

# South Dakota Residents' and Participants' Perceptions of the South Dakota Nest Predator Bounty Program



Photo credit: Doug Jorgensen



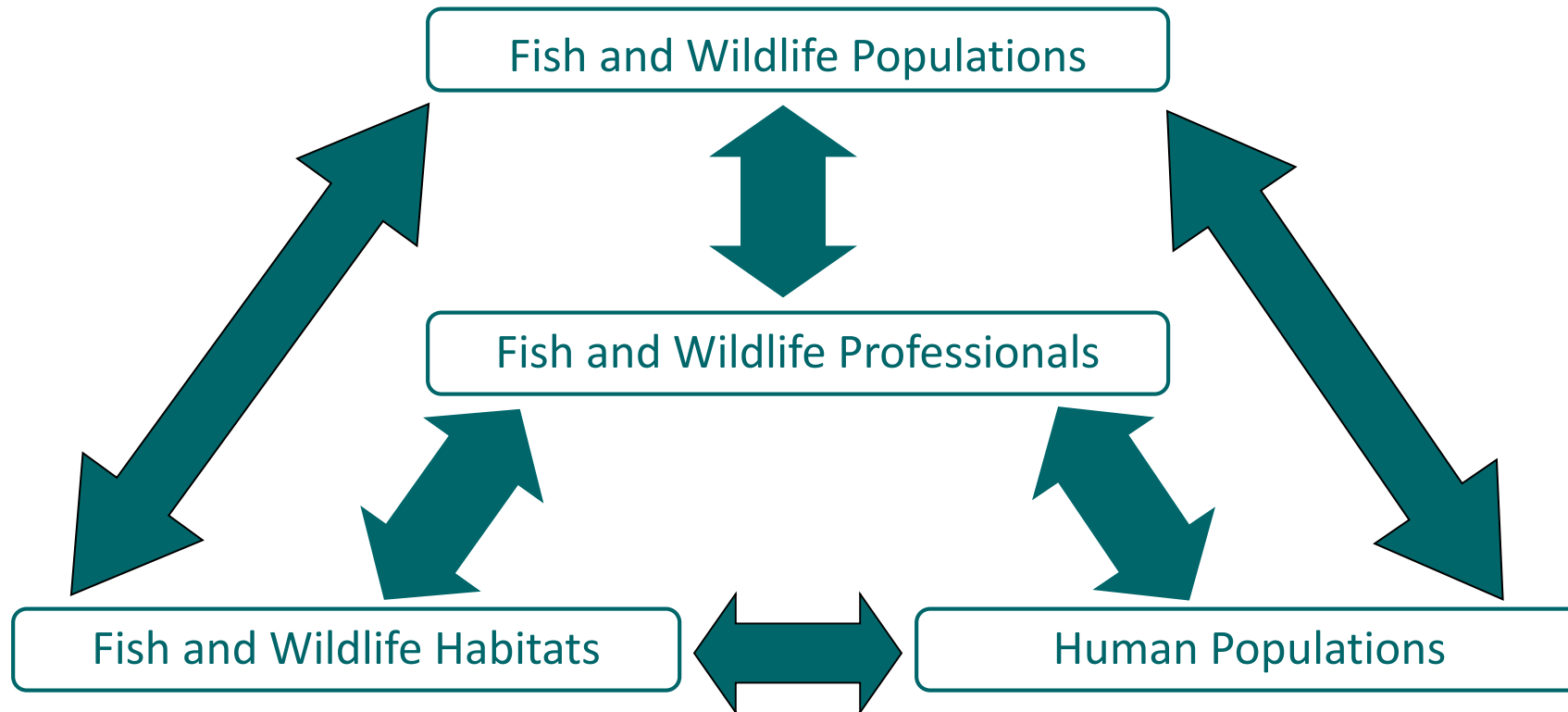
**Presented to the South Dakota Department of Game, Fish and Parks**

**January 16, 2020**

**Mark Damian Duda, Executive Director, Responsive Management**



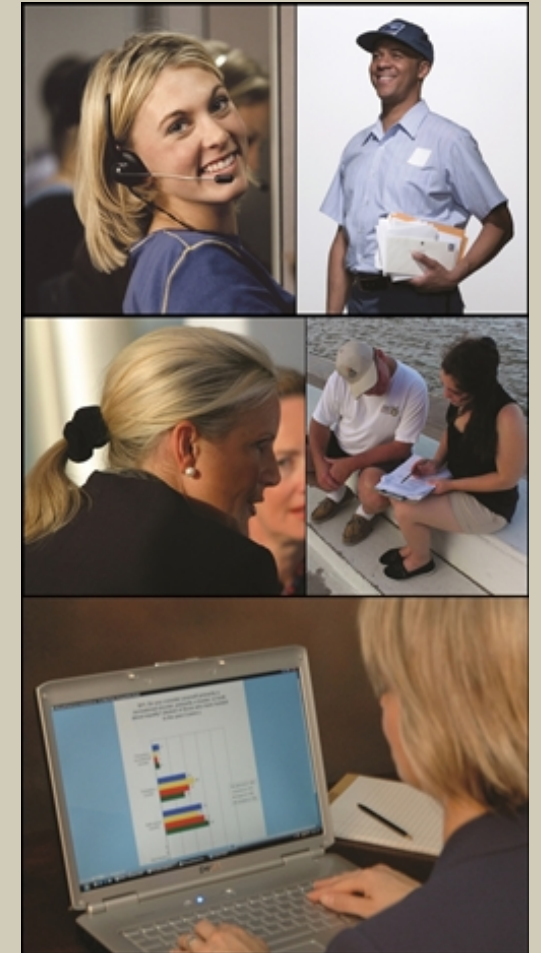
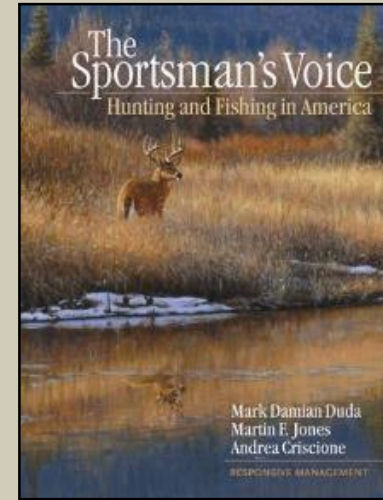
# Focus of Fish and Wildlife Management



# About Responsive Management

*30 Years*

- Research firm specializing in natural resource and outdoor recreation issues
- 30 years of continuous survey research projects
- More than 1,000 human dimensions studies
- Research in 50 states and 15 countries
- Research conducted for every state fish and wildlife agency and federal resource agency
- Research for all major NGOs, including RBFF, NSSF, NRA, ASA, ATA, Ducks Unlimited, Trout Unlimited, and more
- Research for industry leaders, such as Winchester, Vista Outdoor (Bushnell, Primos, Federal Premium, etc.), Trijicon, Yamaha, and more
- Data collection for the nation's top universities: Clemson University, Colorado State University, Duke University, Penn State University, Rutgers University, Stanford University, University of Southern California, and many more





# Presentation Overview

- **Study Methodology**
- **Survey Results: Program Participants**
  - **Participants' Perceptions of the Department of Game, Fish and Parks**
  - **Participants' Knowledge of the Nest Predator Bounty Program**
  - **Participants' Perceptions of and Attitudes Toward the Nest Predator Bounty Program**
  - **Program's Effectiveness at Recruiting New Trappers and Increasing Trapping Participation**
- **Survey Results: General Population Residents**
  - **Residents' Perceptions of the Department of Game, Fish and Parks**
  - **Approval or Disapproval of Trapping Among Residents**
  - **Residents' Awareness and Knowledge of the Nest Predator Bounty Program**
  - **Residents' Perceptions of and Attitudes Toward the Nest Predator Bounty Program**

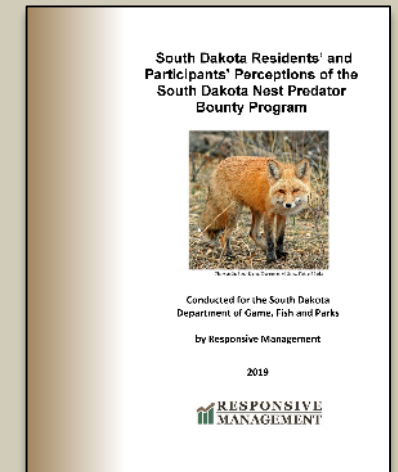


Photo credit: Gov. Kristi Noem Twitter account

# Study Methodology

# Study Methodology—Program Participants

- Survey questionnaire developed cooperatively by GFP and RM
- Survey of program participants was *census* rather than *sample* (RM attempted to contact all participants)
- Multi-modal survey approach ensured broadest possible reach to participants
  - Three modes of contact: mail, telephone, and email
  - Two options for survey: telephone or online (online survey available only to respondents specifically chosen)
- Participant database obtained from GFP
  - Included names, mail addresses, and email addresses
  - Those 17 years old or younger removed from database (survey was adults only)
  - Telephone numbers obtained using reverse-lookup software
  - Those with email address contacted by email (invalid emails and bounce-backs removed)
  - Participants without email address but with phone number were contacted by phone (multiple contacts made at different times of the day and different days of the week)
  - Participants without email address or phone number were mailed postcard (multiple mailings) with web address and unique identifier for online survey, and toll-free number to take survey by phone
  - Final number of completed surveys from program participants: **1,277**
- Survey conducted October – November 2019



**Dear Nest Predator Bounty Program Participant:**

South Dakota Game, Fish and Parks has contracted with Responsive Management to conduct a statewide study of residents and program participants to measure opinions on trapping and the Nest Predator Bounty Program. Those who participated in the program this year are being asked to share their experience with and opinions on the program. Please consider participating in the survey to assist South Dakota Game, Fish and Parks in evaluating the impacts of the Nest Predator Bounty Program.

Please call toll-free 888-810-4460 or visit <http://sgiz.mobi/s3/SDsurvey> to give your feedback no later than November 16, 2019.

We hope to hear from you!

More information about the study can be found at: <https://gfp.sd.gov/bounty-program/>.

*Responsive Management, a research firm specializing in natural resource and outdoor recreation issues, is conducting this study for South Dakota Game, Fish and Parks.*

South Dakota Game, Fish and Parks  
c/o Responsive Management  
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## **SOUTH DAKOTA GAME, FISH & PARKS NEST PREDATOR BOUNTY PROGRAM**

### **PARTICIPATE IN A STUDY ABOUT THE NEST PREDATOR BOUNTY PROGRAM**

Please call 888-810-4460 or participate online  
by November 16, 2019

<http://sgiz.mobi/s3/SDsurvey>



# Survey Effort for Program Participant Database

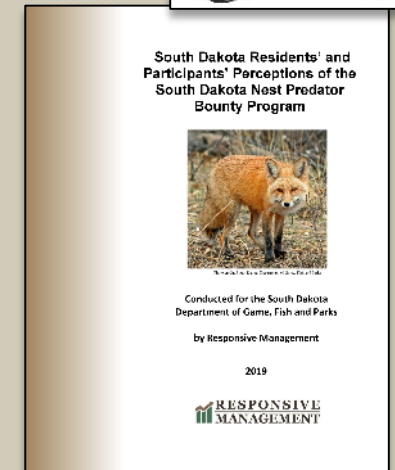
Total participants in the database	3,042
Participants 17 years old or younger who were not surveyed/removed from sample	291
Final sample for all methods (i.e., population for survey)	2,751
<b>EMAIL</b>	
Total number in database with email addresses	1,892
Number of invalid email contacts put back into mail contact sample	91
Final sample contacted by email	1,801
<b>TELEPHONE</b>	
Total number in database without an email but with a telephone number (after the reverse-lookup)	728
Invalid telephone numbers (disconnected numbers or incorrect contact information)	211
Number of participants who refused to respond to telephone survey	158
Number of completed surveys among the telephone sample	338
<b>MAIL</b>	
First mailing to all participants with only a mailing address	131
Second mailing to all participants who had not responded to prior email, telephone, or mail contact attempts	1,933
Number of completed surveys by mail or email	939
Total completed surveys	1,277

For disconnected numbers, fax numbers, and wrong numbers, researchers conducted internet searches to find alternative contact info for participants.

Participants who could not be reached by telephone were put back into the postal mail sample and contacted by postcard.

# Study Methodology—General Population Residents

- **Scientific probability-based survey of the South Dakota adult general population (18 and older)**
- **Telephones selected because of almost universal ownership among South Dakota residents, and because of literacy considerations affecting surveys read by respondents**
- **Dual-Frame Random Digit Dial (DFRDD) sample (gold standard in telephone survey research)**
  - 60% cell phone / 40% were landline (closely matches actual distribution in South Dakota)
  - DFRDD sample obtained from Marketing Systems Group, a leader in statistical samples for research
  - Probability-based selection process ensured each resident had equal chance of being selected
- **Survey conducted by live, professionally trained interviewers**
  - Interviews conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 8:00 p.m., and Sunday from 2:00 p.m. to 9:00 p.m., local time
  - Calls placed different times of the day, different days of the week
  - As many as 7 attempts for each landline number, 5 attempts for each cell number
- **Sample size n=418**
  - Sampling error +/- 4.79 percentage points (based on pop. size of 644,483 adult South Dakota residents)
  - 95% confidence interval
  - Results weighted by gender and age based on U.S. Census Bureau's American Community Survey
  - Results representative of South Dakota adult residents as a whole



