise, respondents are evenly divided, with 18% indicating personal management of the timberland, 18% indicating that work is carried out with a forestry professional, and 16% saying that both are done.

- For the most part, the protected land is important to the respondent's family or his/her foundation or organization. The land is considered *essential* to 31% of respondents and considered *important but not essential* to 42%.

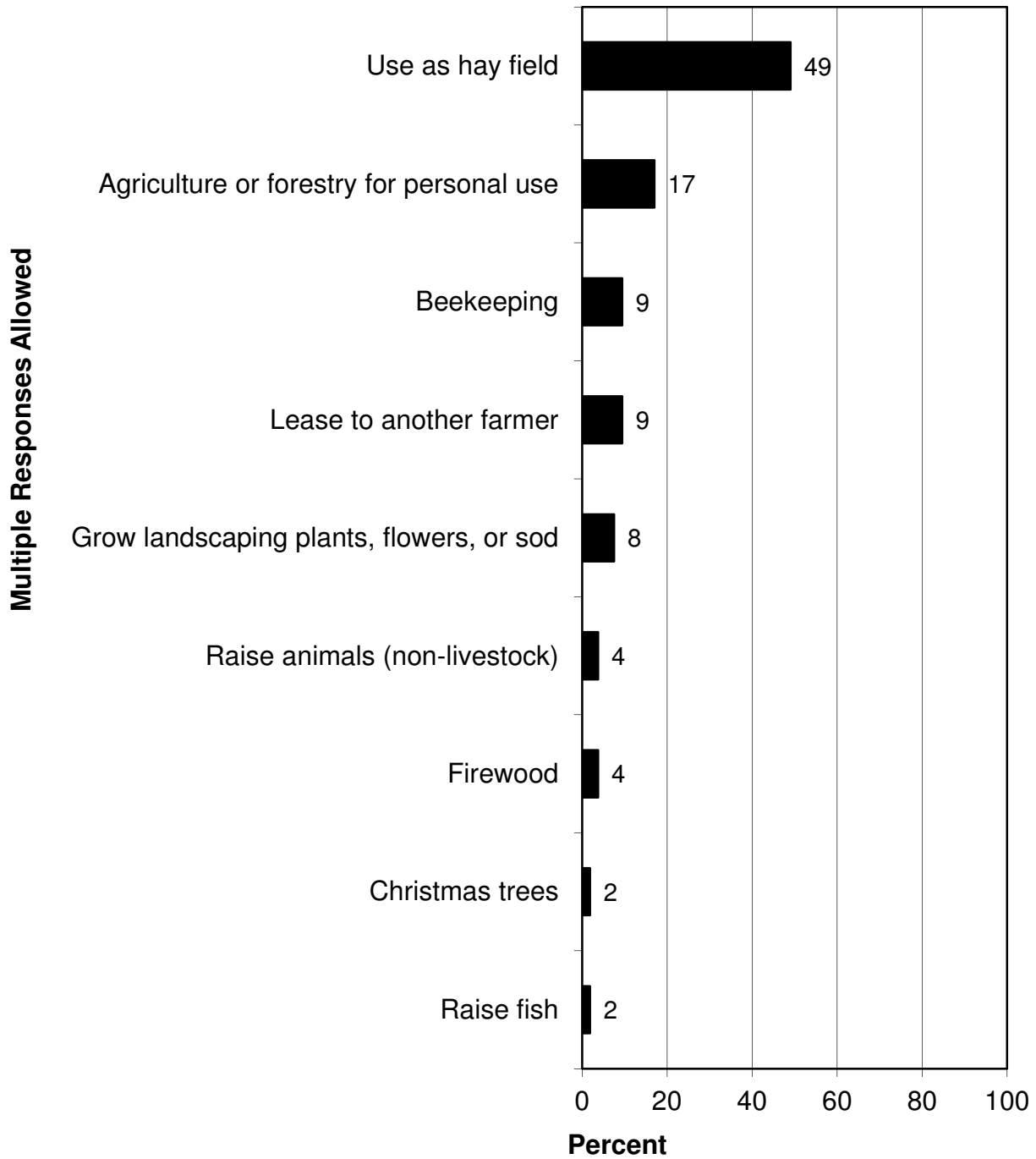
Q21. [Are you or your family / Is your foundation or organization] managing the protected land from your easement donation for agricultural production and/or forestry purposes?



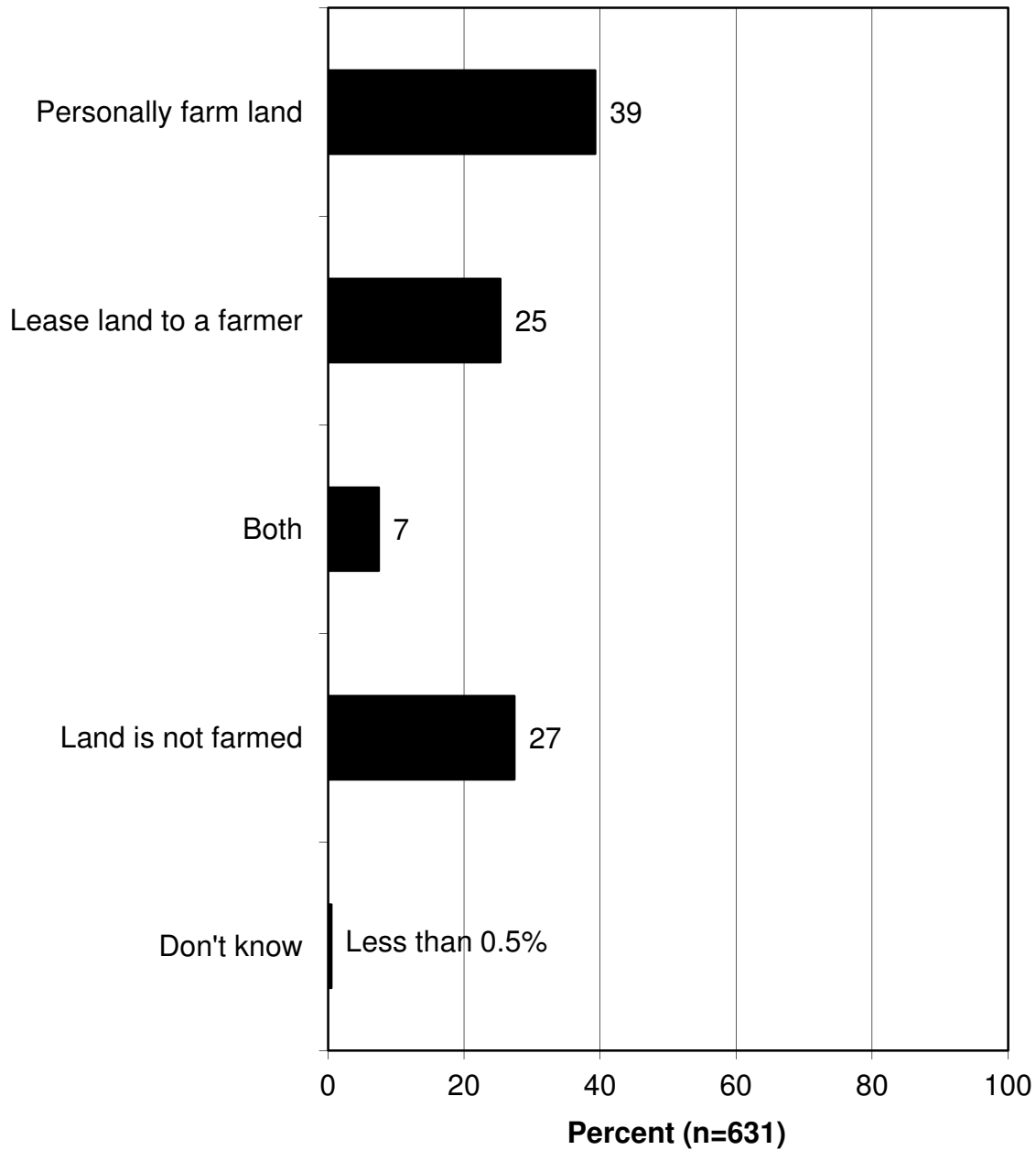
Q24. Specifically, do you do any of the following on the protected land?



