

Maryland Hunting and Fishing Marketing Initiative: 2019 Survey of Nonresident Hunters and Anglers Trend Analysis Addendum



Conducted for
the Maryland Department of Natural Resources
and
the Maryland Office of Tourism Development



FISH & HUNT
MARYLAND

By Responsive Management

2019

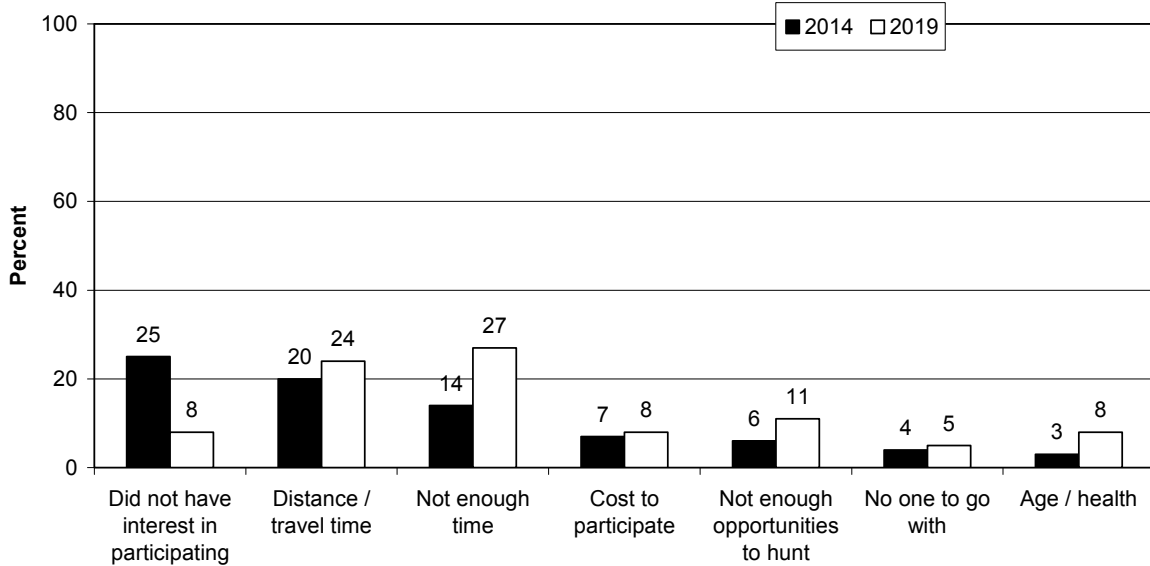
 **RESPONSIVE
MANAGEMENT**

This document is a supplement to the report titled, “*Maryland Hunting and Fishing Marketing Initiative: 2019 Survey of Nonresident Hunters and Anglers.*” During preparation of the report, researchers made the judgment to omit certain questions from a trends analysis due to slight changes in question wording and sample groups when compared to the related survey from 2014. However, upon further discussion with stakeholders and additional research, it was determined that the questions shown in this addendum match closely enough to provide useful trend information. Nonetheless, these data should be used with caution. To view full survey results, please refer to the aforementioned report.

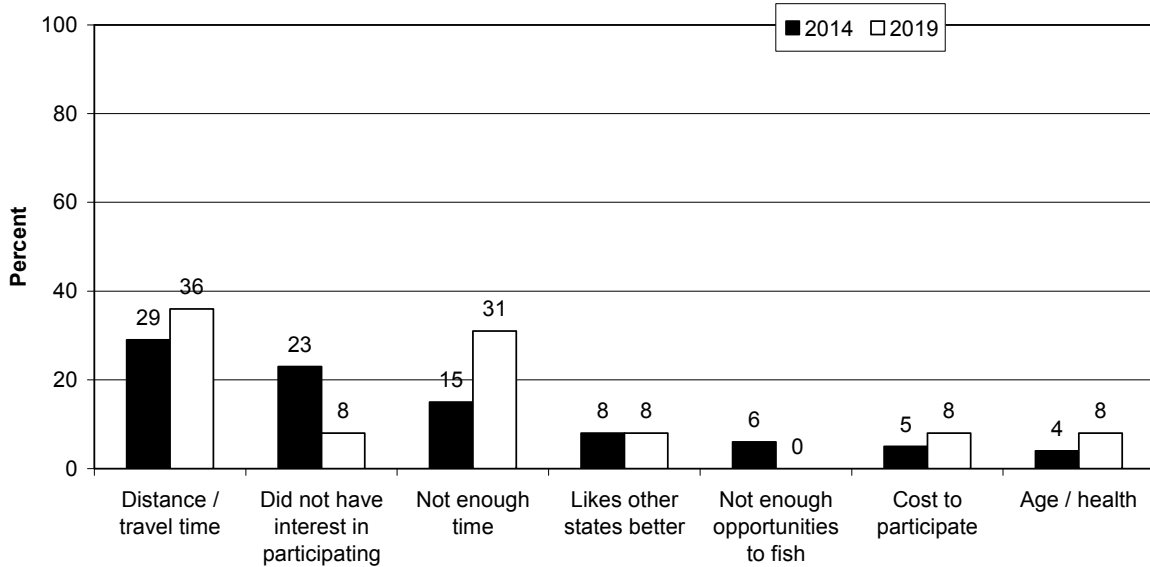
Major Trend Observations:

- Interest and likelihood to hunt in Maryland decreased slightly among those who have already done so, but it increased substantially among those who have not yet hunted in the state.
- Likewise, interest and likelihood to fish in Maryland has remained about the same among anglers who have done so, but it increased substantially among anglers who have not fished in the state.
- Awareness of hunting and fishing opportunities in Maryland has remained steady among those who participated in the state, but it increased dramatically among hunters and anglers who have not.

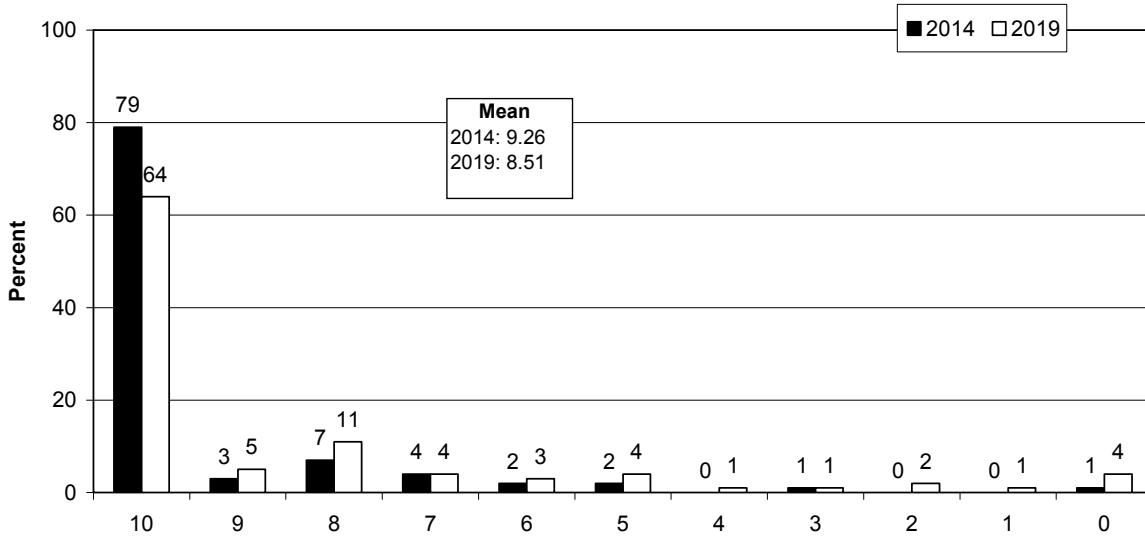
**Q71. What is the main reason that you haven't gone hunting in Maryland? (Asked of those who did not hunt in Maryland.)
(Hunters)**



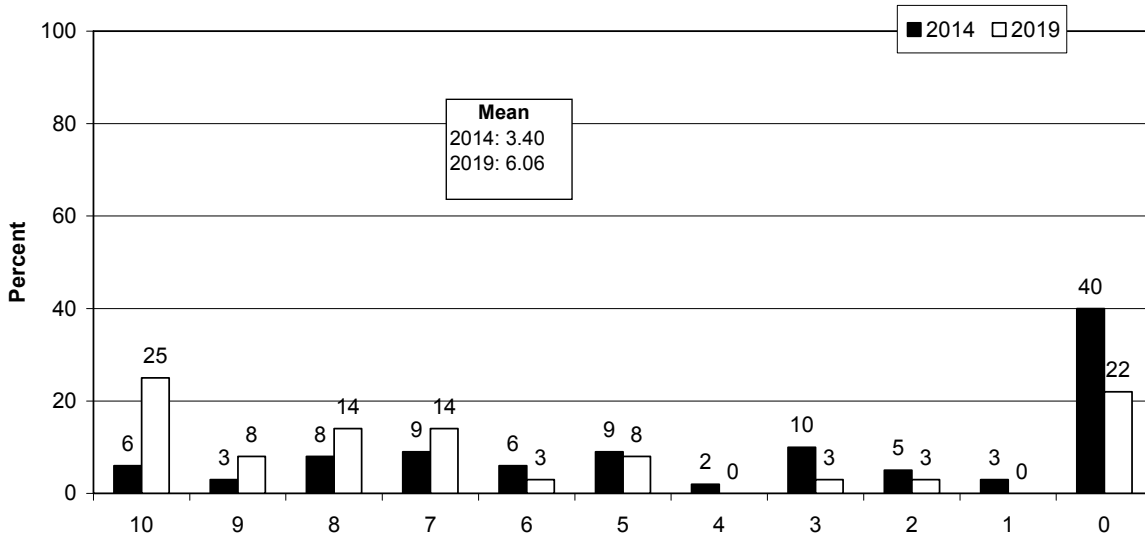
**Q71. What is the main reason that you haven't gone fishing in Maryland? (Asked of those who did not fish in Maryland.)
(Anglers)**