# Example of Telephone Survey Methodological Accuracy

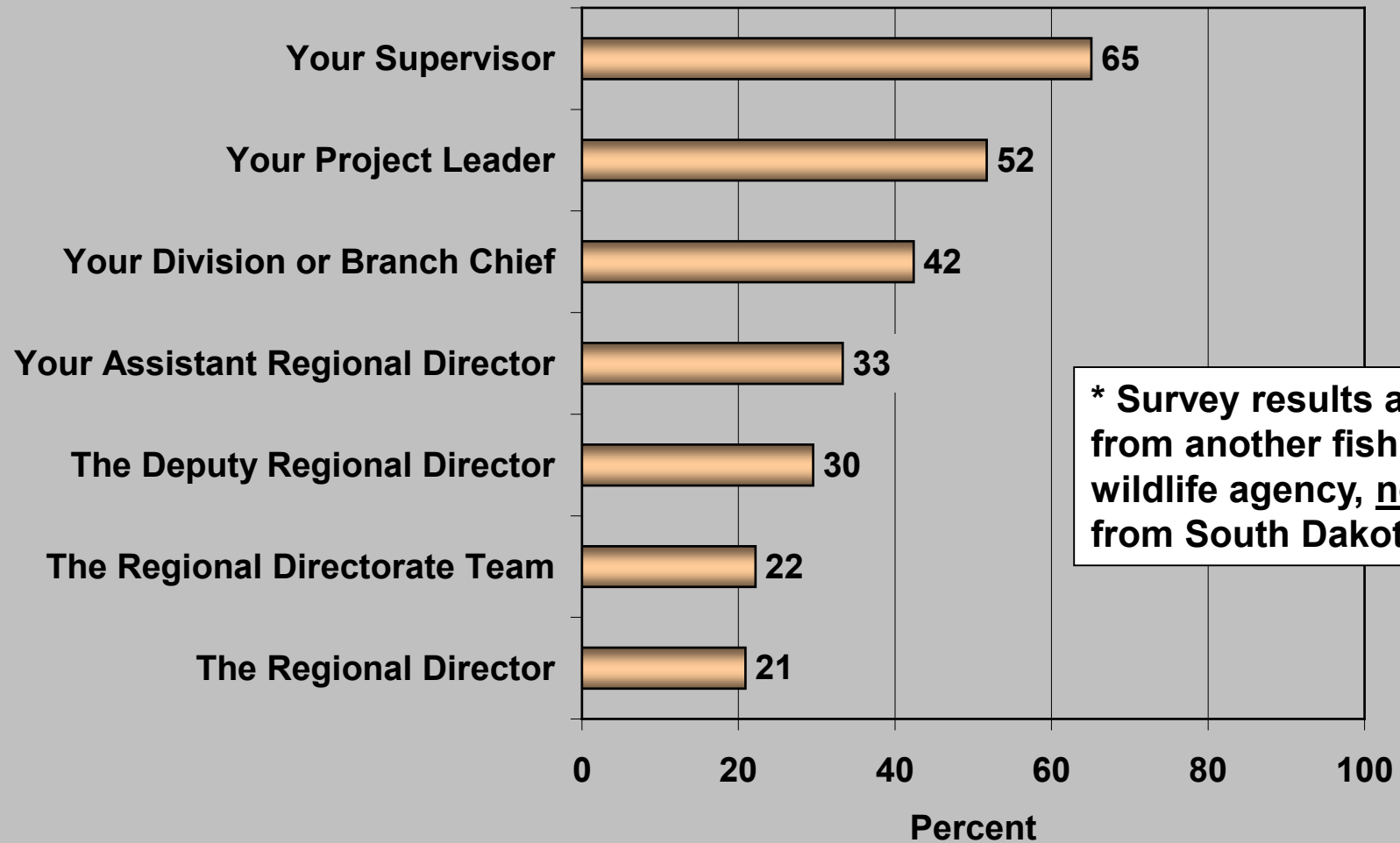


**In a survey conducted prior to the 2019 Virginia general election, Responsive Management predicted the outcome of the state general assembly race within two percentage points (a projection far closer to the election result than the plus or minus five percent margin of error).**

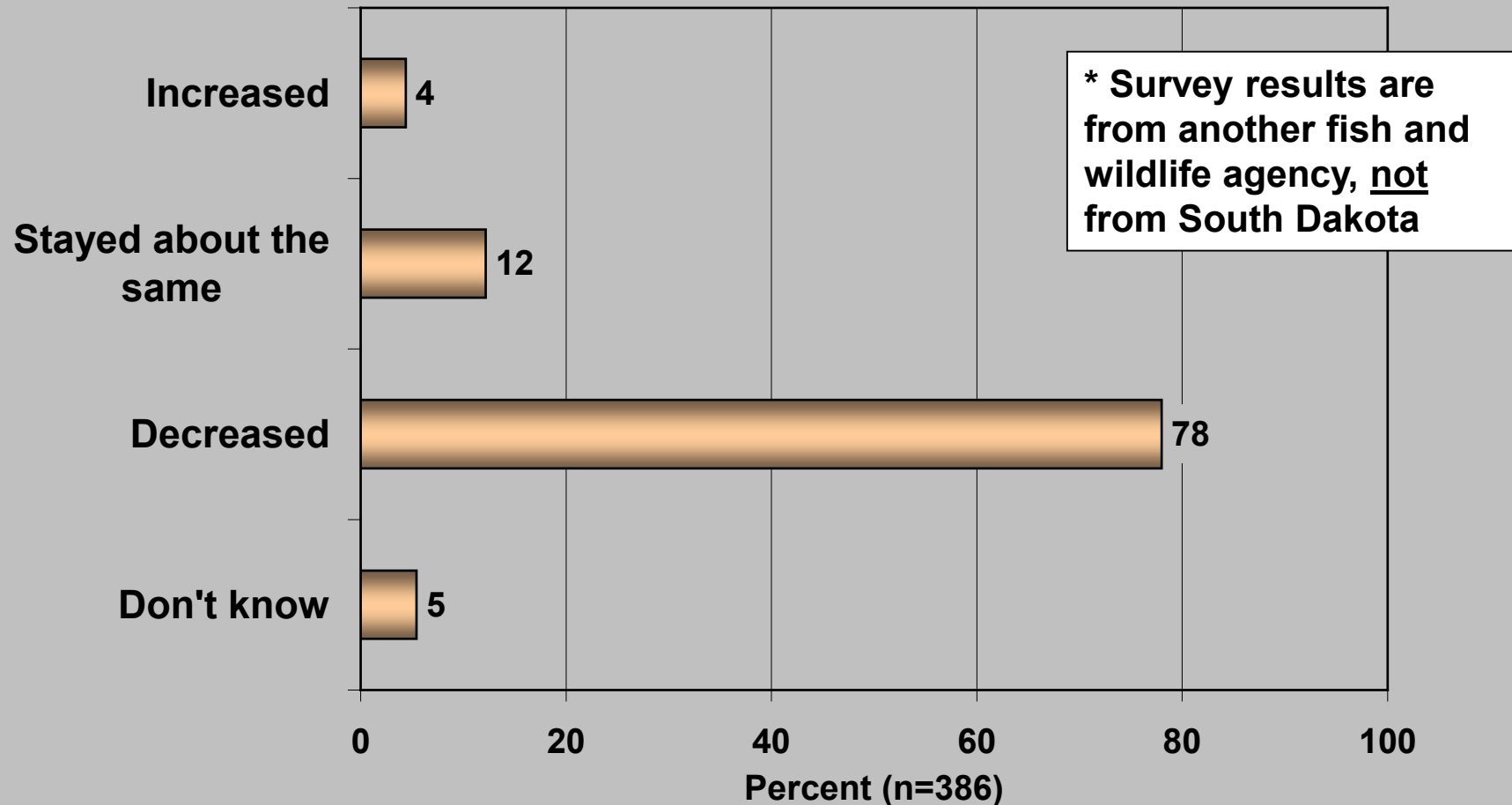
# Two Examples of Results from Other Studies (not South Dakota)



**Q16. Percent who strongly or moderately agree that each of the following regional leaders sets good examples for staff to follow.**



**Q30. In general, has agency morale increased, stayed about the same, or decreased in the past 5 years (or, if you were not working at the agency 5 years ago, since you first started working at the agency)?**

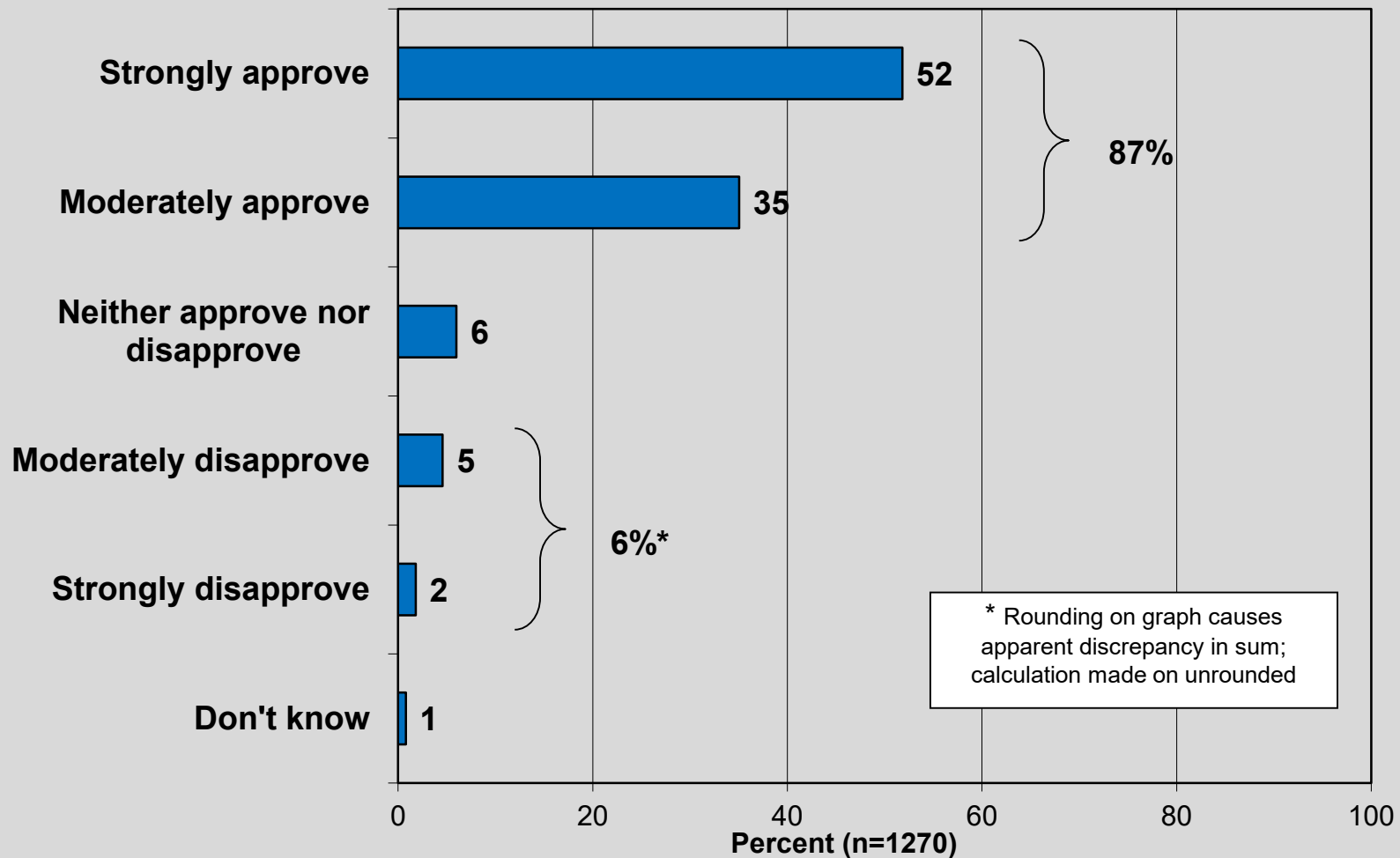


# Survey Results: Program Participants

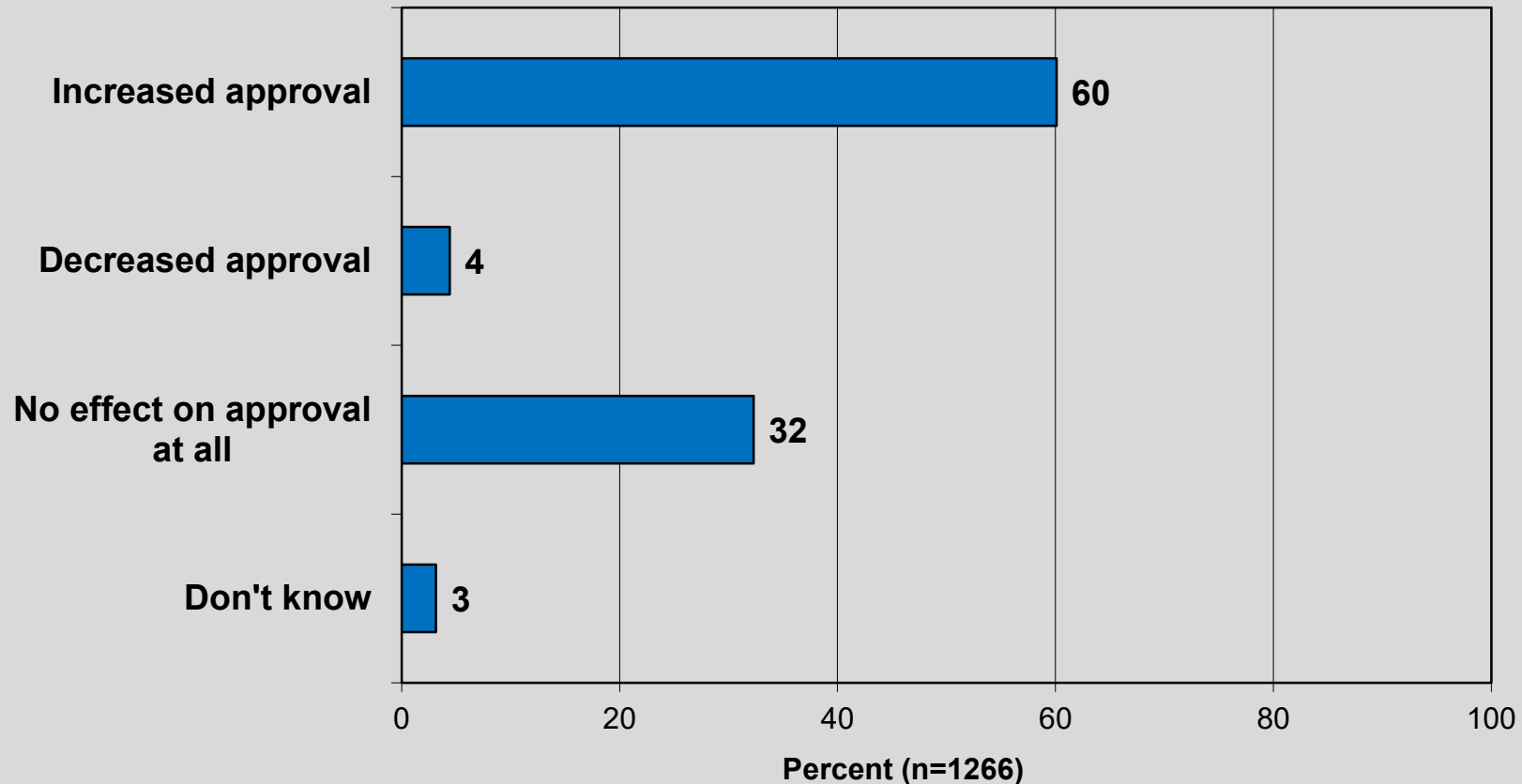
# Participants' Perceptions of the Department of Game, Fish and Parks



### In general, do you approve or disapprove of the management efforts of South Dakota Game, Fish and Parks? (Participants)