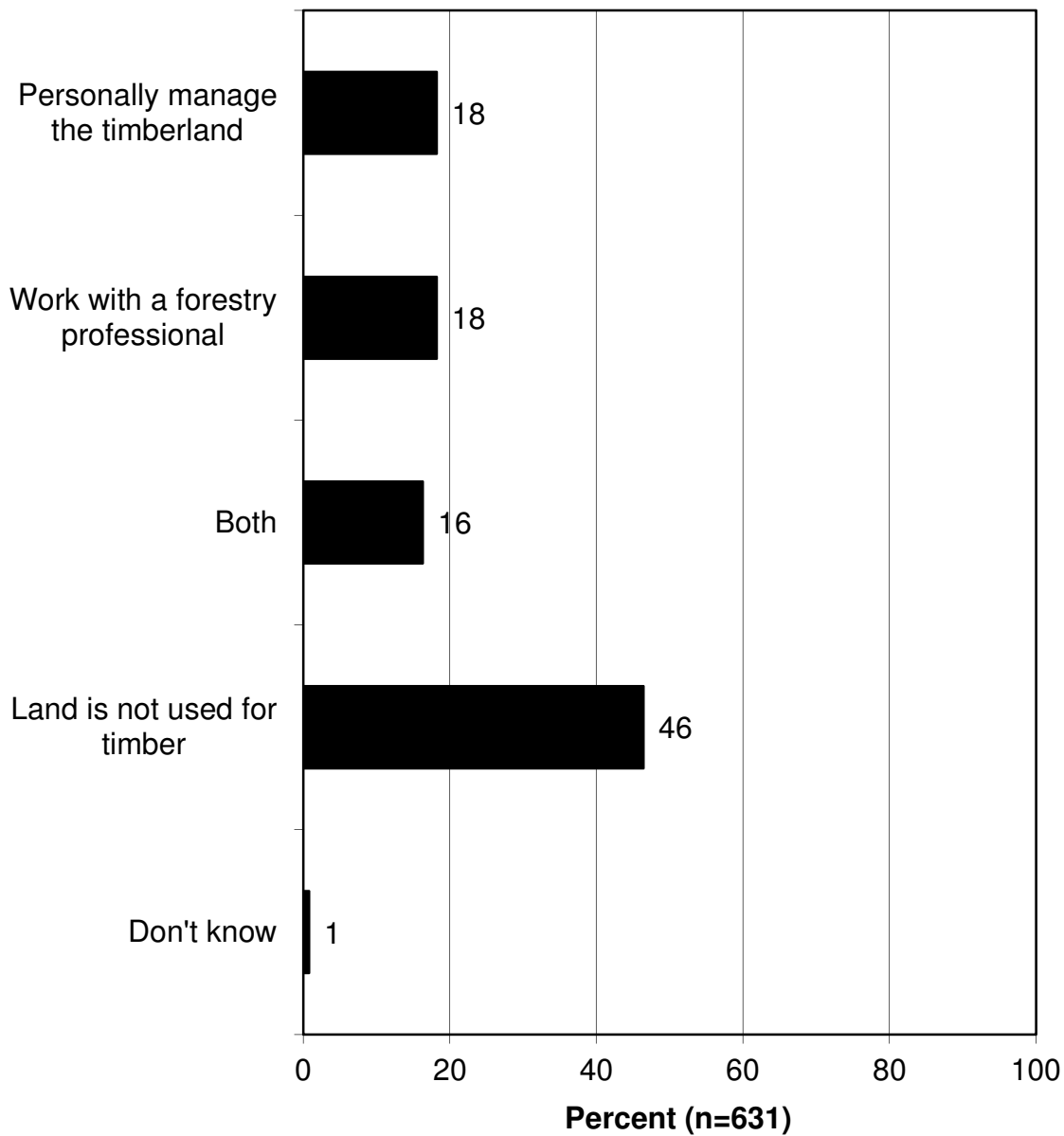
Q26. What are they (the other agricultural or forestry activities on the protected land)?



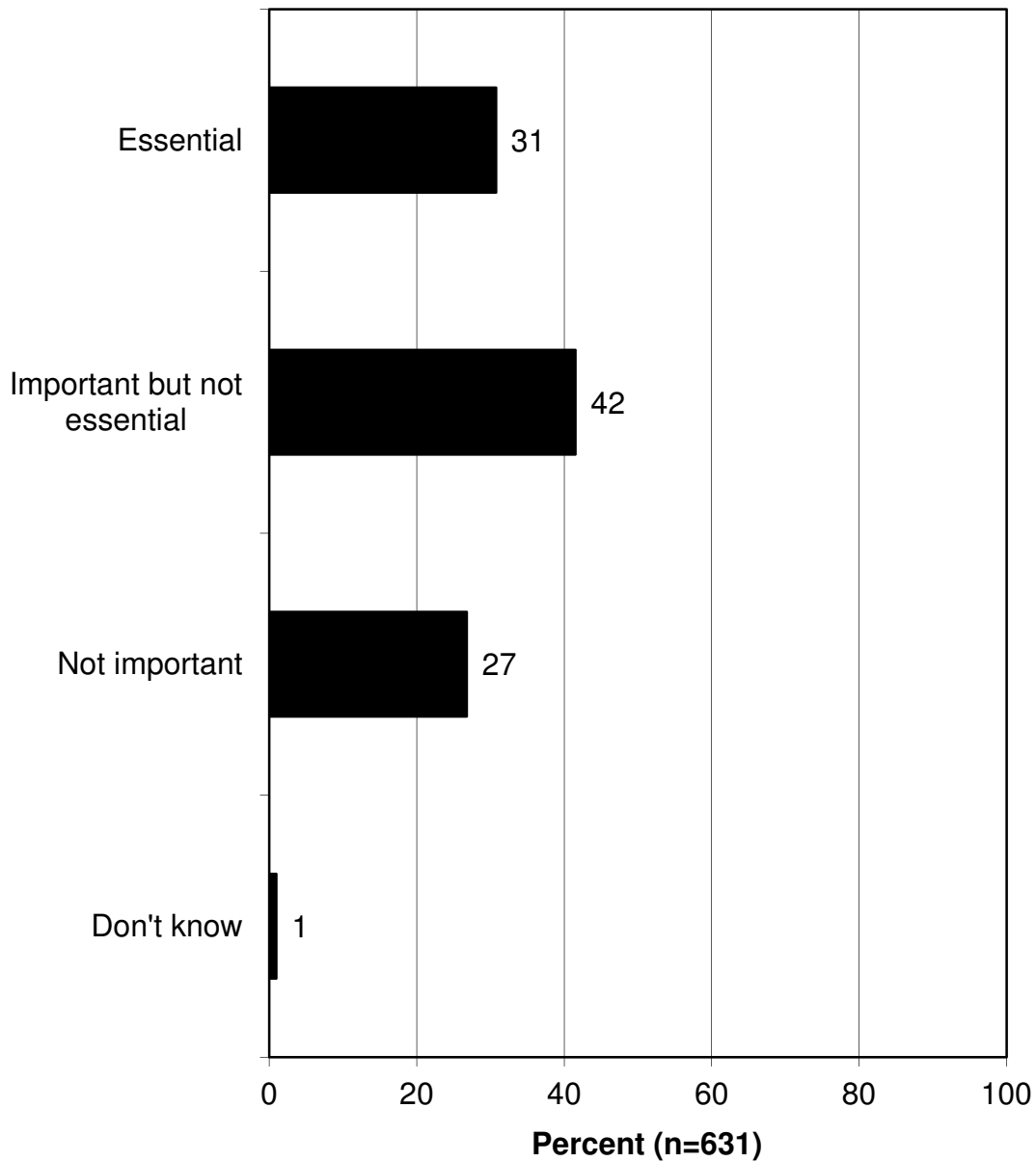
Q28. [Do you or your family / Does your foundation or organization] personally farm the protected land, lease the land to a farmer, both, or is the land not farmed?



Q29. [Do you or your family / Does your foundation or organization] personally manage the timberland on the protected land, work with a forestry professional, both, or is the land not used for timber?