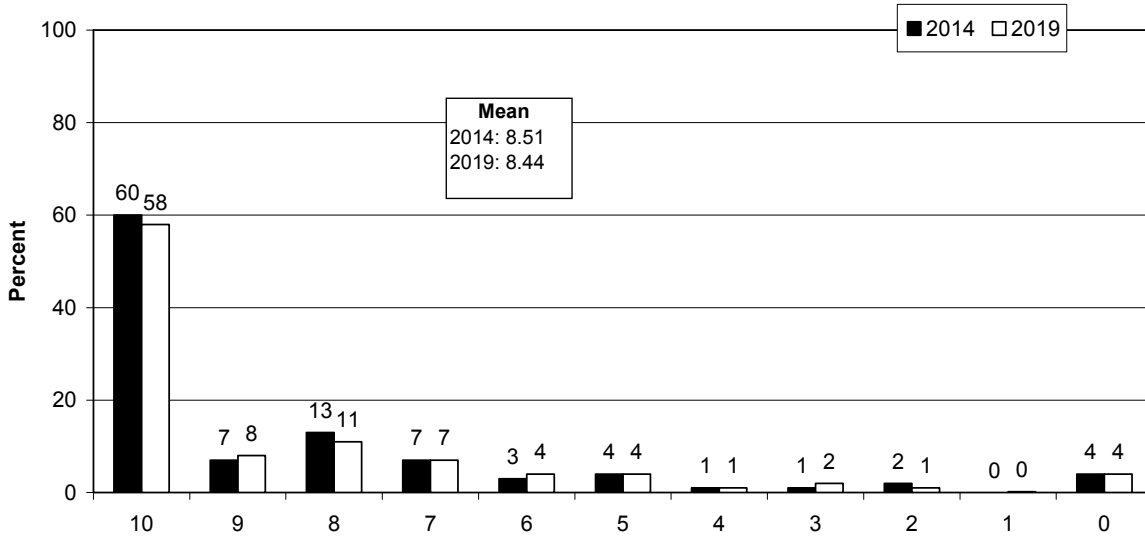
Q170. How interested are you in going hunting in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Asked of hunters who participated in Maryland in the past 3 years.) (Hunters)



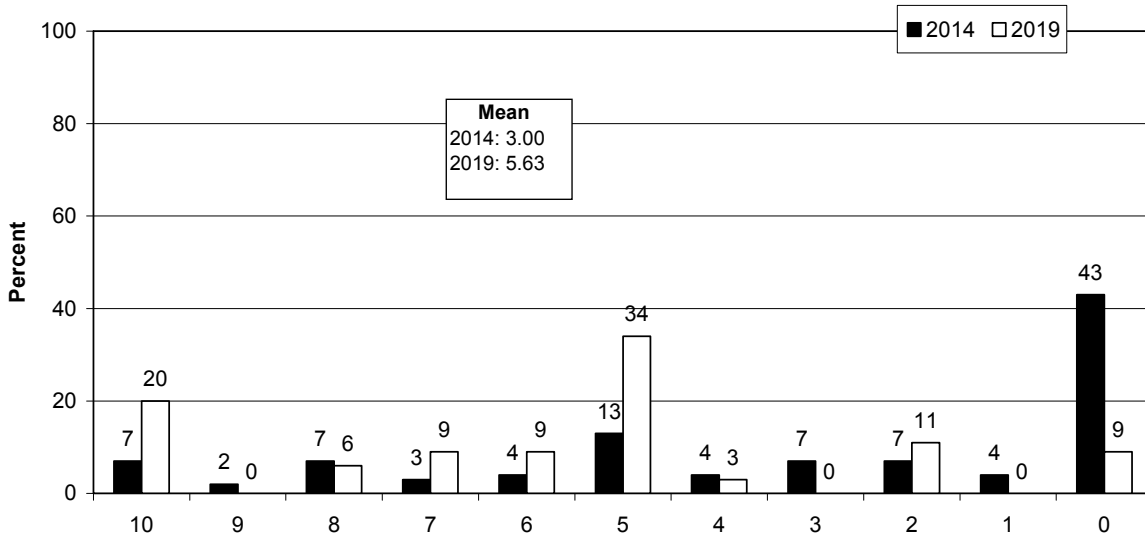
Q170. How interested are you in going hunting in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Asked of hunters who did not participate in Maryland in the past 3 years.) (Hunters)