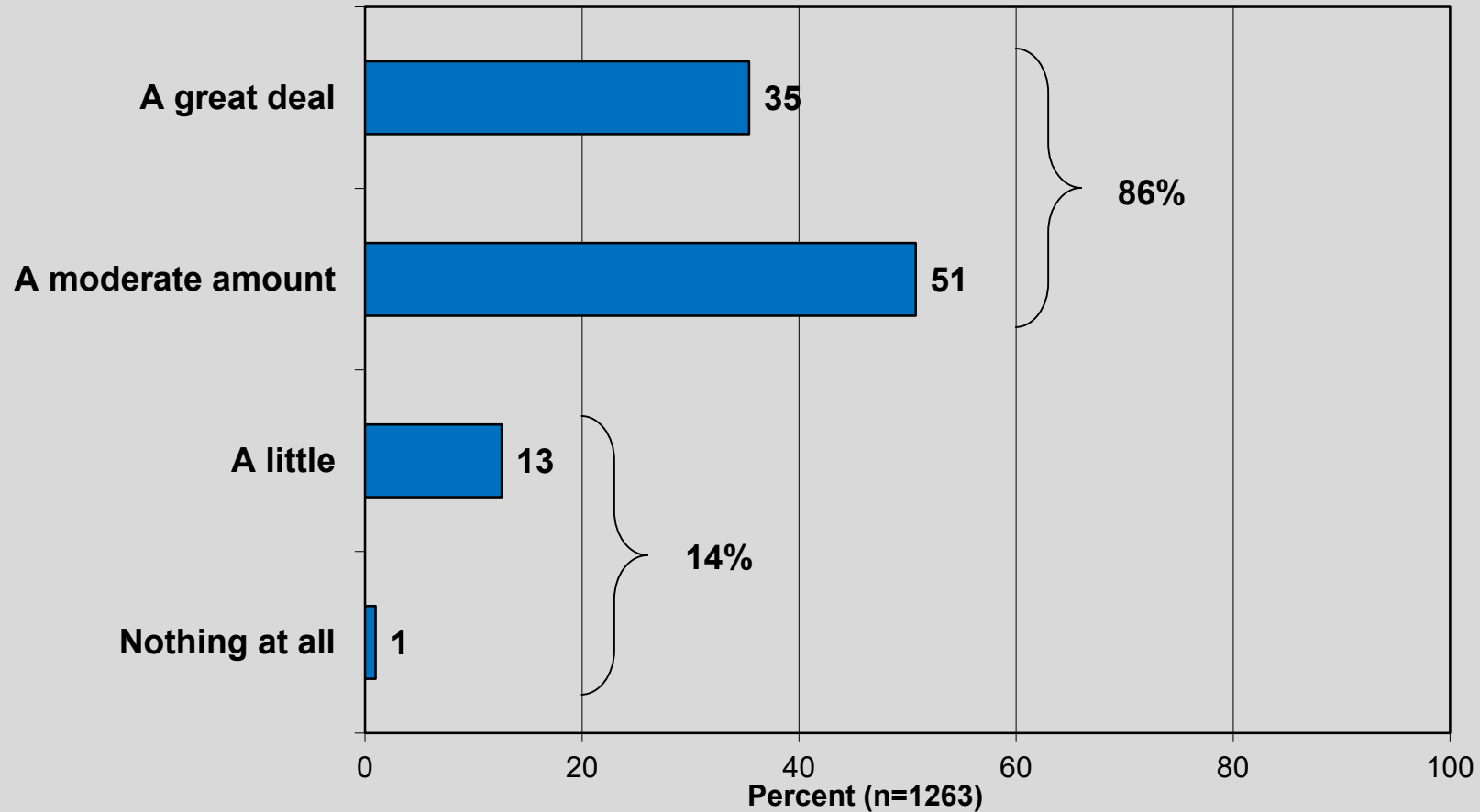


**Thinking about your opinion of the Department prior to your participation in the Nest Predator Bounty Program this year, how has your opinion of the Department's efforts changed, if at all, since participating in the program? Would you say that the program has increased or decreased your overall approval of South Dakota Game, Fish and Parks' management efforts, or has it had no effect at all on your opinion?**



# Participants' Knowledge of the Nest Predator Bounty Program

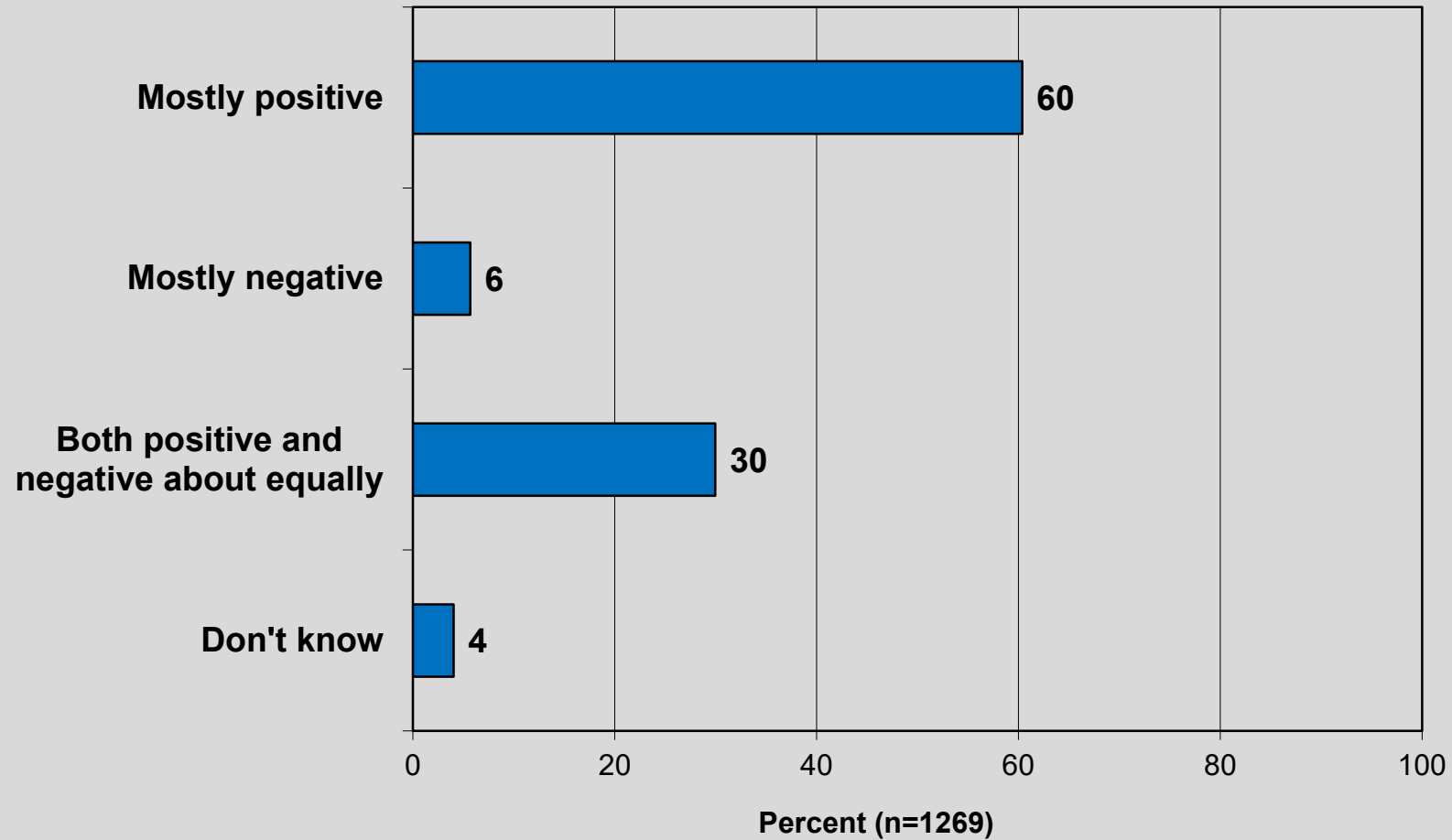
**You indicated that you participated in the South Dakota Game, Fish and Parks Nest Predator Bounty Program this year. How much would you say you know about the Nest Predator Bounty Program?  
(Participants)**



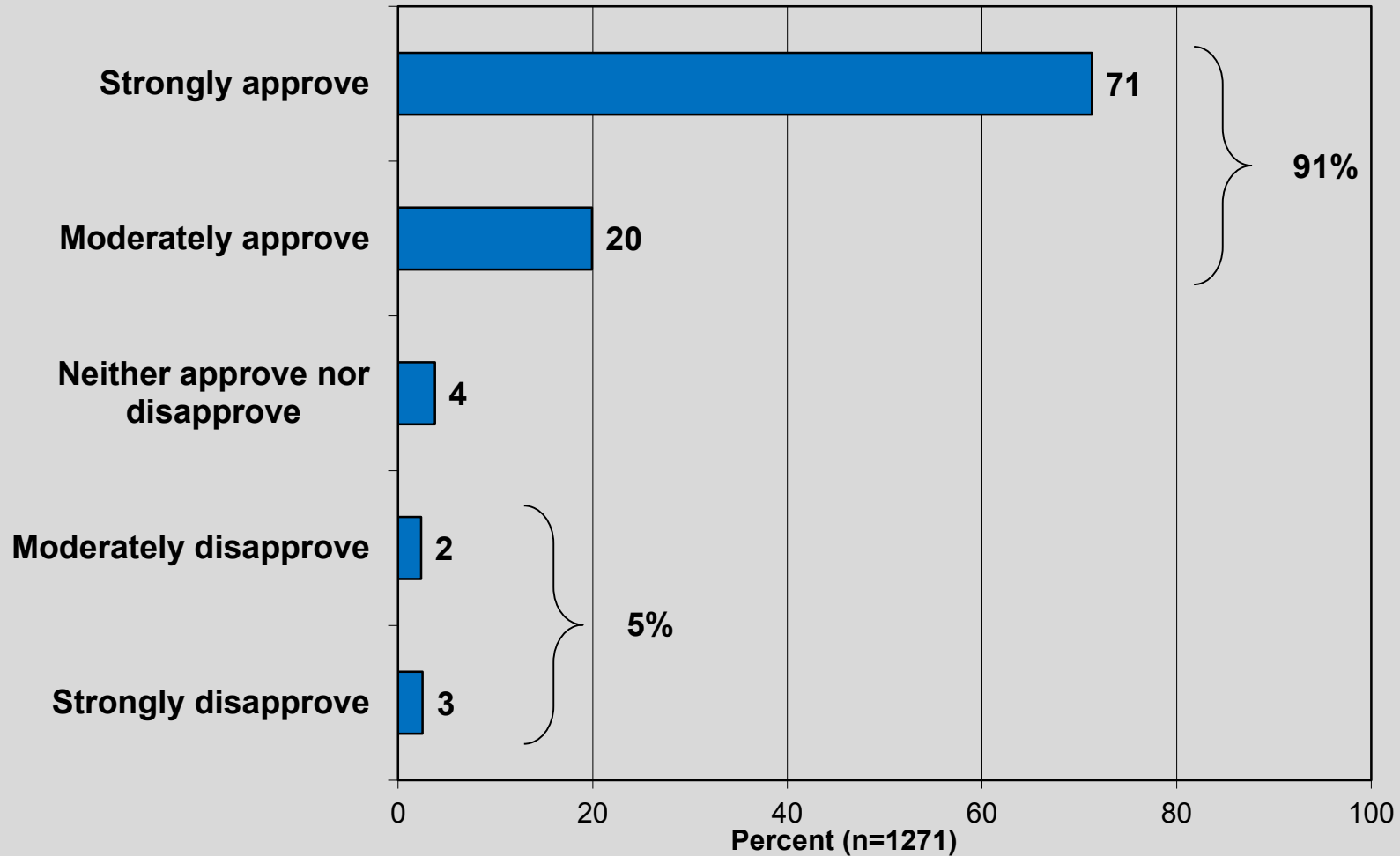


# **Participants' Perceptions of and Attitudes Toward the Nest Predator Bounty Program**

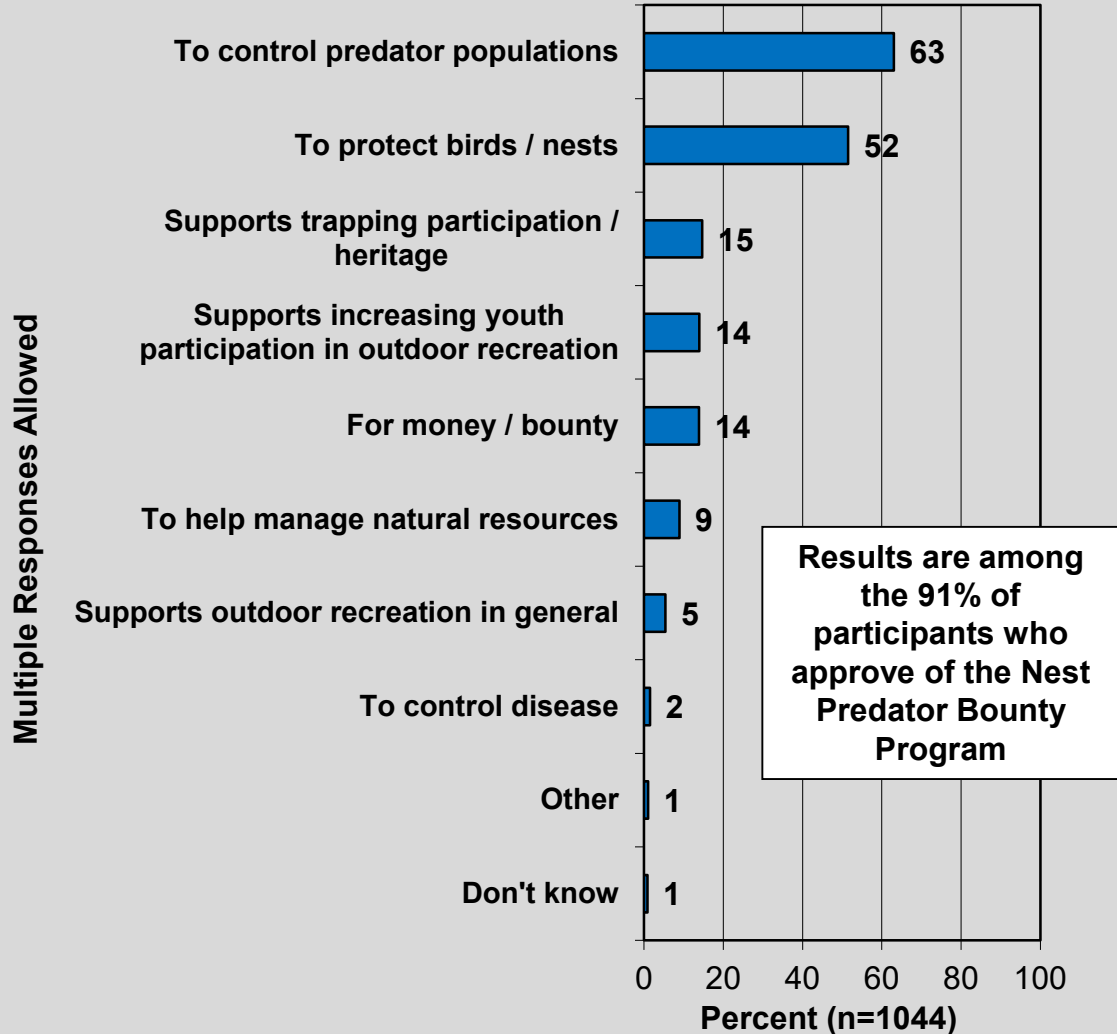
**Thinking about what you have heard about the Nest Predator Bounty Program, is what you have heard been mostly positive, mostly negative, or have you heard both positive and negative things equally about the program? (Participants)**