Q31. Regardless of what the land is managed or used for, how important is the protected land to [your or your family's / your foundation's or organization's] livelihood? Would you say it is...?



USES OF LAND PRESERVATION TAX CREDITS

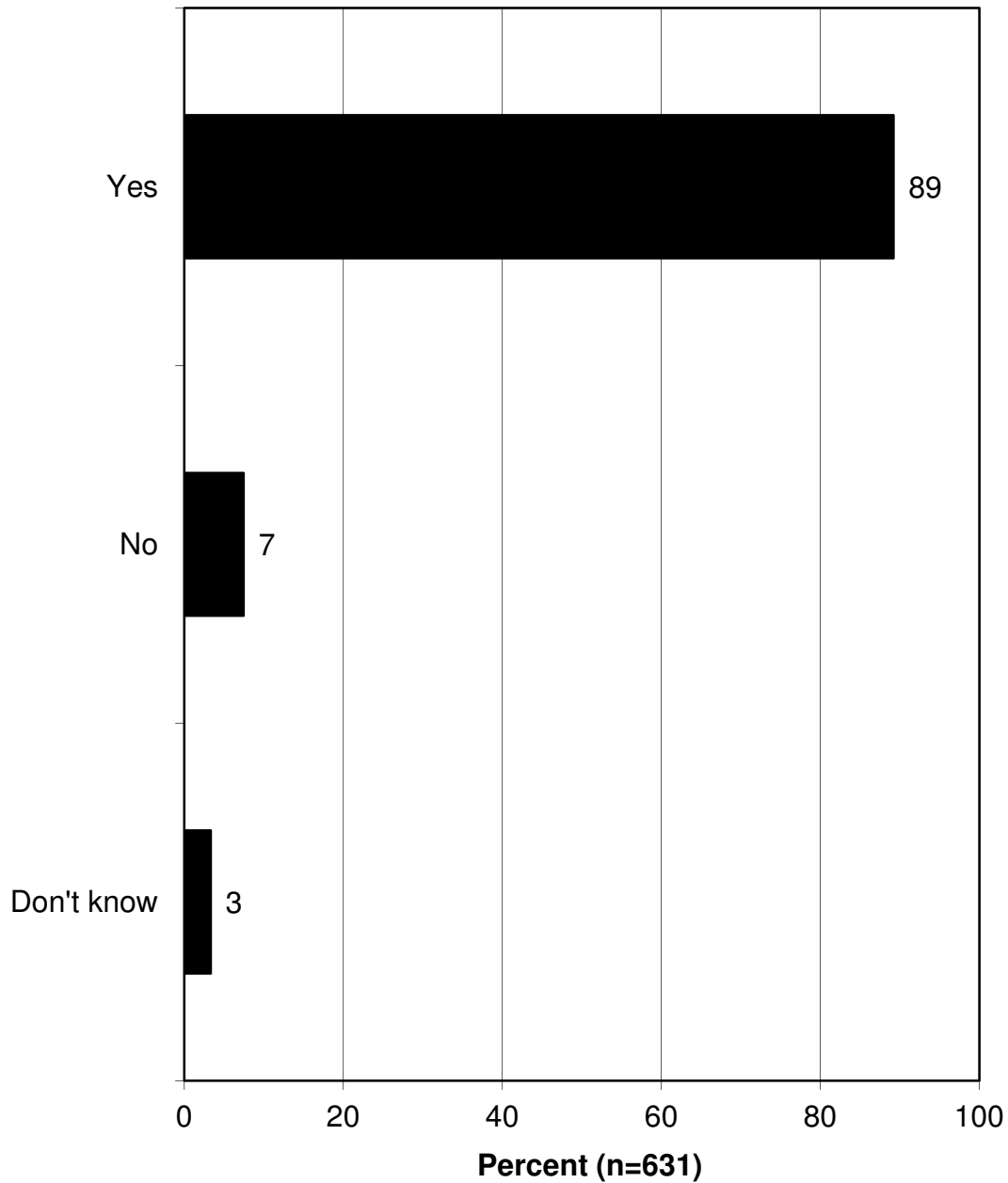
- Most, but not all, of respondents (89%) indicated that they or their foundation or organization has applied for or received a Land Preservation Tax Credit.
 - Another question found that the associated tax credits were considered *essential* to 34% of respondents and considered *important but not essential* to 53% of respondents.
 - The option to sell or transfer the Land Preservation Tax Credits (an option of which 8% were unaware) was considered *essential* to 28% of respondents and considered *important but not essential* to 43% of respondents.

- The overwhelming majority of landowners who had applied/received tax credits agree (82%) that the Land Preservation Tax Credits or proceeds from the sale or transfer of the credits improved their or their foundation's or organization's financial stability. Only 11% disagree.

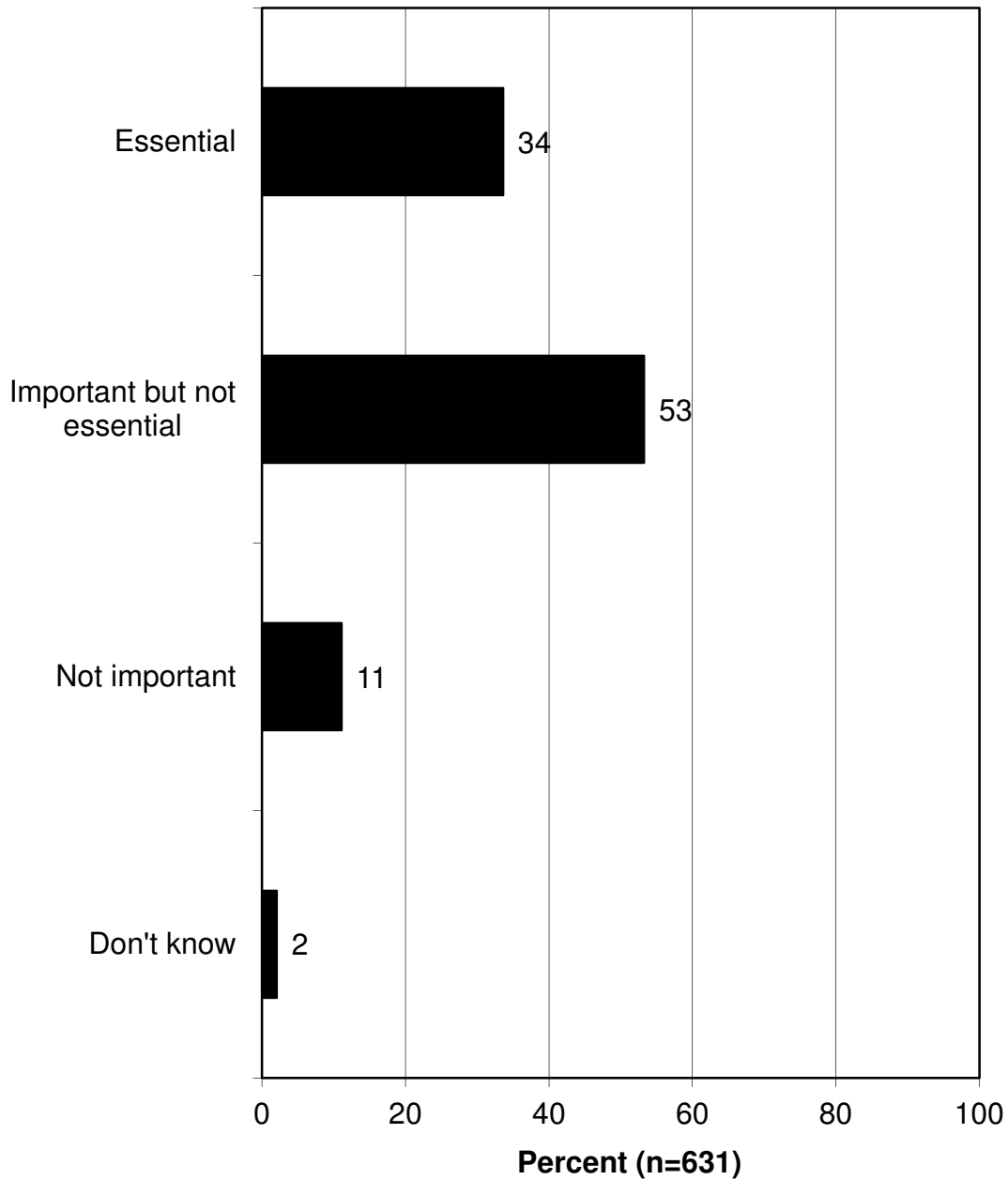
- The survey asked if the tax credit or the proceeds from sale/transfer of the credit had allowed the respondent or his/her foundation/organization to do ten economic activities. The results of these ten questions are shown on one graph. These questions were asked only of those landowners who had applied/received tax credits.
 - Three activities had a majority saying that they or their foundation/organization had done them:
 - Implement land management practices that benefit water, soil, wildlife, or forest quality or that provide other conservation benefits (70%).
 - Sustain current agricultural or forestry operations (58%).
 - Implement land management practices that specifically improve farm or forest productivity (52%).
 - The graph shows the full listing.
 - Interest was expressed in whether respondents answered yes to any of three questions about agricultural/forestry operation or any of three questions about businesses unrelated to agriculture or forestry.
 - Regarding agricultural/forestry operations: 61% of landowners who had applied/received tax credits indicated that they or their foundation/organization had