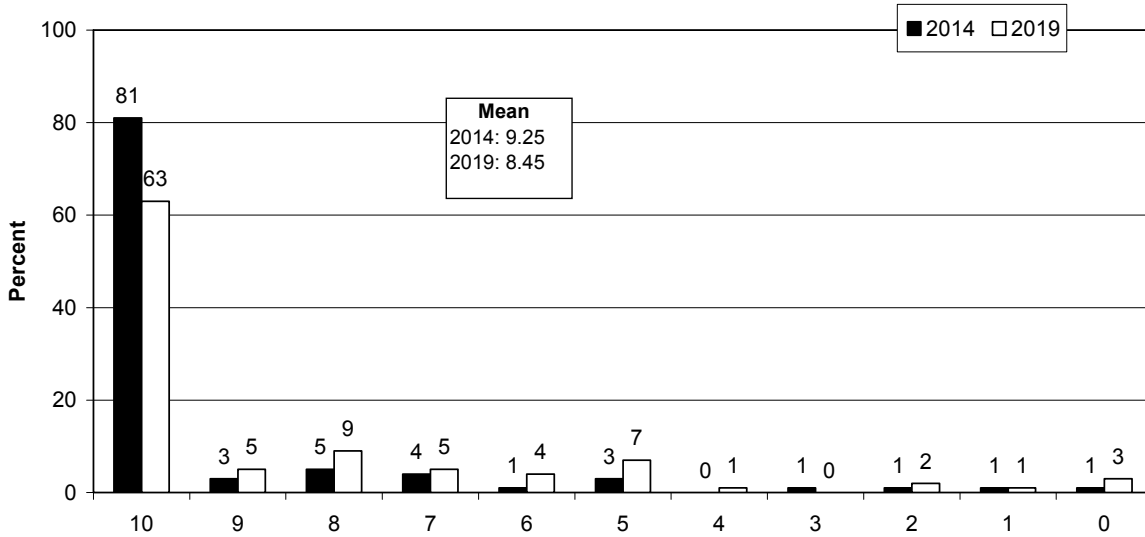
Q170. How interested are you in going fishing in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Asked of anglers who participated in Maryland in the past 3 years.) (Anglers)



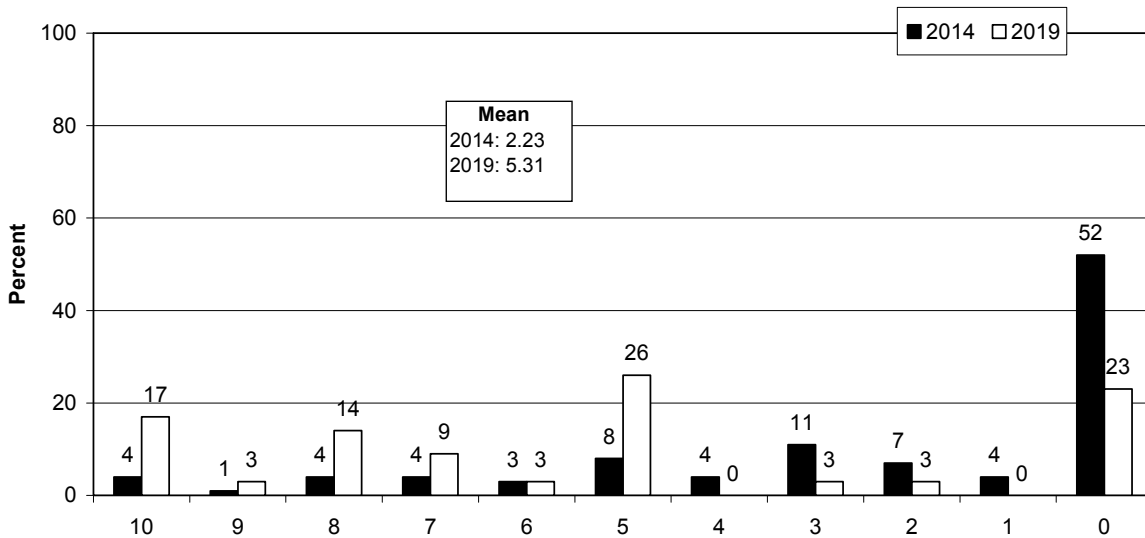
Q170. How interested are you in going fishing in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Asked of anglers who did not participate in Maryland in the past 3 years.) (Anglers)