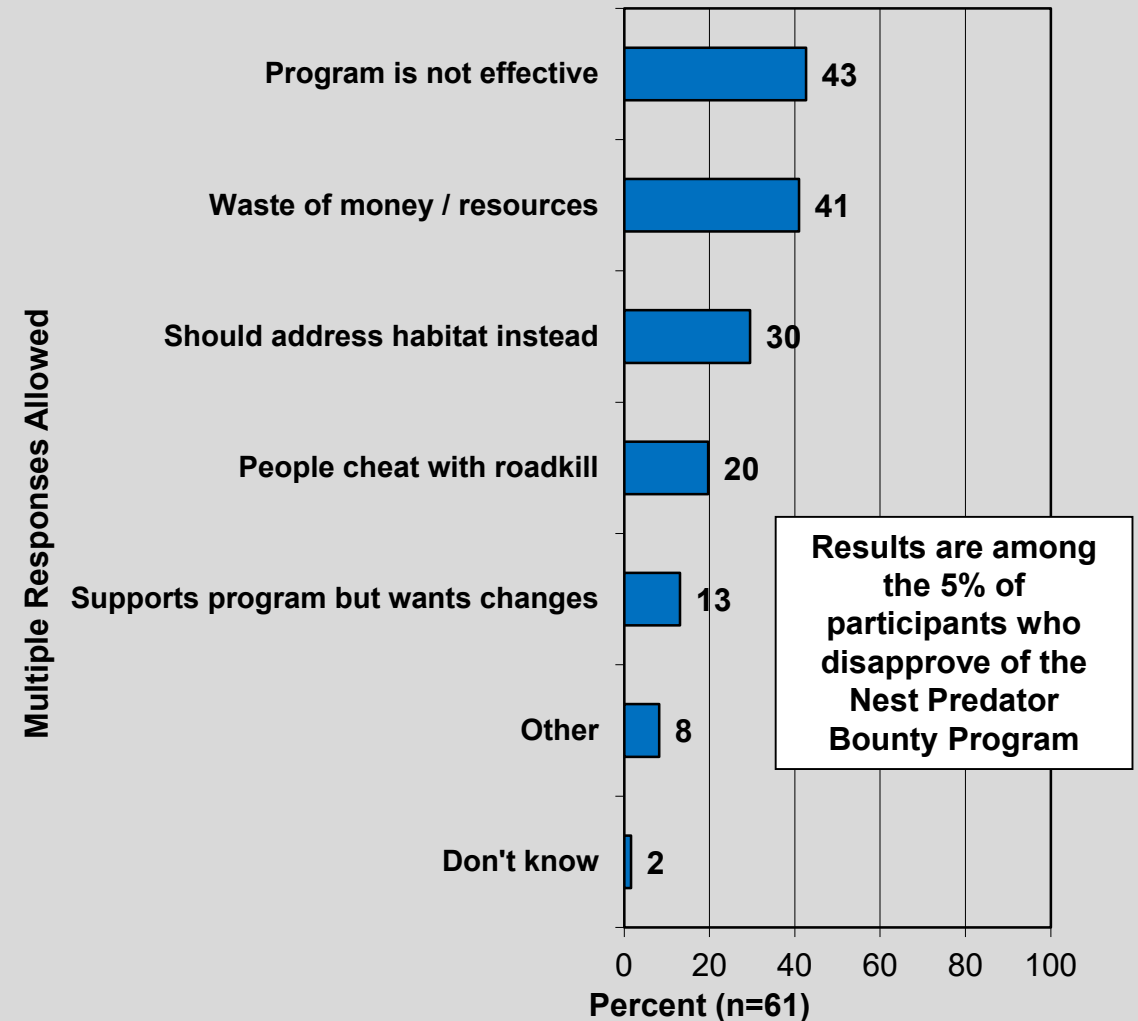
### In general, do you, personally, approve or disapprove of the Nest Predator Bounty Program in South Dakota? (Participants)



**What are the main reasons you approve of the program? (Asked of those who strongly or moderately approve of the program.) (Participants)**

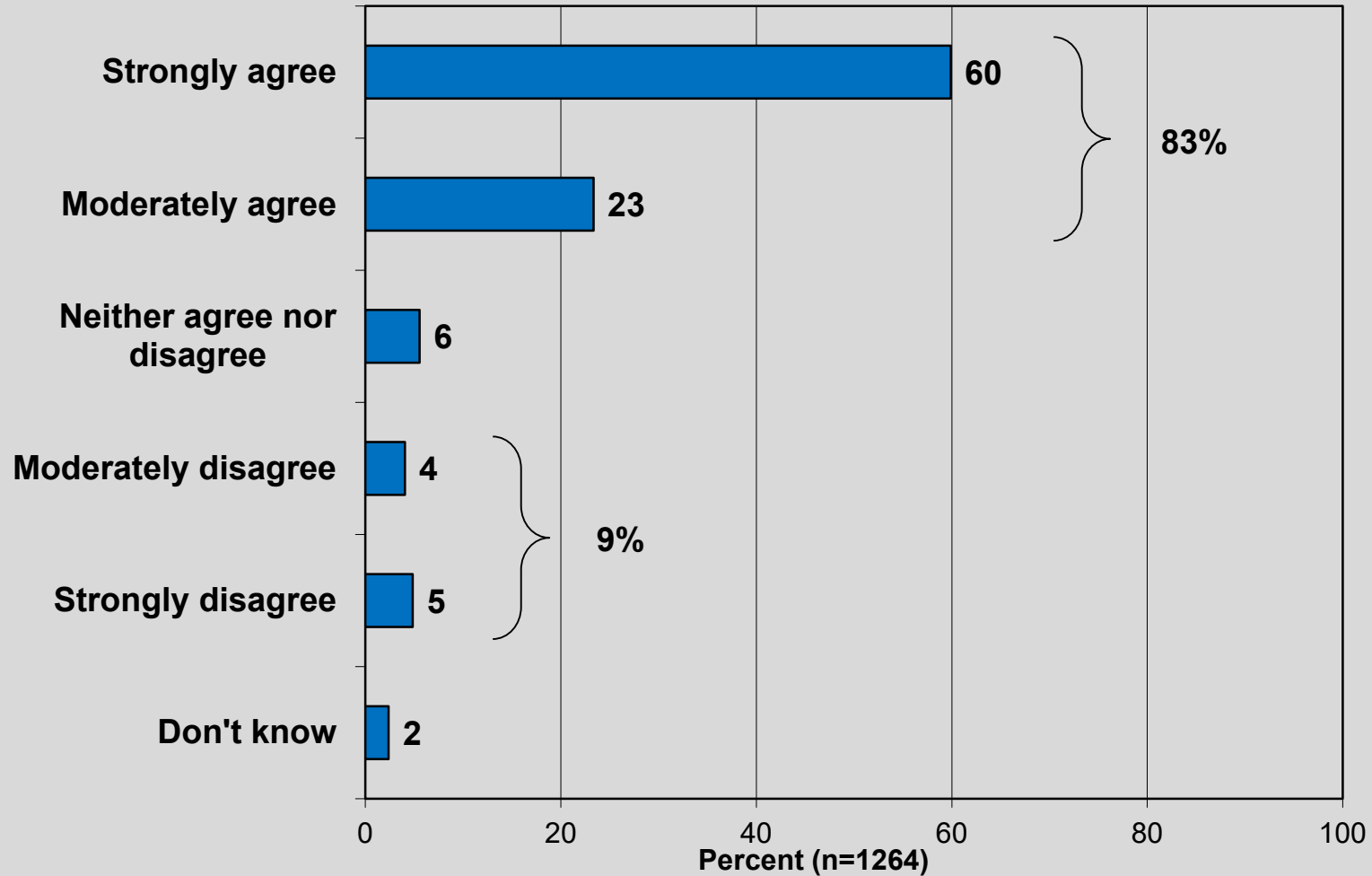


**What are the main reasons you disapprove of the program? (Asked of those who strongly or moderately disapprove of the program.) (Participants)**

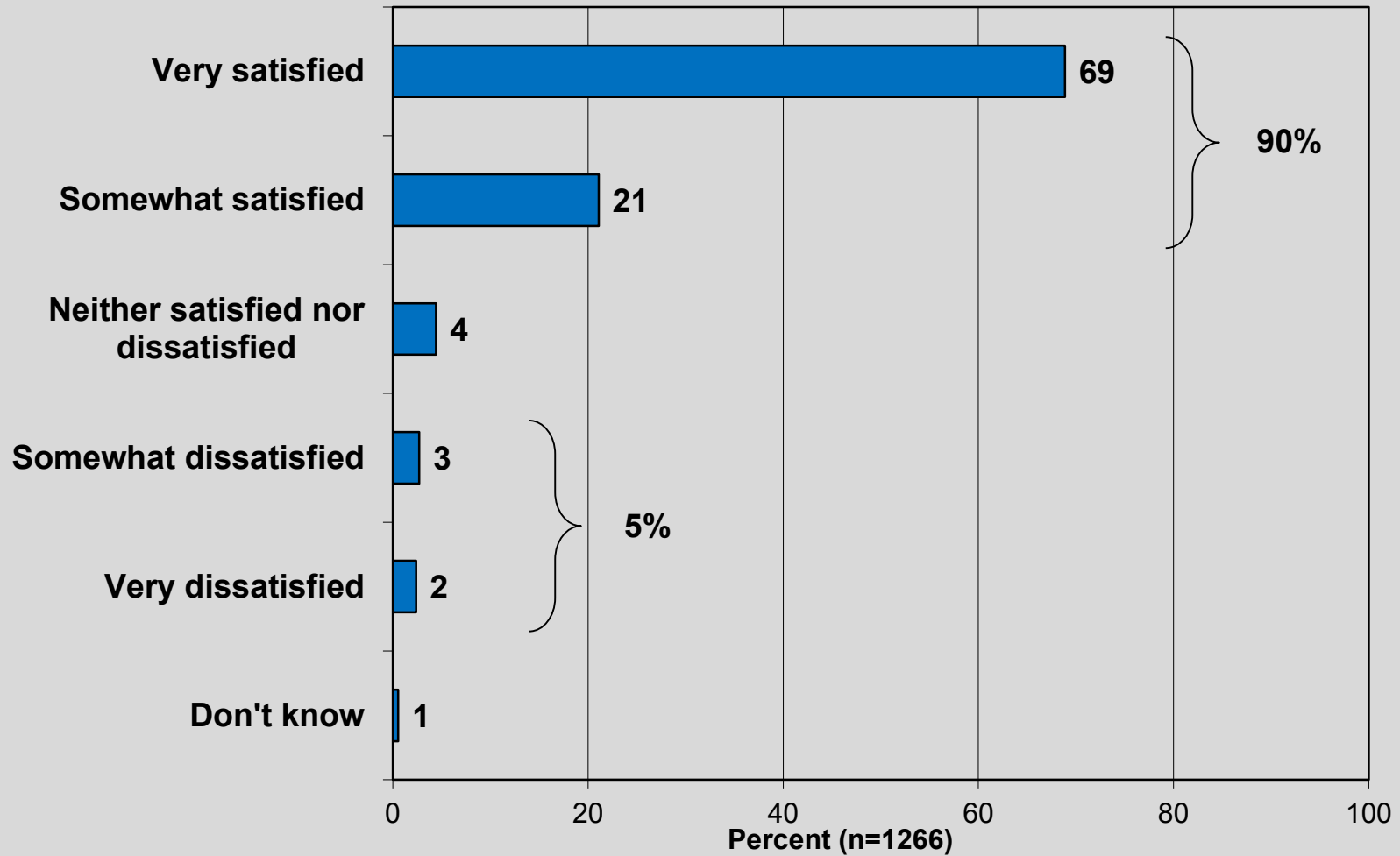




**Do you agree or disagree that the Nest Predator Bounty Program is an acceptable use of the budgeted \$500,000 funds?  
(Participants)**

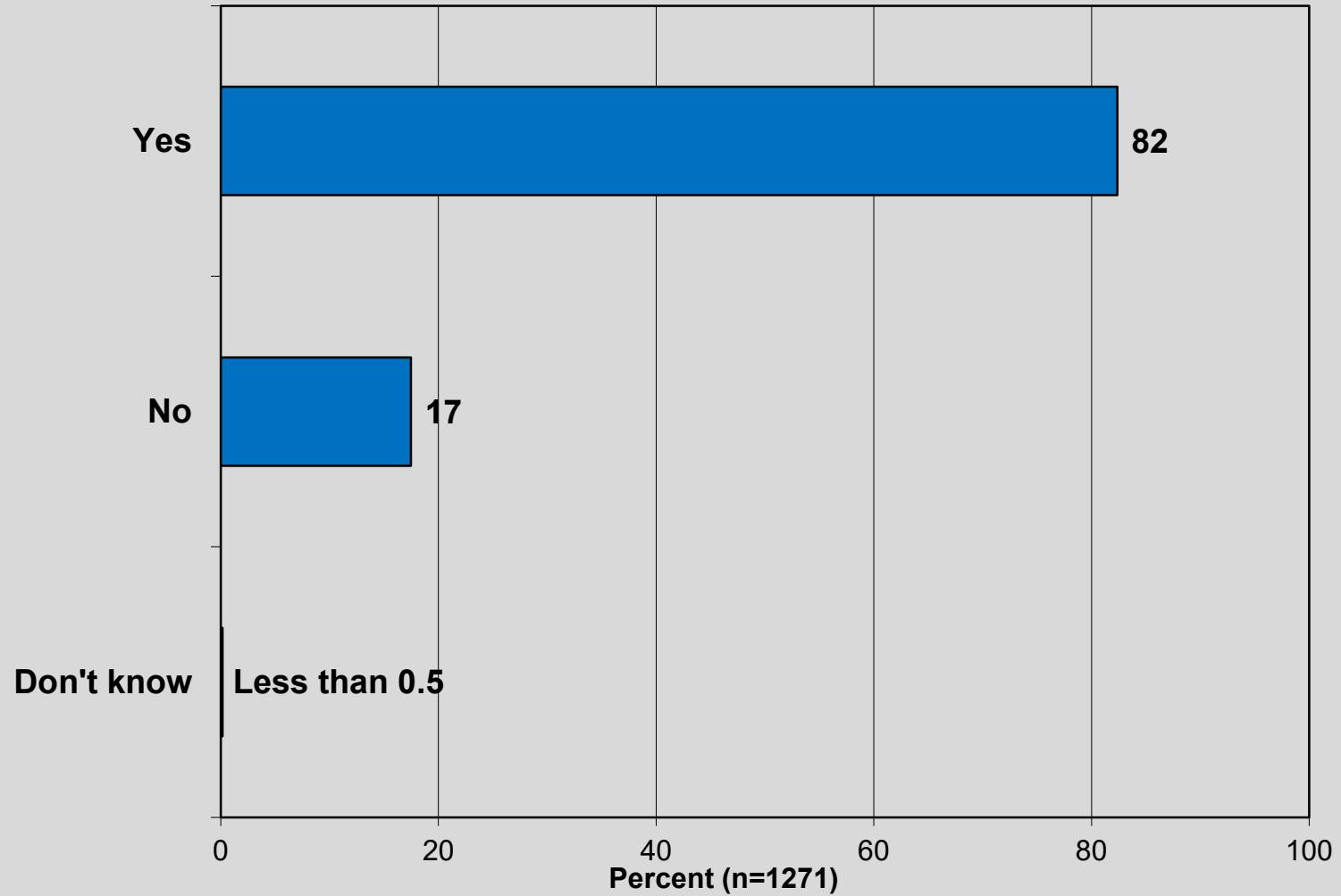


**In general, how satisfied or dissatisfied are you with the Nest Predator Bounty Program in South Dakota? (Participants)**