- started a new agricultural or forestry operation, sustained current agricultural or forestry operations, or expanded current agricultural or forestry operations.
- Regarding businesses unrelated to agriculture or forestry: 19% of landowners who had applied/received tax credits started a new business that is unrelated to agriculture or forestry, sustained a current business that is unrelated to agriculture or forestry, or expanded a current business that is unrelated to agriculture or forestry.
 - One of the questions in this series asked if the tax credit or the proceeds from sale of the credit allowed them to transfer the property to another landowner at a reduced price. Among those 30 landowners in the survey who had transferred their property to another landowner at a reduced price, 77% said the new landowner is managing the land for agricultural production or forestry purposes.

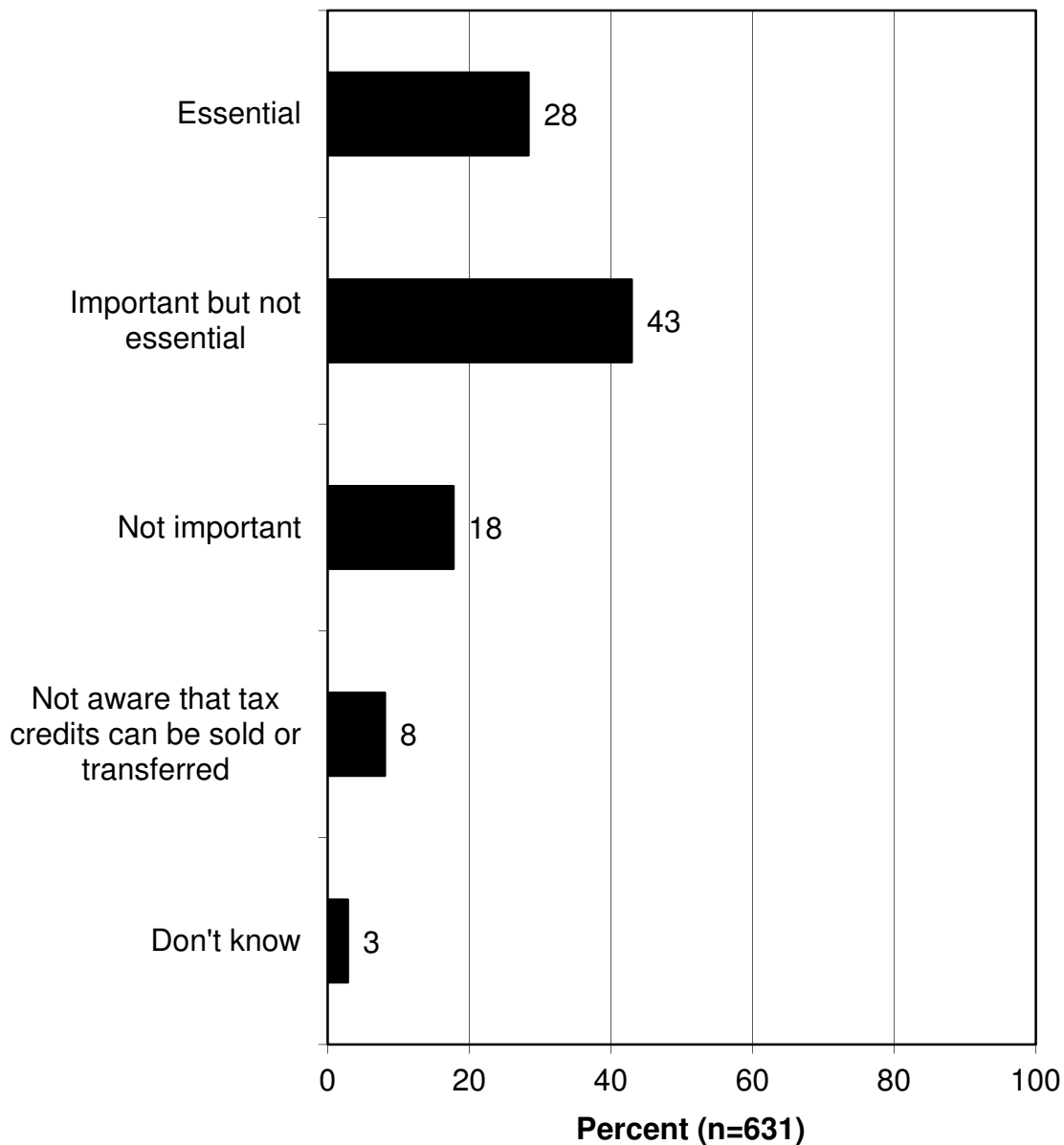
Q19. [Have you or your family / Has your foundation or organization] applied for or received the state's Land Preservation Tax Credit for your easement donation?



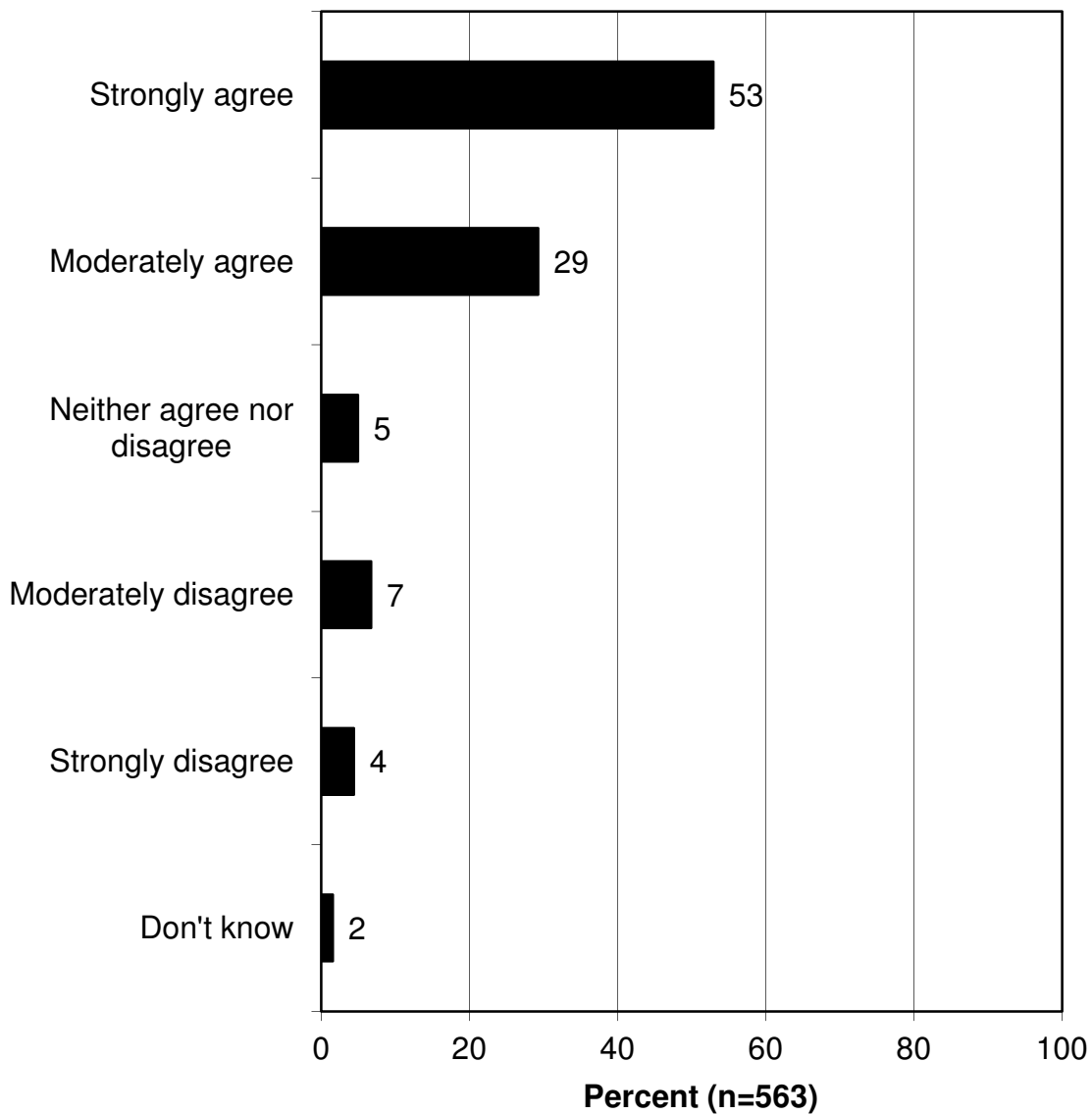
Q32. How important were the associated Land Preservation Tax Credits to [your or your family's / your foundation's or organization's] decision to donate the easement? Would you say it was...?