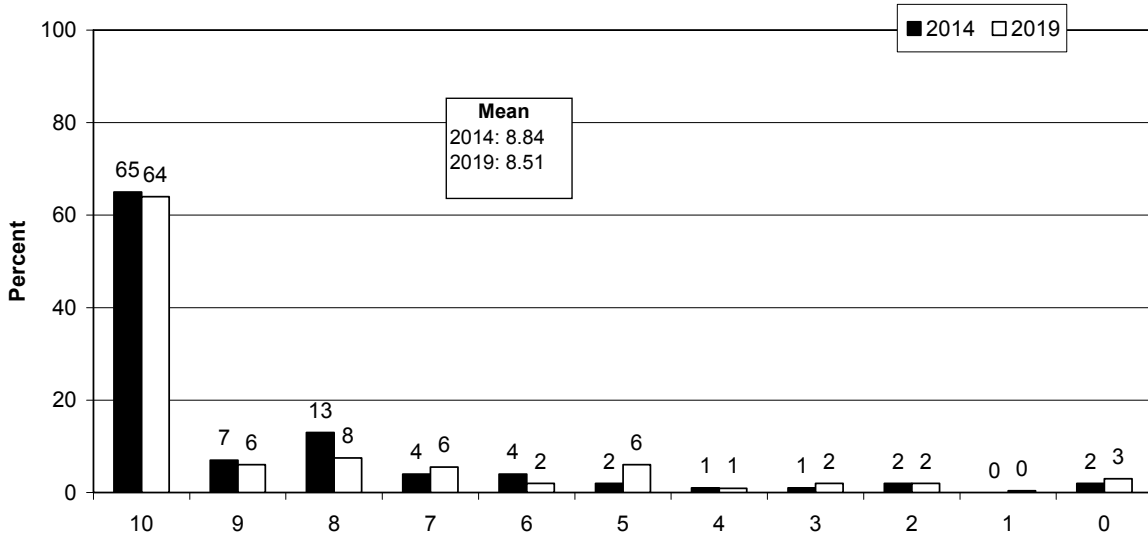
Q171. How likely are you to go hunting in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely? (Asked of hunters who participated in Maryland in the past 3 years.) (Hunters)



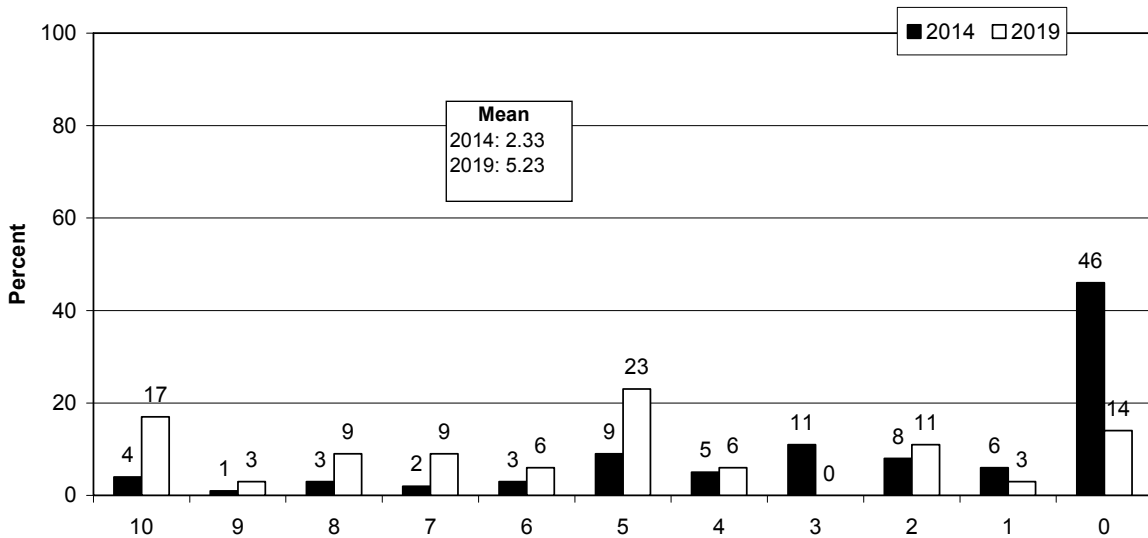
Q171. How likely are you to go hunting in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely? (Asked of hunters who did not participate in Maryland in the past 3 years.) (Hunters)