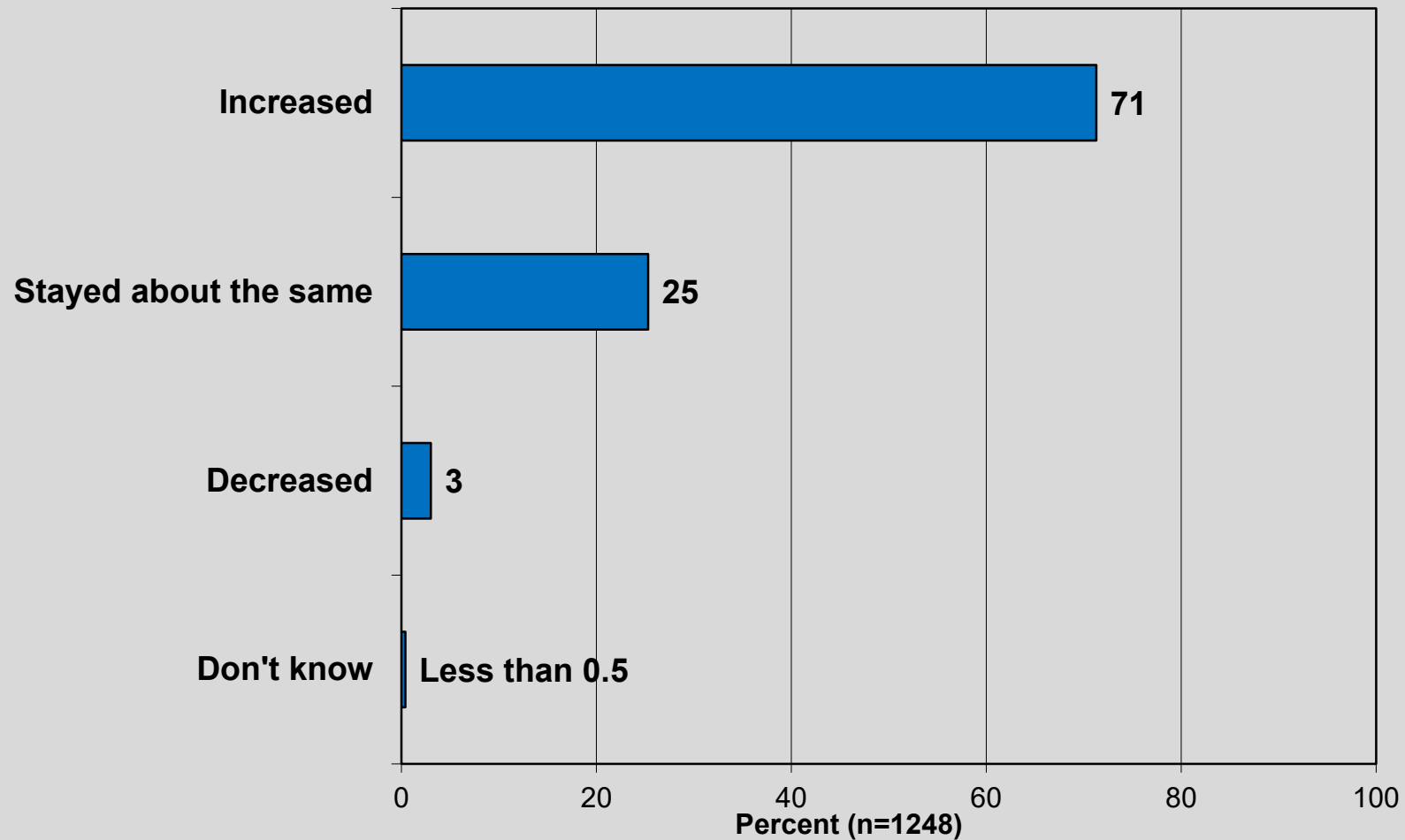


# **Program's Effectiveness at Recruiting New Trappers and Increasing Trapping Participation**

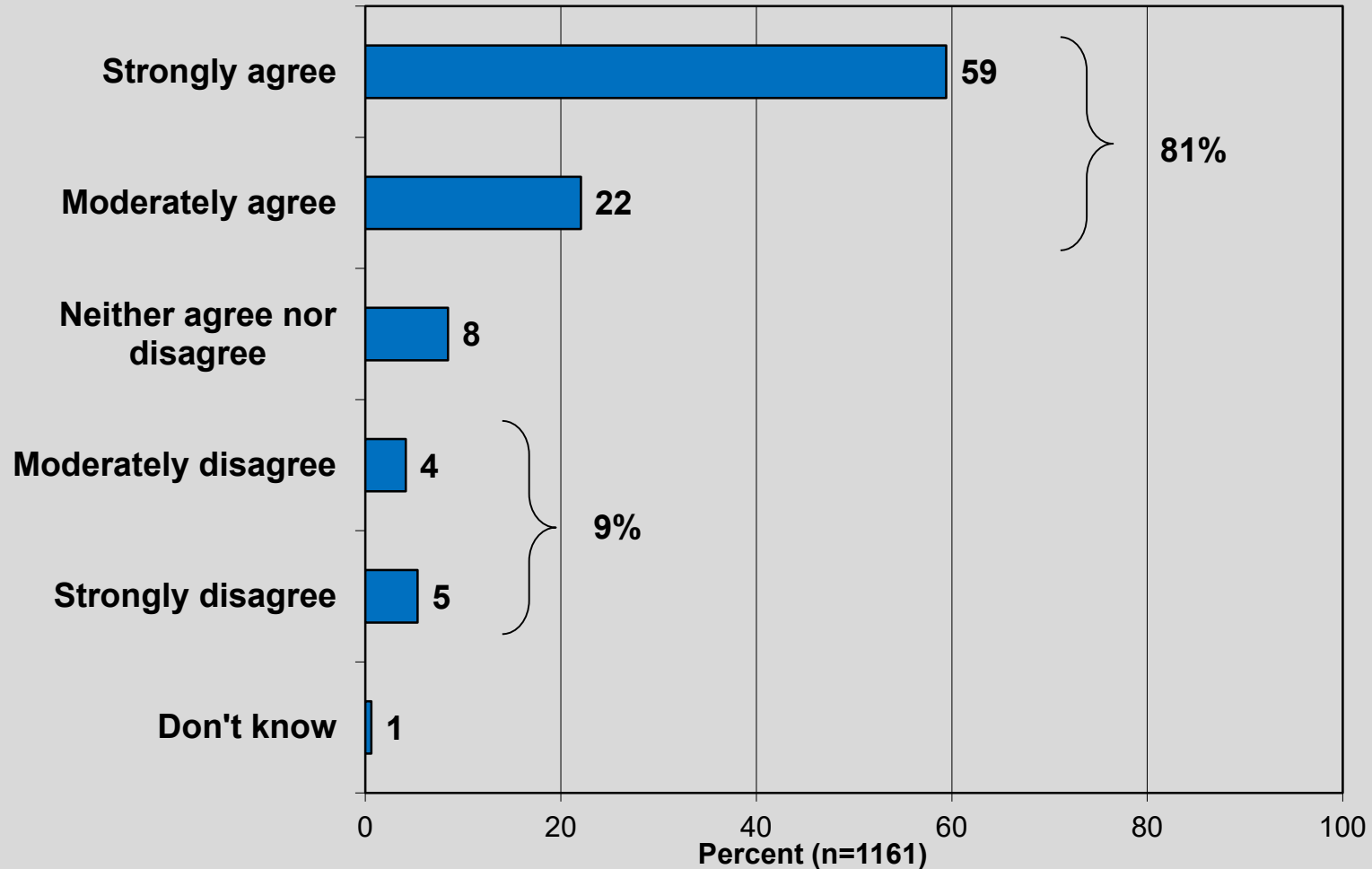
**Had you ever been trapping prior to participating in the Nest Predator Bounty Program in 2019?  
(Participants)**



**Would you say your trapping participation in 2019 overall increased, stayed about the same, or decreased in comparison to your participation in the previous 3 years?  
(Participants)**



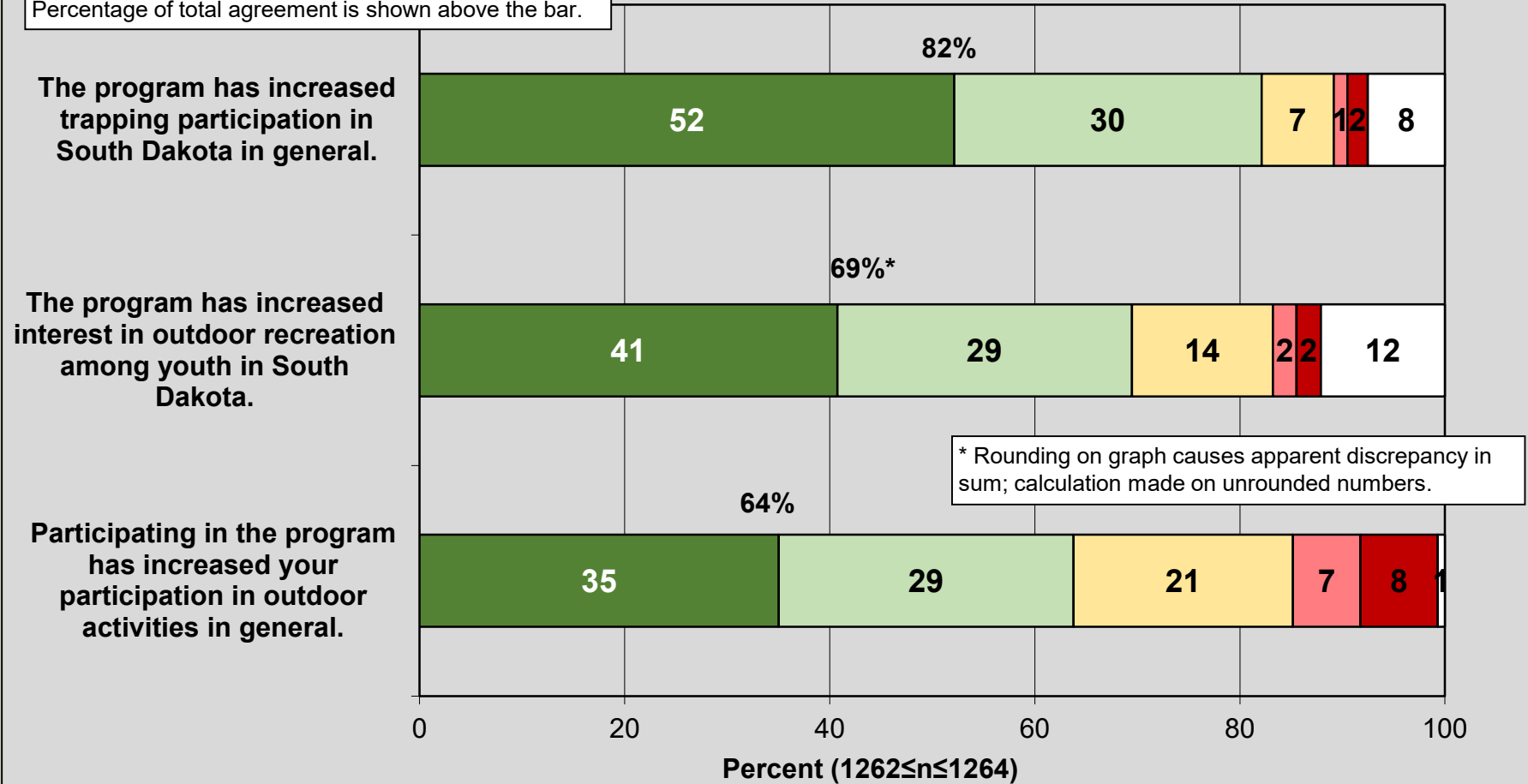
**Do you agree or disagree that the Nest Predator Bounty Program is an important reason you participated in trapping in 2019?  
(Participants)**



## Percent of respondents who [agree / disagree] with each of the following statements about the Nest Predator Bounty Program: (Participants)

■ Strongly agree  
 ■ Moderately agree  
 ■ Neither agree nor disagree  
 ■ Moderately disagree  
 ■ Strongly disagree  
 ■ Don't know

Percentage of total agreement is shown above the bar.