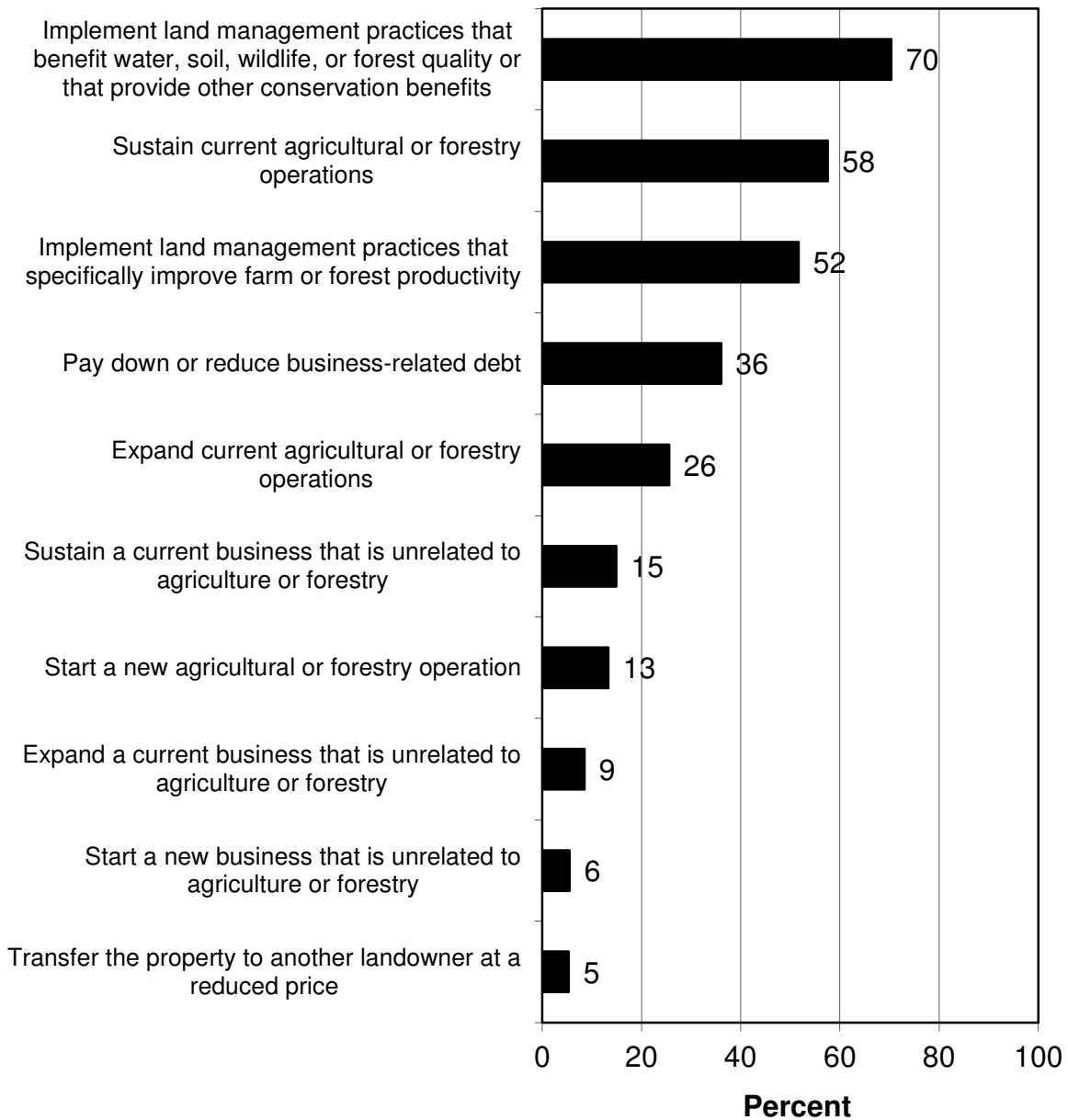
Q33. How important was the option to sell or transfer the Land Preservation Tax Credits to [your or your family's / your foundation's or organization's] decision to donate the easement, or were you not aware that the state tax credits can be sold or trans



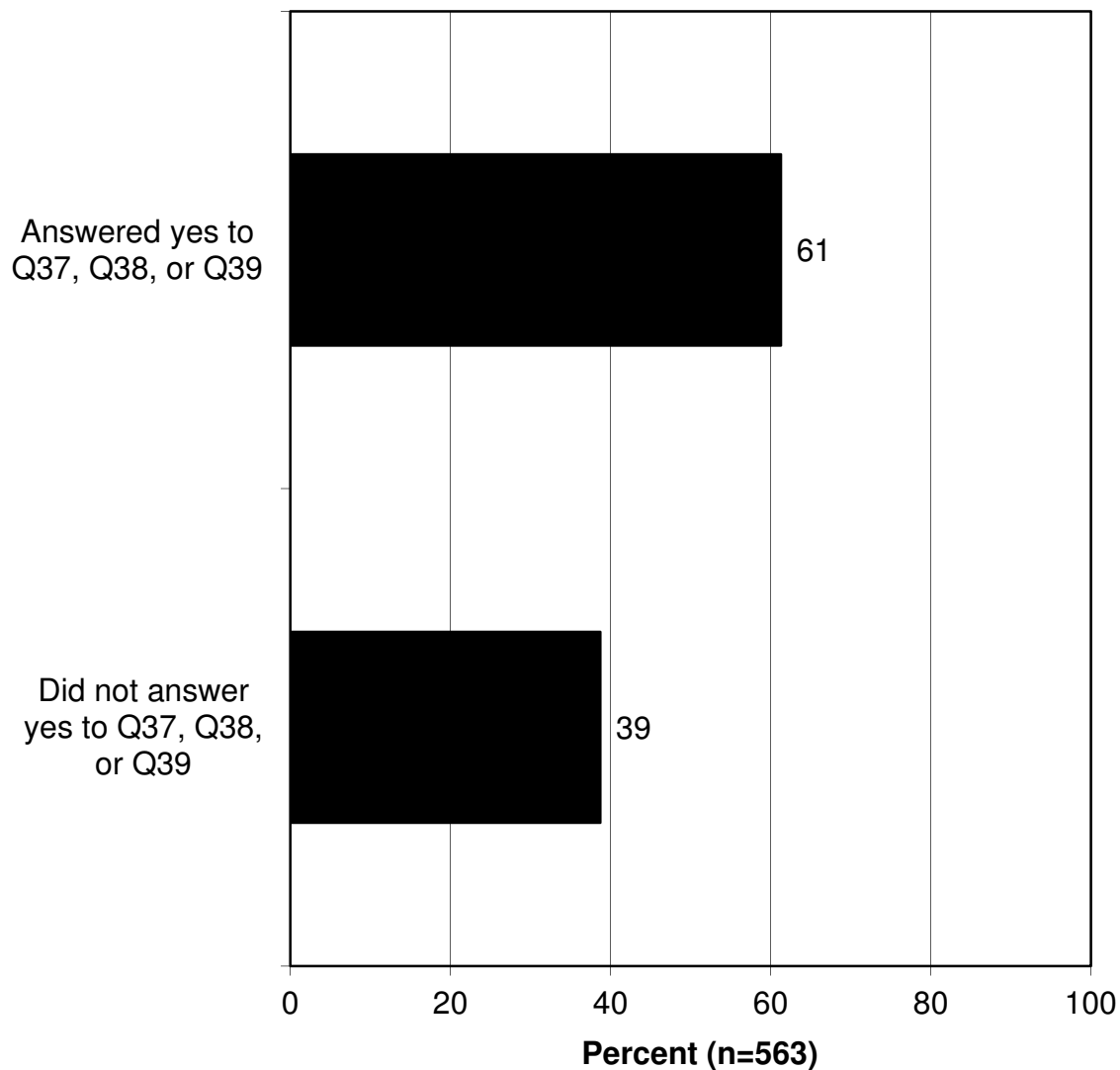
Q34. Do you agree or disagree that the Land Preservation Tax Credits or proceeds from the sale or transfer of the credits have improved [your or your family's / your foundation's or organization's] financial stability? (Asked of those who applied for a Tax Credit.)