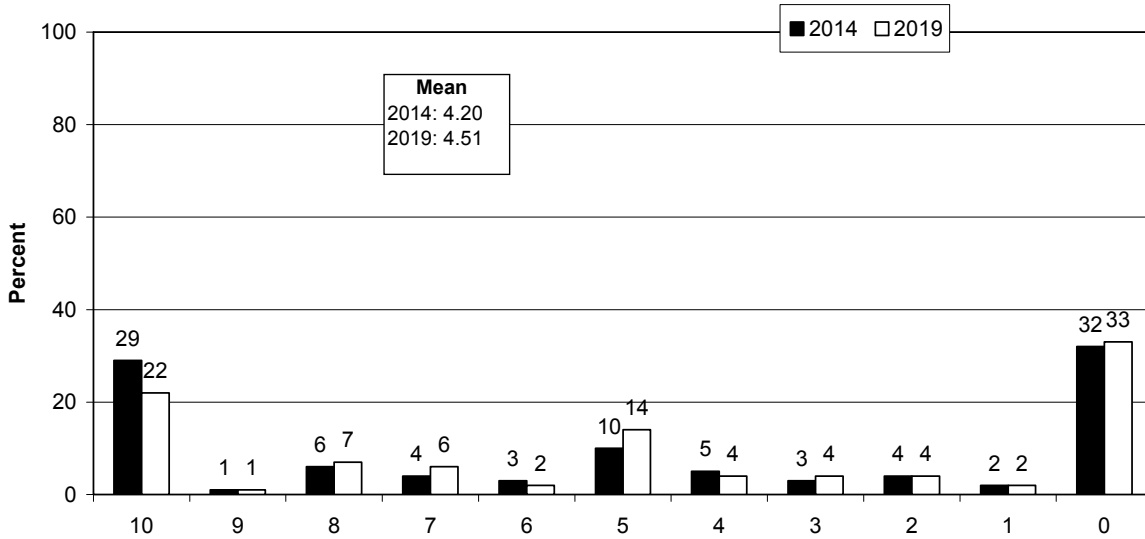
Q171. How likely are you to go fishing in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely? (Asked of anglers who participated in Maryland in the past 3 years.) (Anglers)



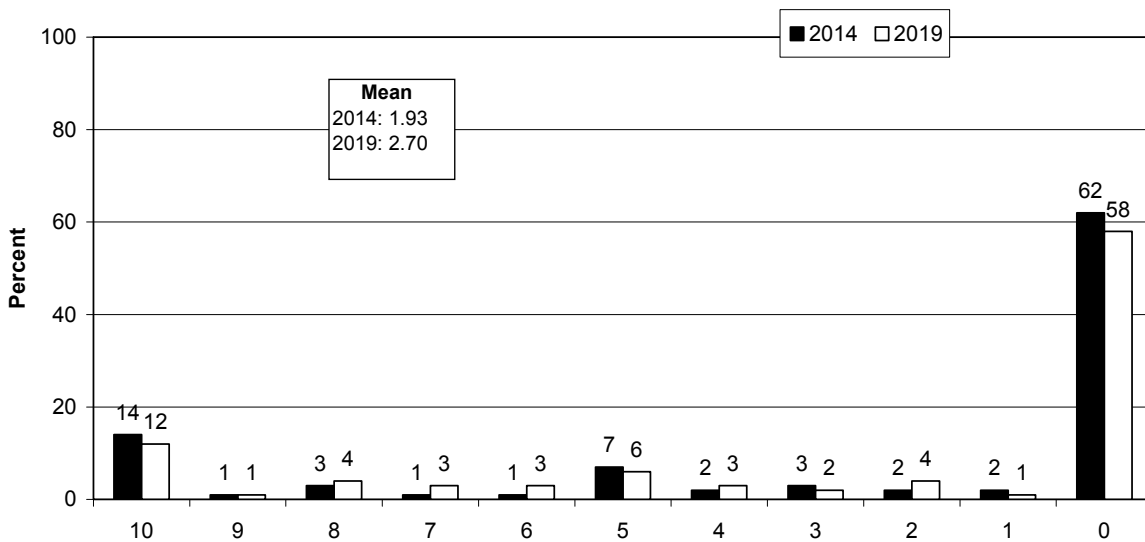
Q171. How likely are you to go fishing in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely? (Asked of anglers who did not participate in Maryland in the past 3 years.) (Anglers)