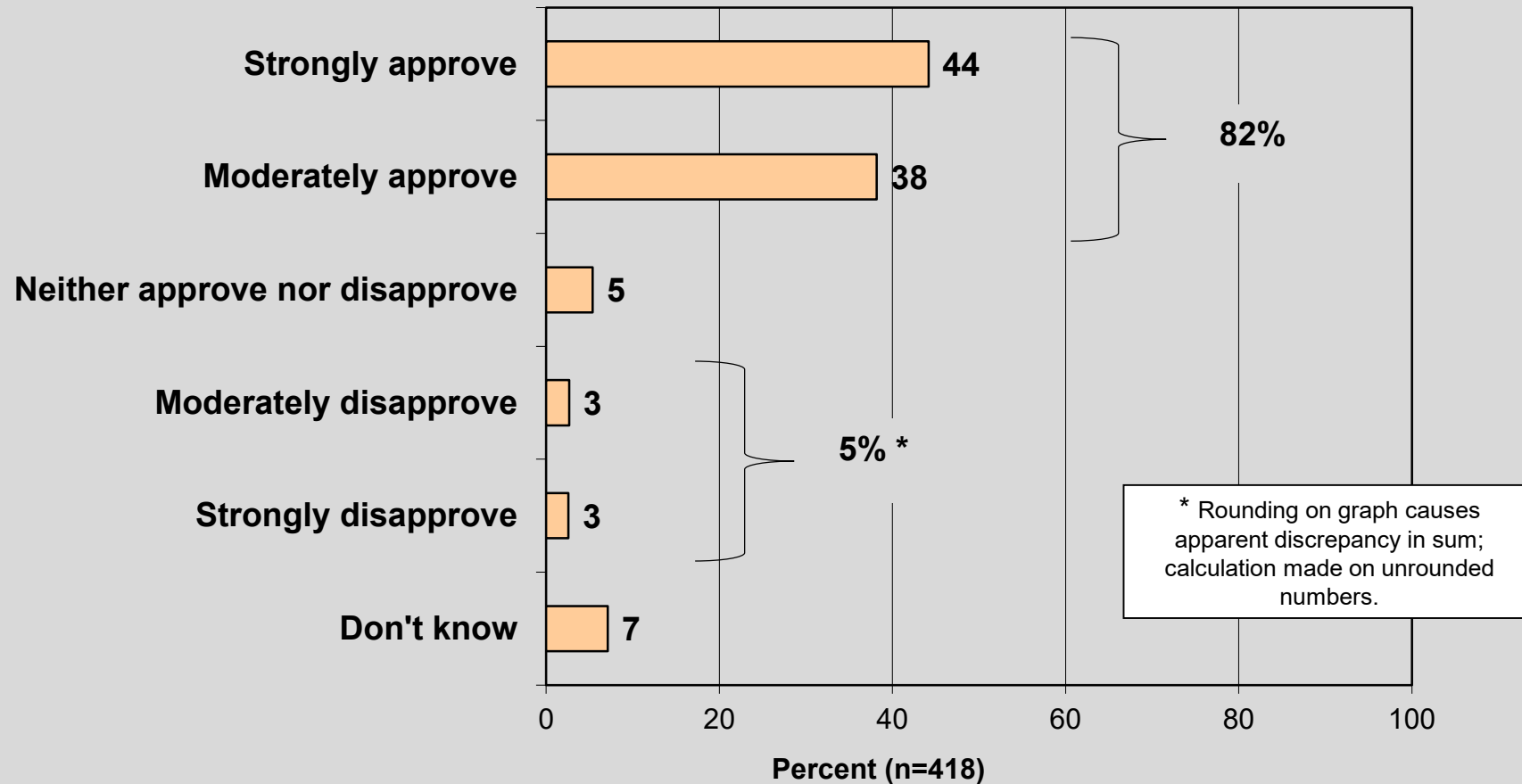




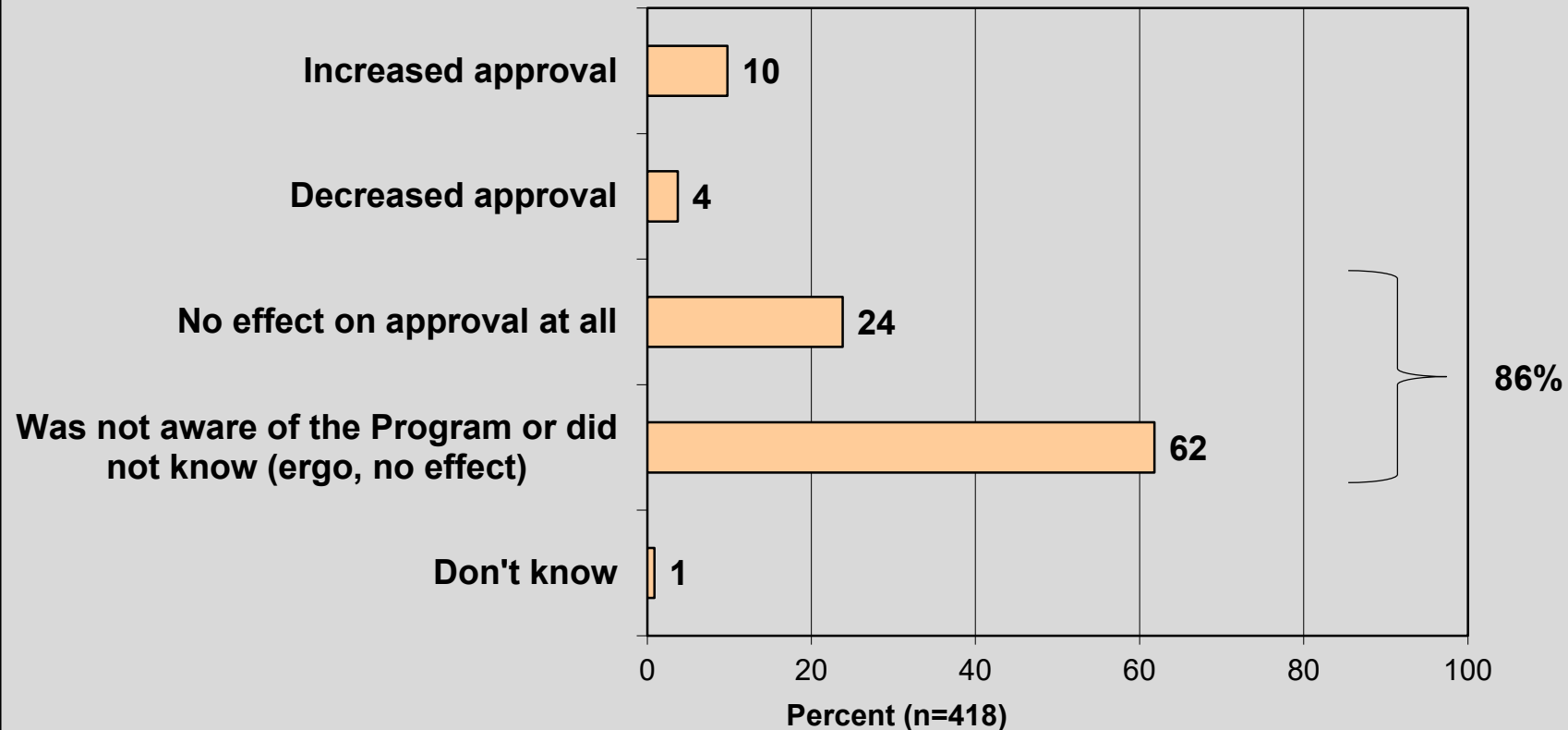
# **Survey Results: General Population Residents**

# **Residents' Perceptions of the Department of Game, Fish and Parks**

The South Dakota Department of Game, Fish and Parks is the agency responsible for managing the state's parks, fisheries, and wildlife and for providing outdoor recreation opportunities. In general, do you approve or disapprove of the management efforts of South Dakota Game, Fish and Parks? (General population)

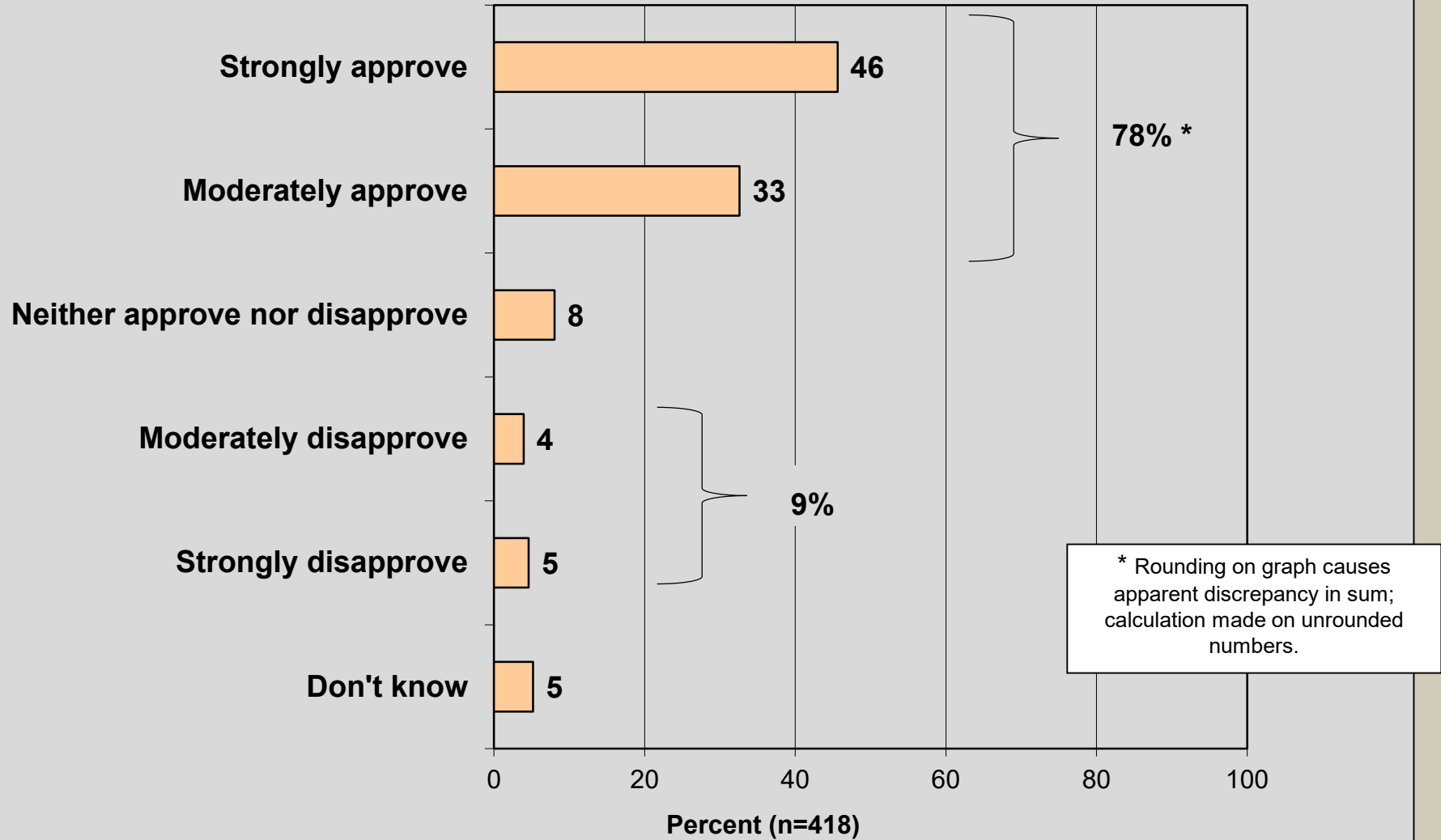


You initially said that you [APPROVAL LEVEL] of the management efforts of South Dakota Game, Fish and Parks. Thinking about your opinion of the Department prior to your awareness of the Nest Predator Bounty Program, how has your opinion of the Department's efforts changed, if at all, since becoming aware of the program? Would you say that the program has increased or decreased your overall approval of South Dakota Game, Fish and Parks' management efforts, or has it had no effect at all on your opinion? (Asked of those who were aware of the program prior to the survey; results shown among all respondents.) (General population)