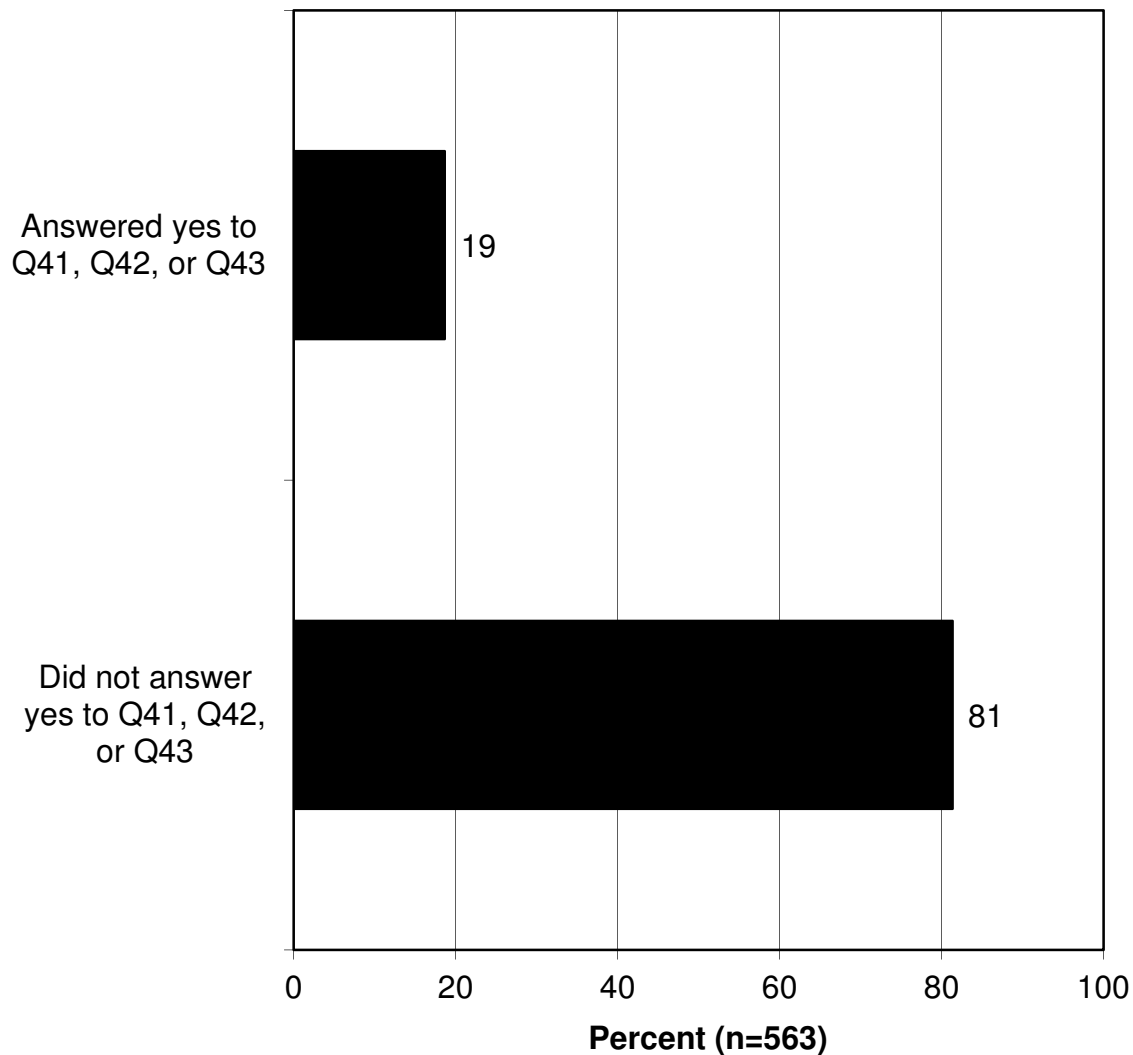
Q37-Q46. Percent of those who applied for a tax credit who indicated that the credit or the proceeds from sale of the credit allowed them to do each of the following:



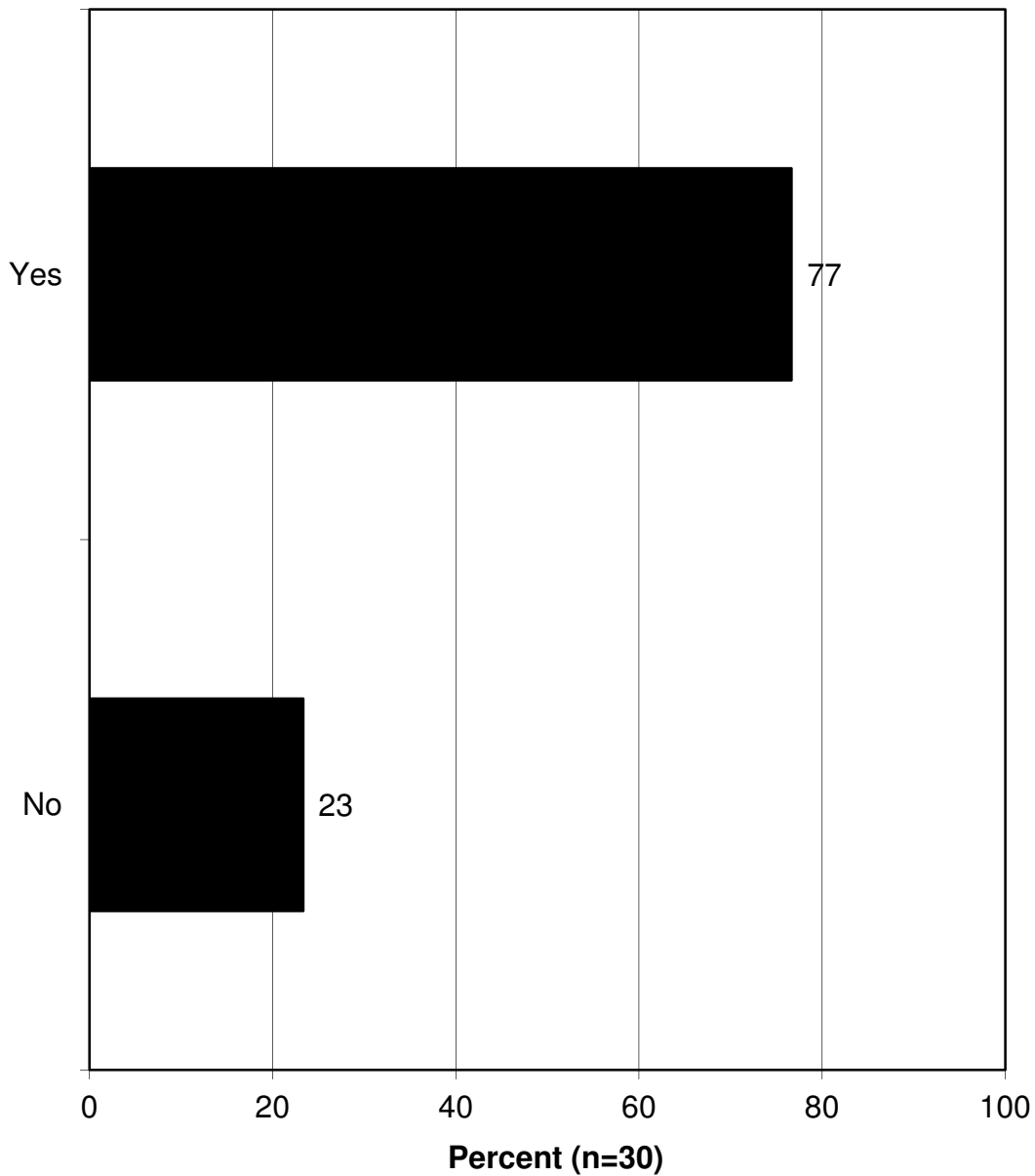
Have state tax credits or proceeds from the sale or transfer of the credits made it possible for [you or your family / your foundation or organization] to do this? Answered yes to Q37, Q38, or Q39: start a new agricultural or forestry operation, sustain your current agricultural or forestry operations, or expand your current agricultural or forestry operations. (Asked of those who applied for a Tax Credit.)