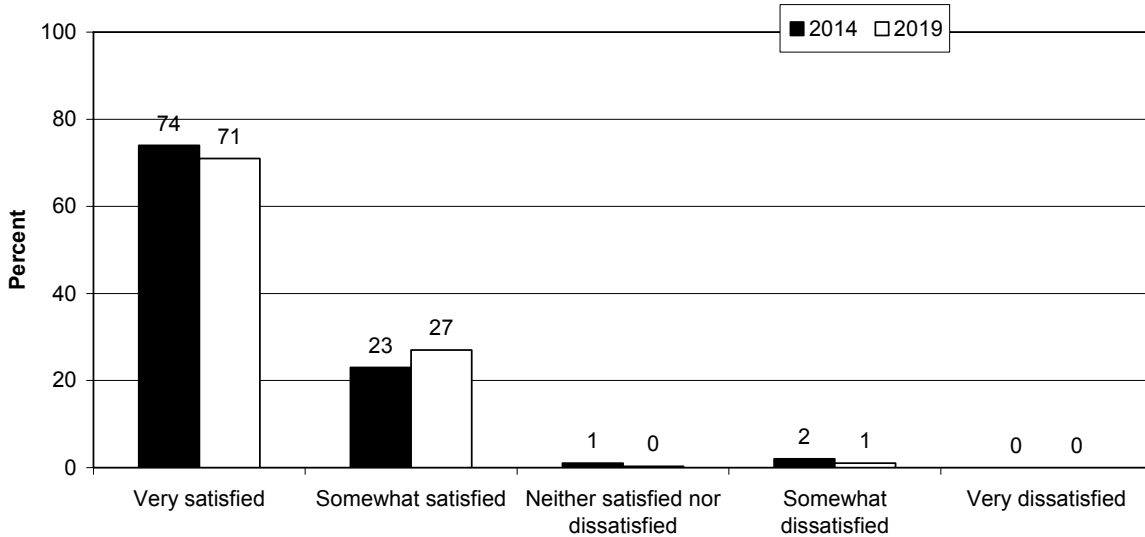
Q191. How interested are you in going fishing in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Hunters were asked about fishing; anglers were asked about hunting.)
(Hunters)



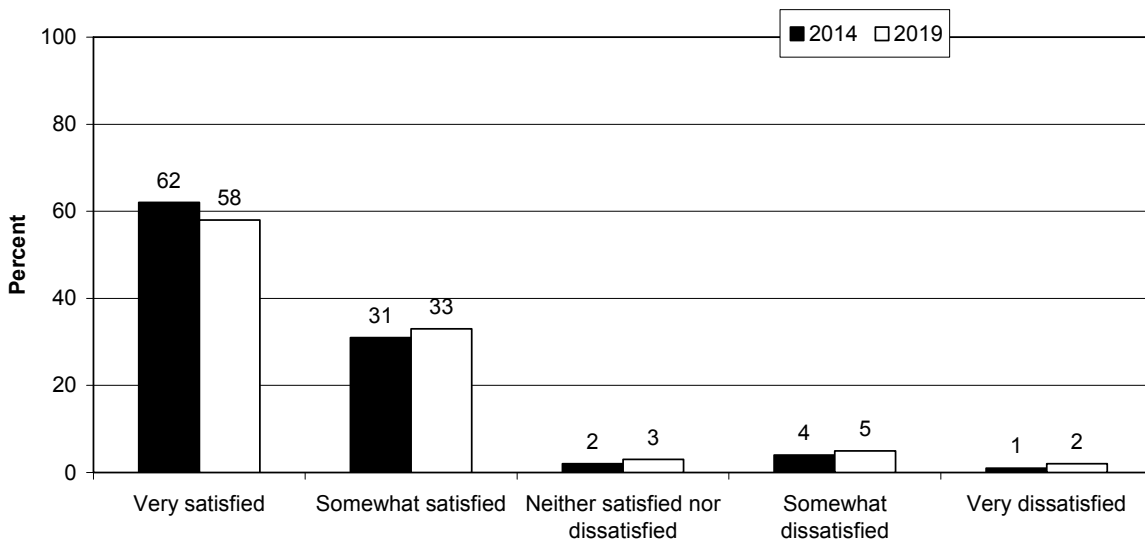
Q191. How interested are you in going hunting in Maryland in the next 3 years, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Anglers were asked about hunting; hunters were asked about fishing.)
(Anglers)