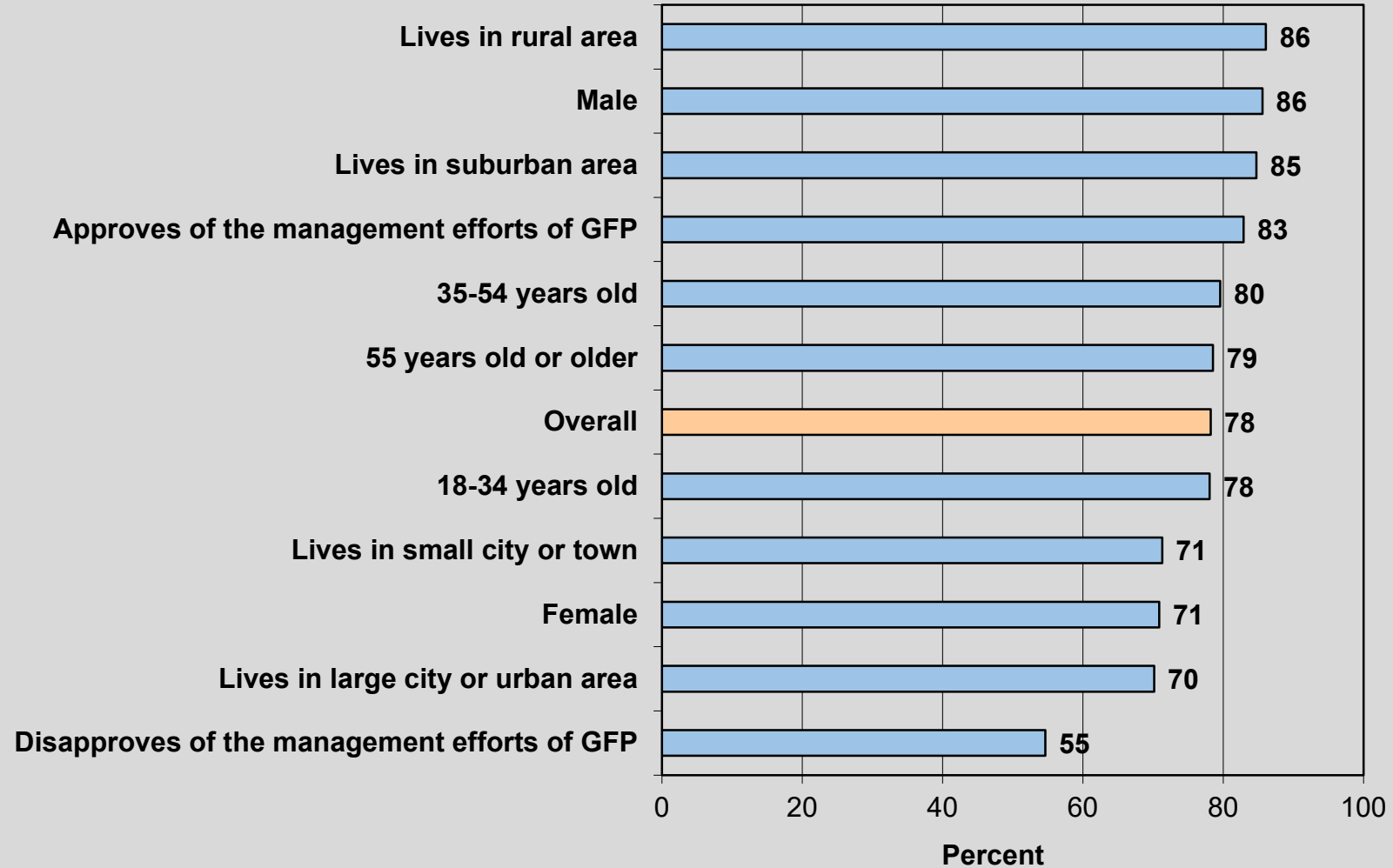


# Approval or Disapproval of Trapping Among Residents

**In general, do you approve or disapprove of legal, regulated trapping?  
(General population)**

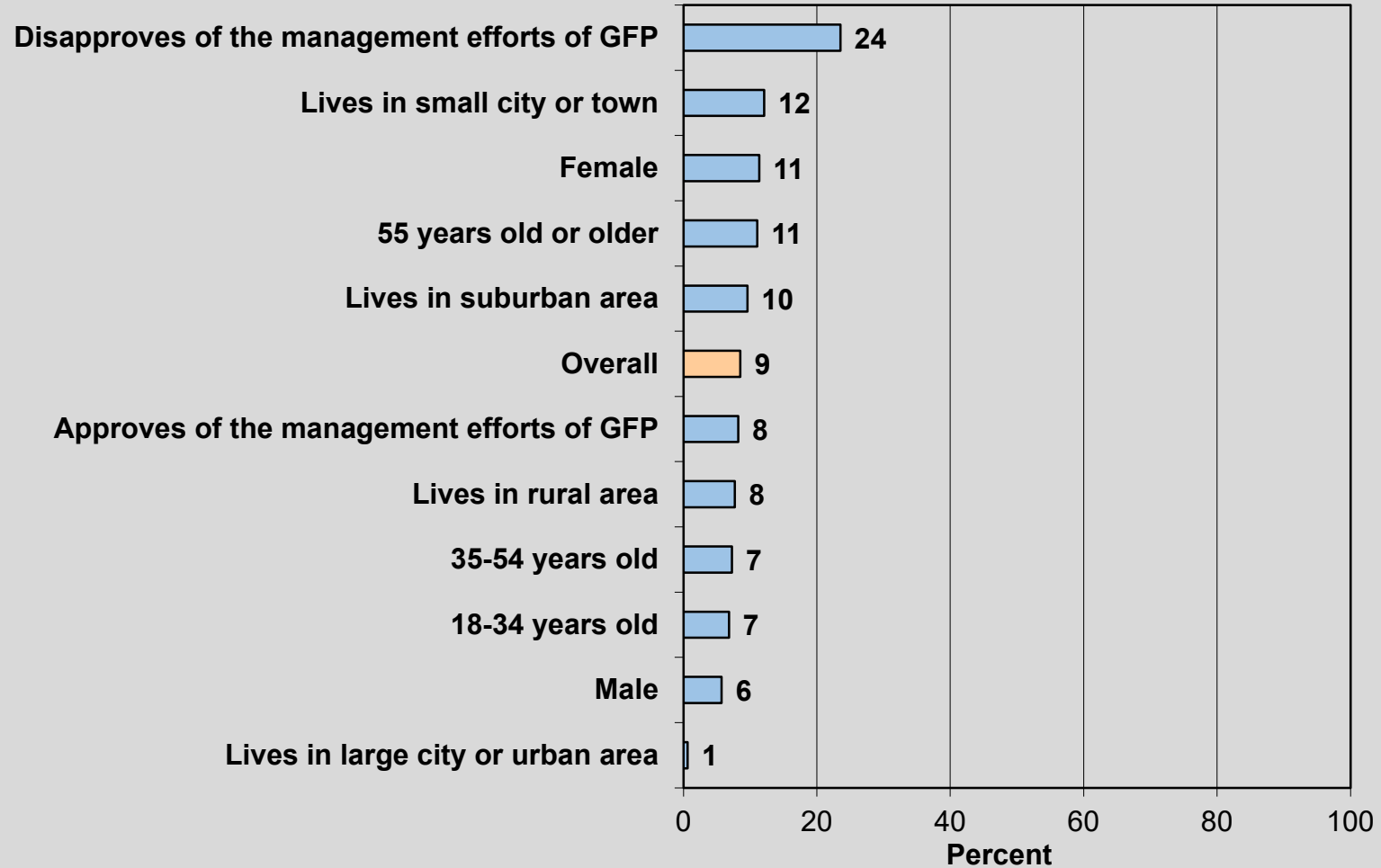


**Percent of each of the following groups who strongly or moderately approve of legal, regulated trapping:  
(General population)**



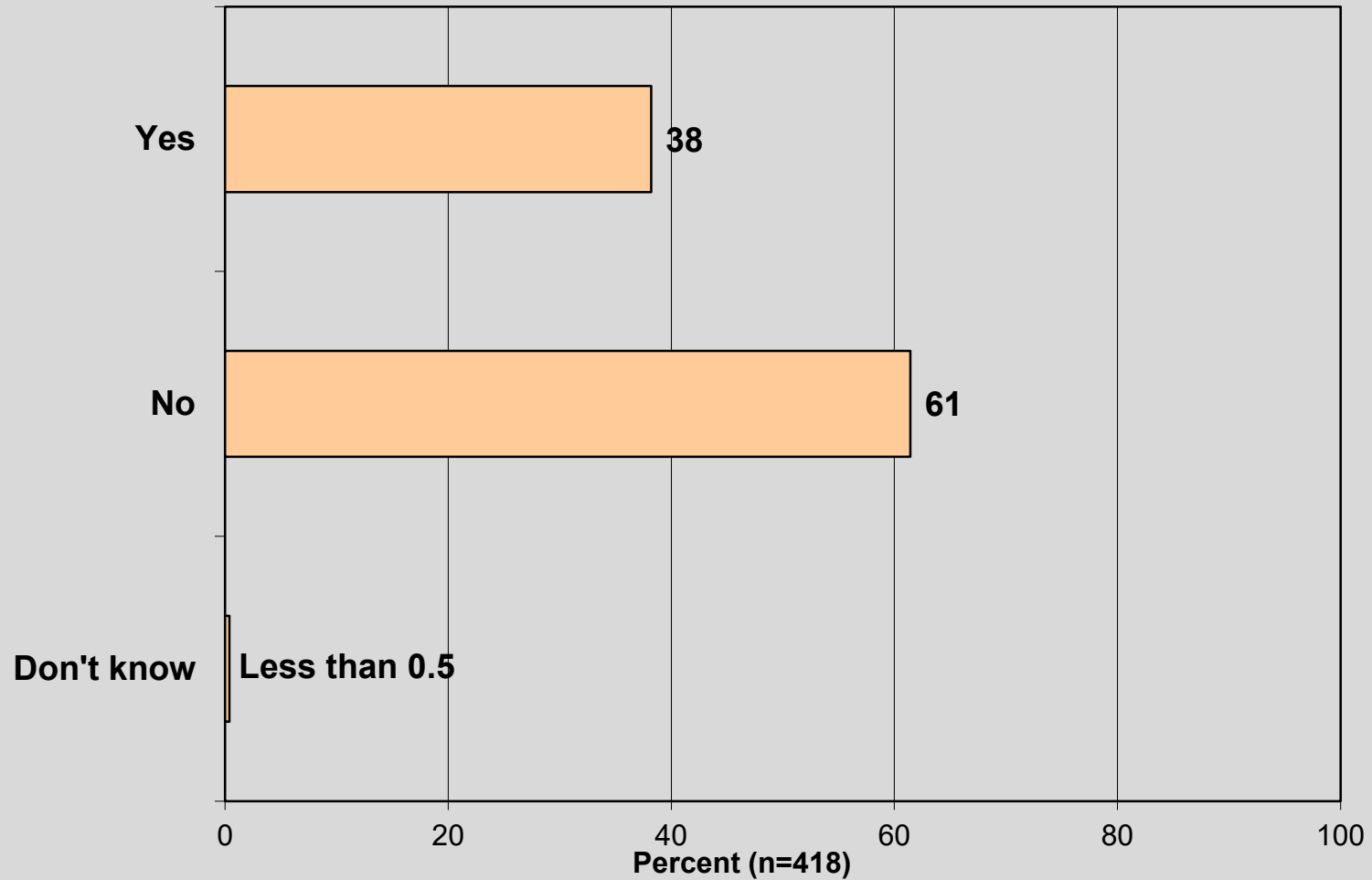


**Percent of each of the following groups who strongly or moderately disapprove of legal, regulated trapping:  
(General population)**

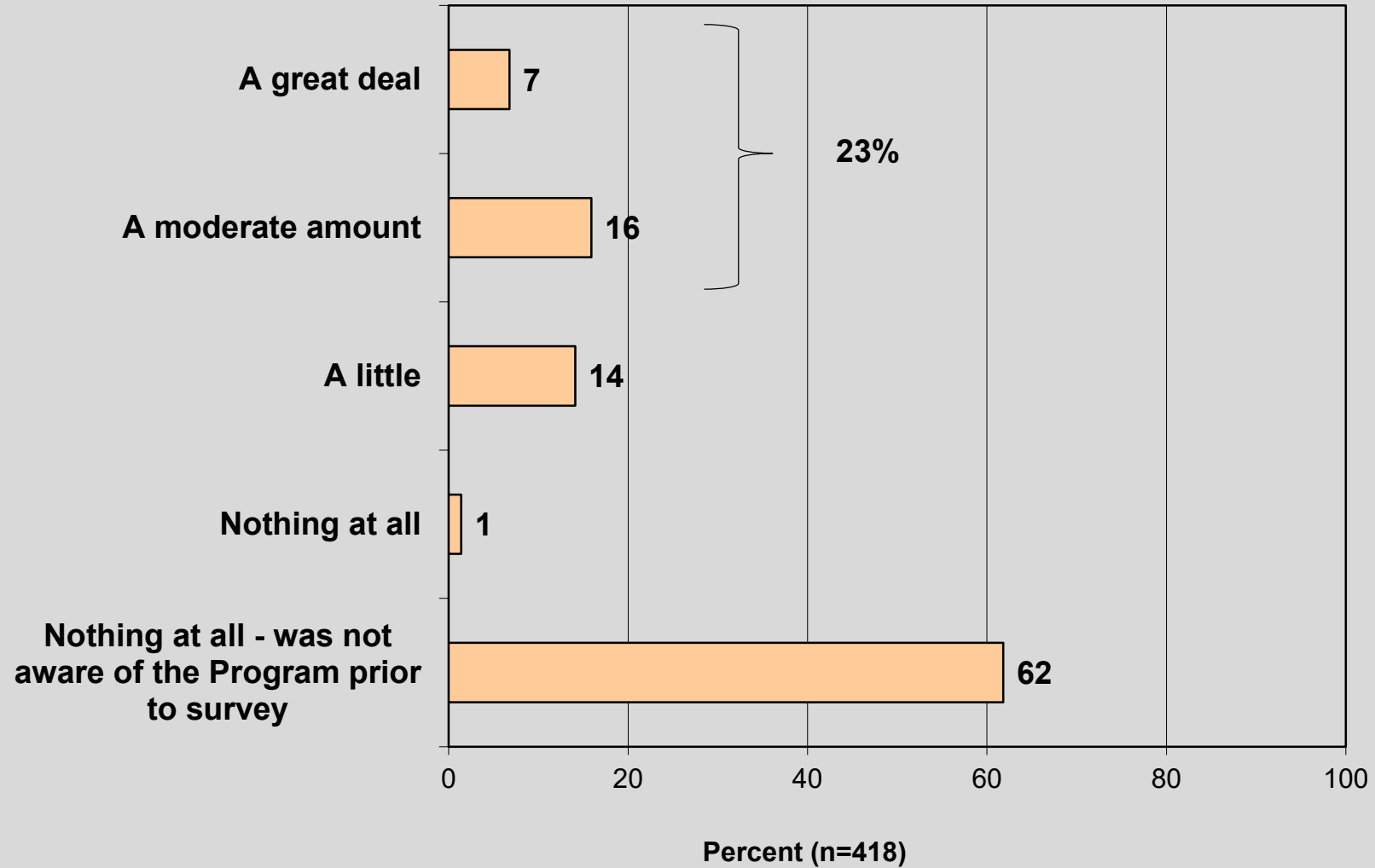


# **Residents' Awareness and Knowledge of the Nest Predator Bounty Program**

**Prior to this survey, were you aware of the South Dakota Nest Predator Bounty Program, which is a new predator trapping program in South Dakota this year? (General population)**