Have state tax credits or proceeds from the sale or transfer of the credits made it possible for [you or your family / your foundation or organization] to do this? Answered yes to Q41, Q42, or Q43: start a new business that is unrelated to agriculture or forestry, sustain a current business that is unrelated to agriculture or forestry, or expand a current business that is unrelated to agriculture or forestry. (Asked of those who applied for a Tax Credit.)



Q47. To the best of your knowledge, is the new landowner managing the land for agricultural production or forestry purposes? (Asked of those who transferred their property at reduced price.)

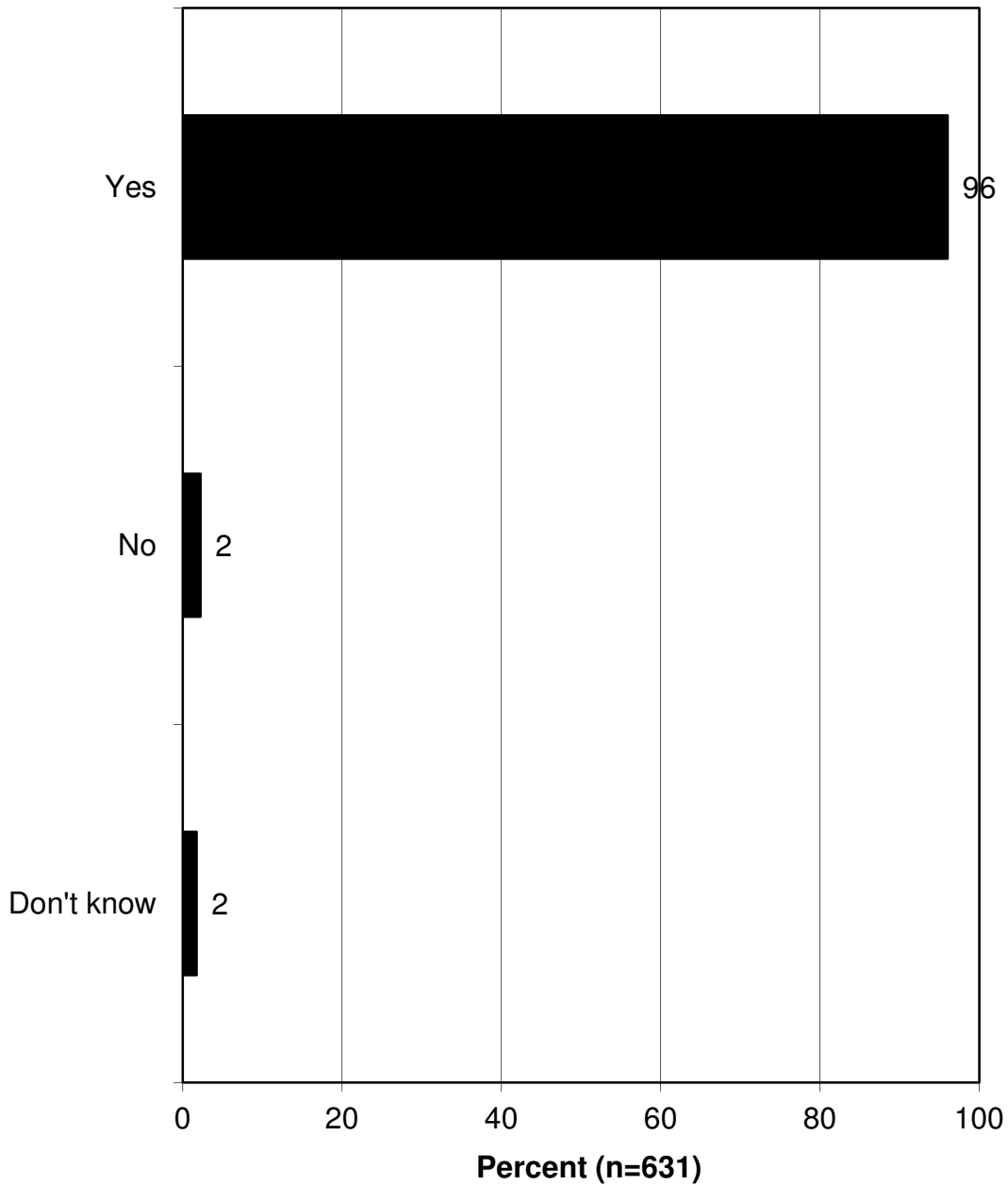


DONATING LAND TO THE VIRGINIA OUTDOORS FOUNDATION IN THE FUTURE

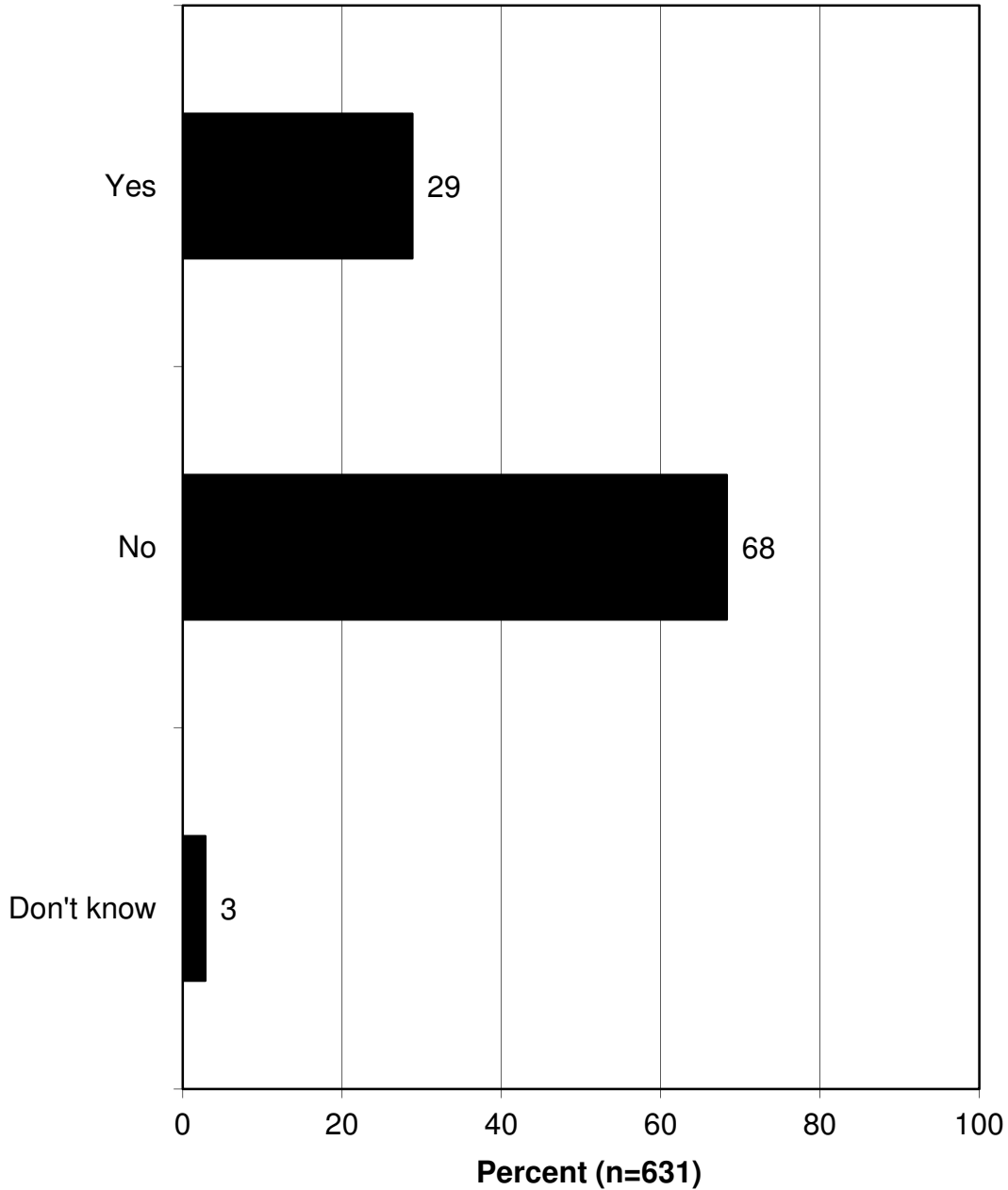
- The overwhelming majority of respondents (96%) say that they would recommend to another landowner to make a land easement donation to the Foundation; only 2% say that they would not.

- Just more than a quarter of respondents (29%) say that their family or their foundation/ organization is considering a future land easement donation to the Foundation.
 - A follow-up question presented to all respondents (regardless of their response to the previous question) asked if they would donate another land easement if the Land Preservation Tax Credits were not available, and slightly more than half of them (51%) would *not* donate. Another 21% say that they do not know, leaving only 28% who say that they would still donate.

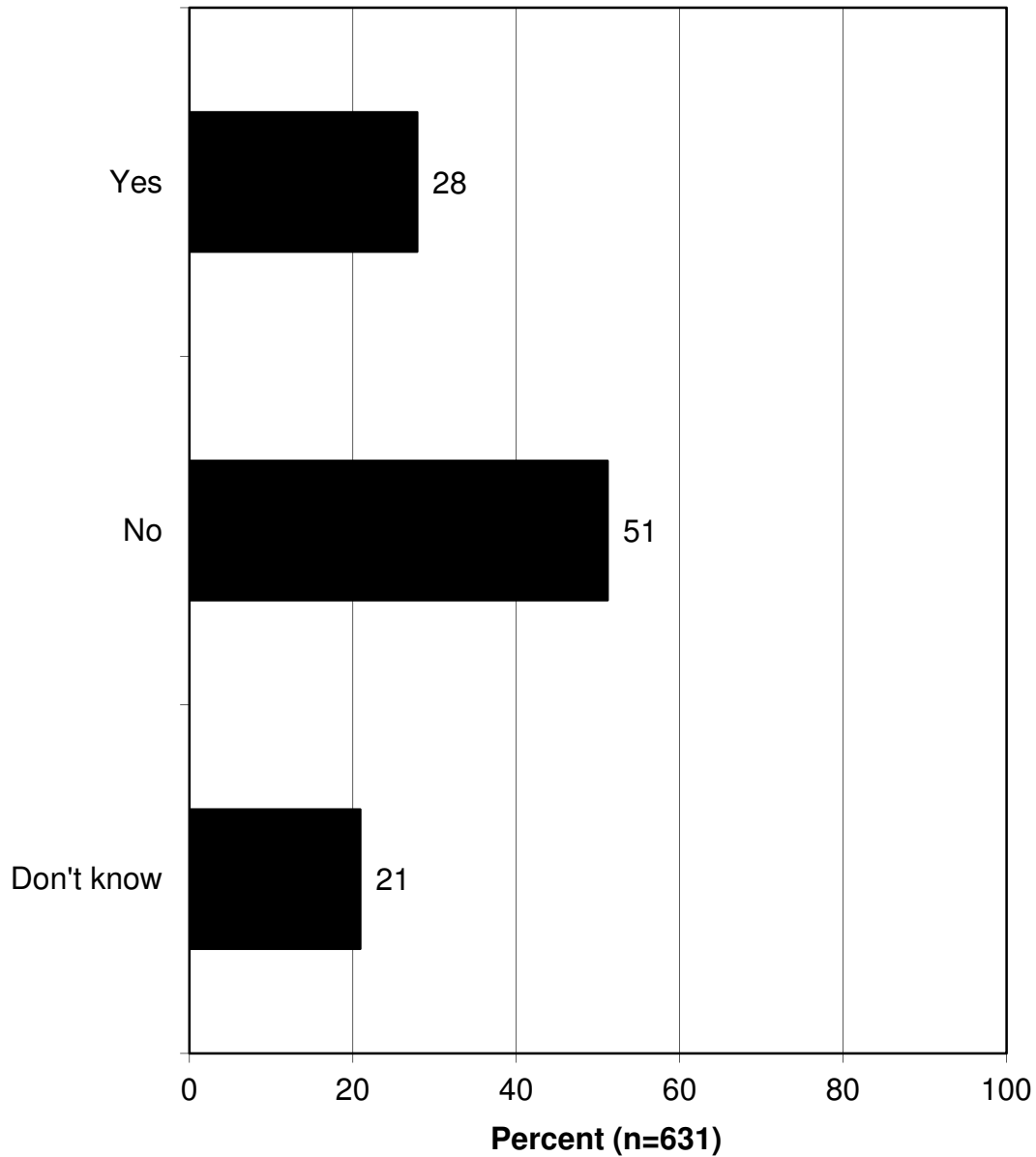
Q48. Have you recommended or would you recommend to another landowner to make a land easement donation to the Virginia Outdoors Foundation?



Q50. [Are you or your family / Is your foundation or organization] considering a future land easement donation to the Virginia Outdoors Foundation?



Q51. If [you or your family / your foundation or organization] has the opportunity and desire to donate another land easement in the future, would you do so if the Land Preservation Tax Credits were not available for such a donation?



ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing our in-house, full-service telephone, mail, and web-based survey center with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Clients include the federal natural resource and land management agencies, most state fish and wildlife agencies, state departments of natural resources, environmental protection agencies, state park agencies, tourism boards, most of the major conservation and sportsmen's organizations, and numerous private businesses. Responsive Management also collects attitude and opinion data for many of the nation's top universities.

Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 24 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors, hikers, birdwatchers, campers, and rock climbers. Responsive Management has conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and has helped agencies and organizations find alternative funding and increase their membership and donations. Additionally, Responsive Management has conducted major organizational and programmatic needs assessments to assist natural resource agencies and organizations in developing more effective programs based on a solid foundation of fact.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management has also conducted focus groups and personal interviews with residents of the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe.

Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics; African-Americans; Asians; women; children; senior citizens; urban, suburban, and rural residents; large landowners; and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences across the world. Company research has been featured in most of the nation's major media, including CNN, *The New York Times*, *The Wall Street Journal*, and on the front pages of *USA Today* and *The Washington Post*. Responsive Management's research has also been highlighted in *Newsweek* magazine.

Visit the Responsive Management website at:

www.responsivemanagement.com