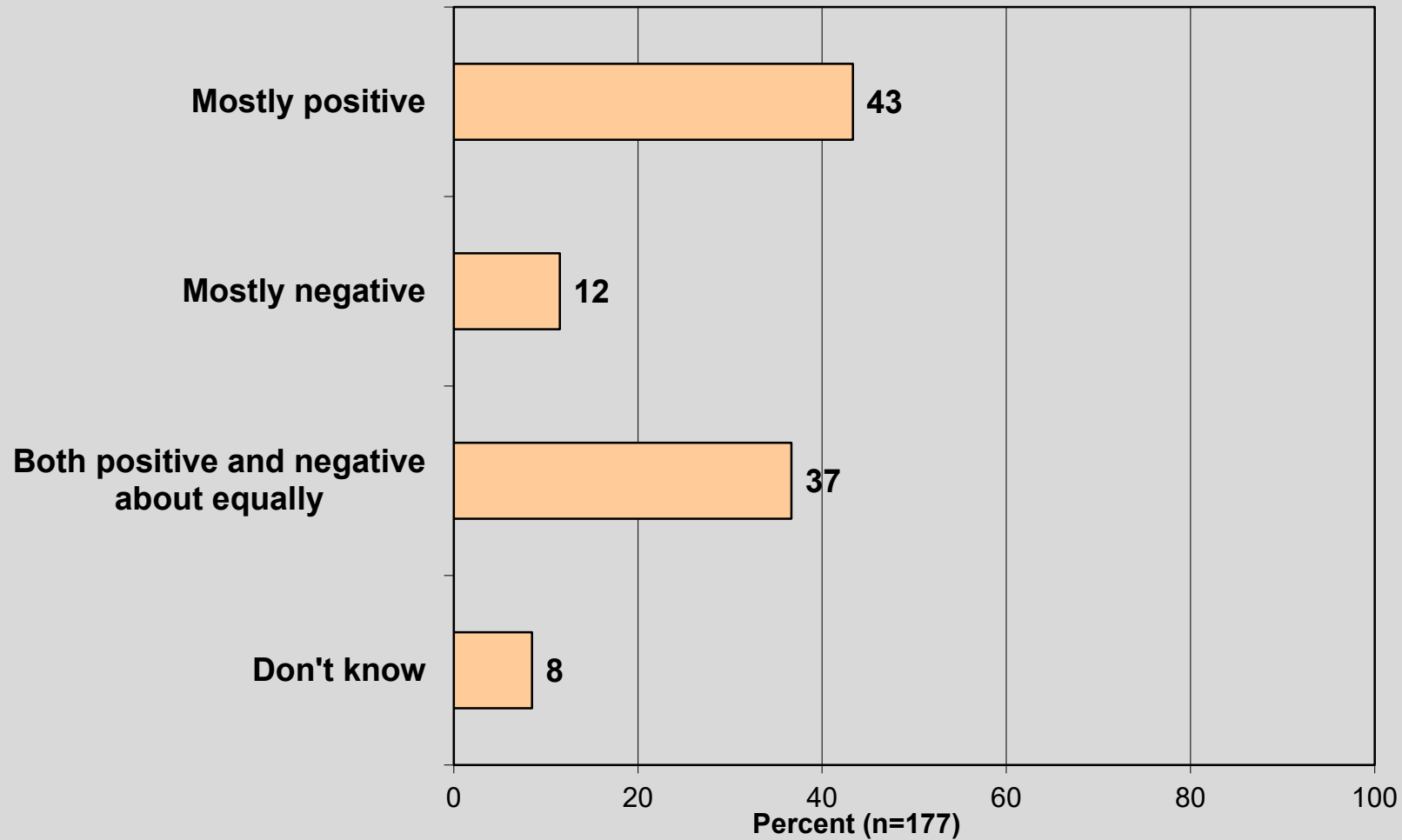


### How much would you say you know about the Nest Predator Bounty Program? (General population)

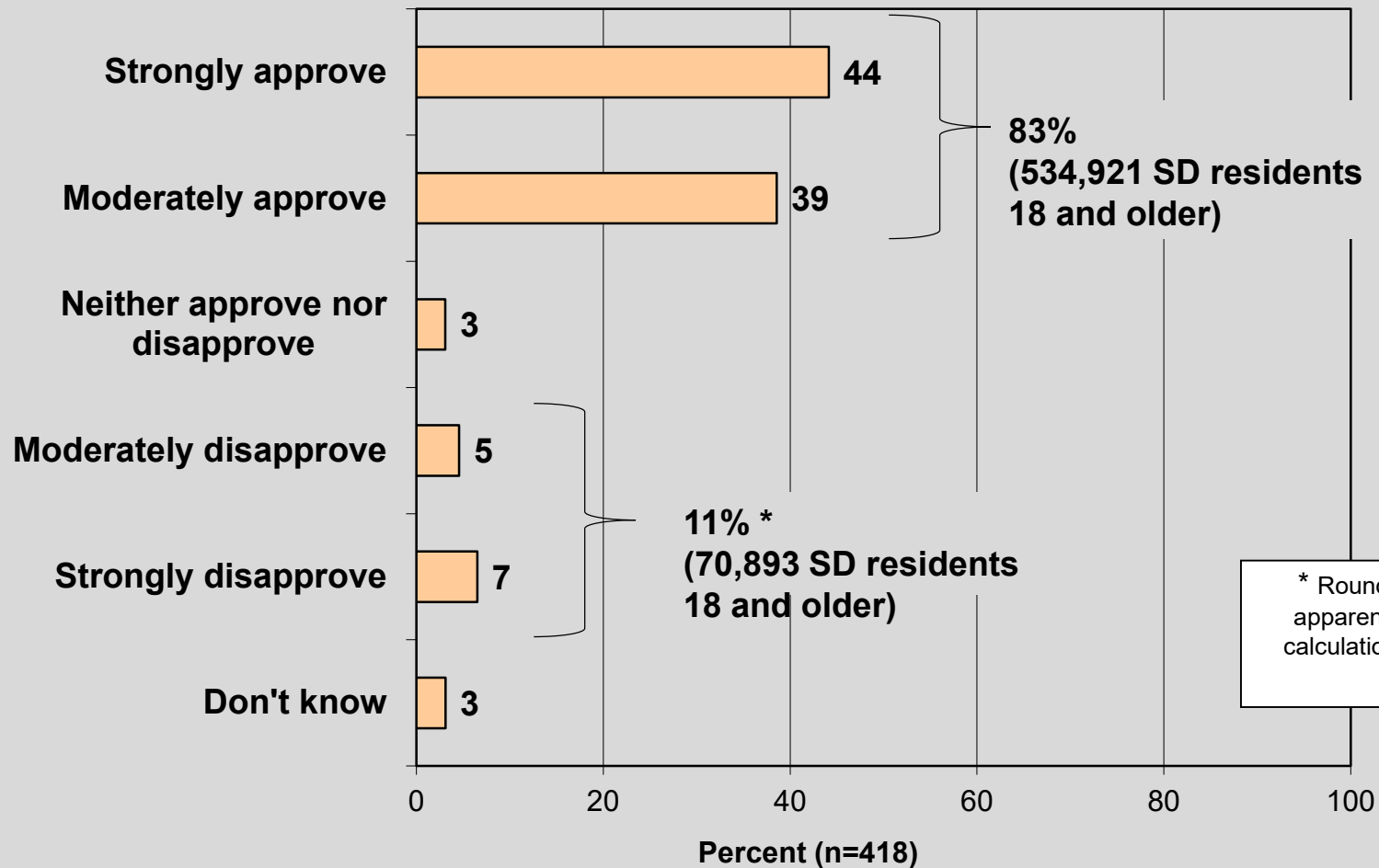


# **Residents' Perceptions of and Attitudes Toward the Nest Predator Bounty Program**

Thinking about what you have heard about the Nest Predator Bounty Program, is what you have heard been mostly positive, mostly negative, or have you heard both positive and negative things equally about the program? (Asked of those who were aware of the program prior to the survey.) (General population)



**In general, do you, personally, approve or disapprove of the Nest Predator Bounty Program in South Dakota? (The program was explained to the respondent prior to this question.) (General population)**



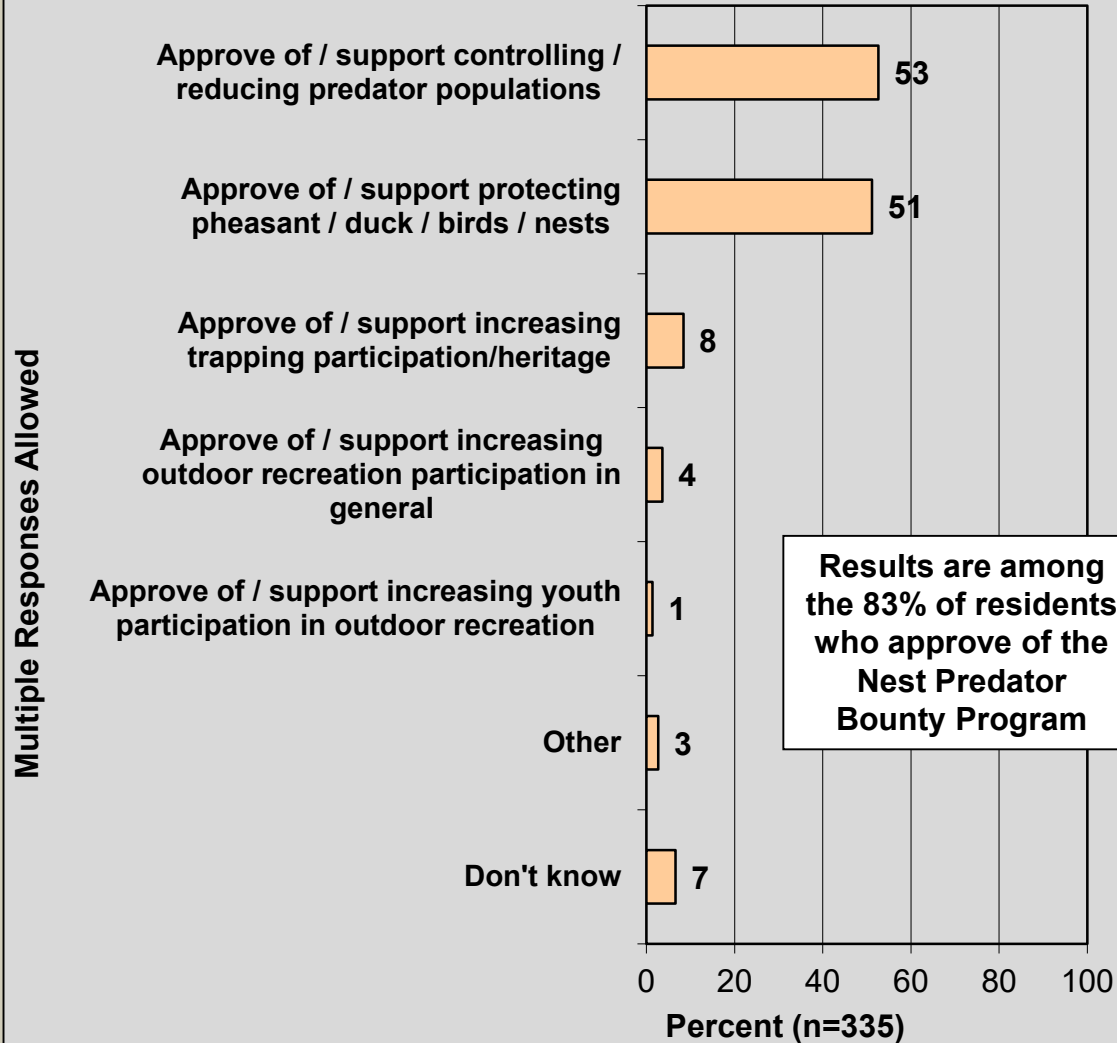
**Program explanation read to respondents:**

The South Dakota Nest Predator Bounty Program provides trapping opportunities for state residents while reducing predators that prey on the nests of pheasants and ducks during the nesting season. Program participants receive \$10 per eligible predator that is harvested through trapping. Eligible species to trap for this program are raccoon, striped skunk, badger, opossum, and red fox.

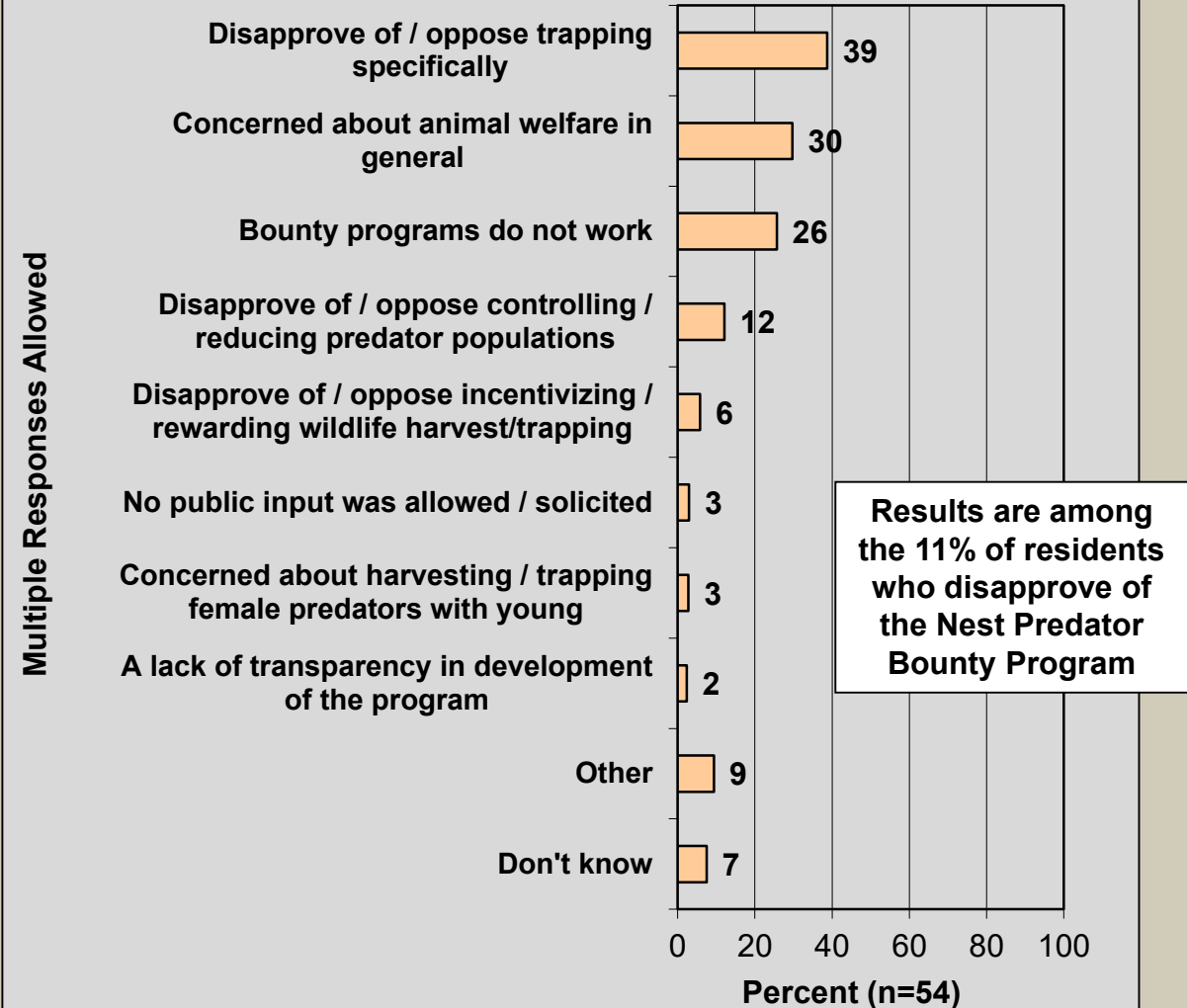
\* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.



**What are the main reasons you APPROVE of the program? (Asked of those who approve of the Program.) (General population)**



**What are the main reasons you DISAPPROVE of the program? (Asked of those who disapprove of the Program.) (General population)**



## Percent of respondents who would [approve / disapprove] of the Nest Predator Bounty Program if they knew each of the following: (General population)

■ Strongly approve  
 ■ Moderately approve  
 ■ Neither  
 ■ Moderately disapprove  
 ■ Strongly disapprove  
 ■ Don't know

Percentage of total agreement is shown below the bar.

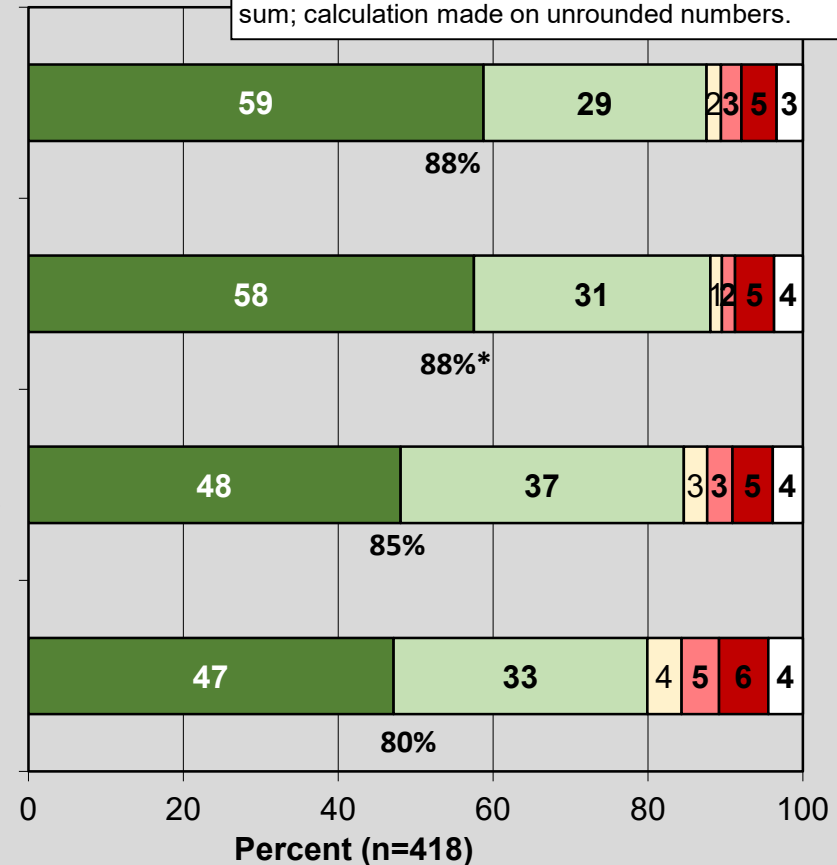
\* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

**That a primary goal of the Nest Predator Bounty Program is to enhance pheasant and duck nest success, meaning more pheasant chicks and ducklings survive**

**That a primary goal of the Nest Predator Bounty Program is to increase interest and participation in outdoor recreation and conservation among youth**

**That the activity of trapping nest predators during the nesting season has been a utilized management technique for decades in the U.S. that supports wildlife and habitat conservation efforts**

**That a primary goal of the Nest Predator Bounty Program is to increase trapping participation in general and preserve the trapping heritage in South Dakota**



# Questions?

[mark@responsivemanagement.com](mailto:mark@responsivemanagement.com)