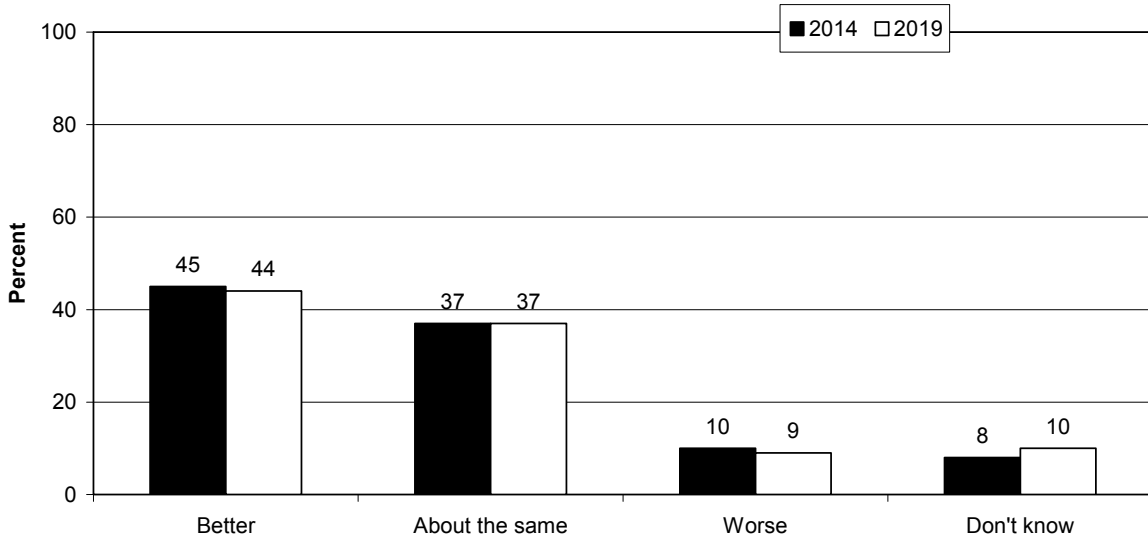
Q111. Overall, how satisfied or dissatisfied are you with your hunting experiences in Maryland? (Asked of those who hunted in Maryland in the past 3 years.) (Hunters)



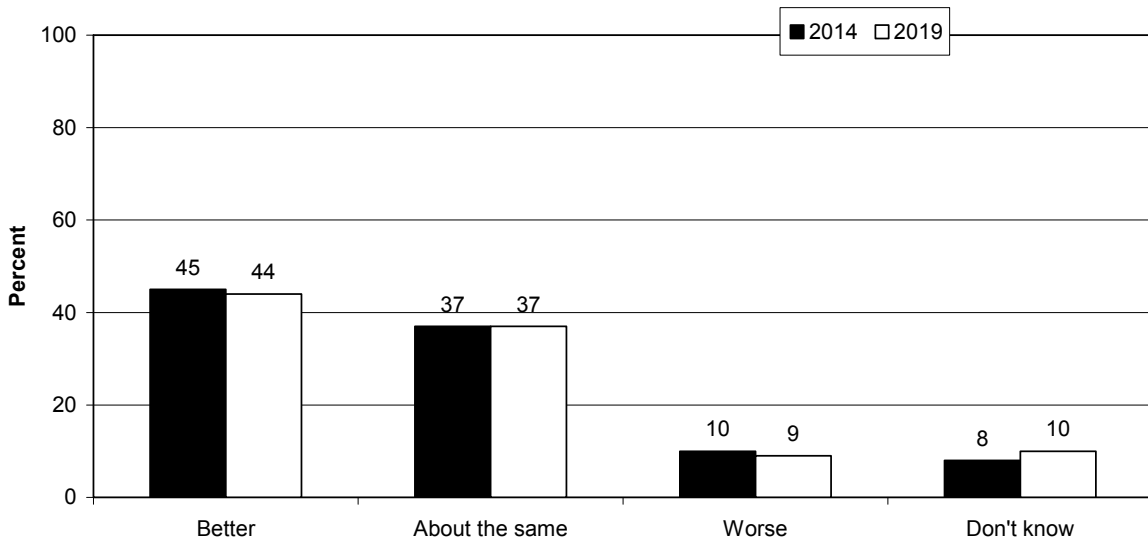
Q111. Overall, how satisfied or dissatisfied are you with your fishing experiences in Maryland? (Asked of those who fished in Maryland in the past 3 years.) (Anglers)



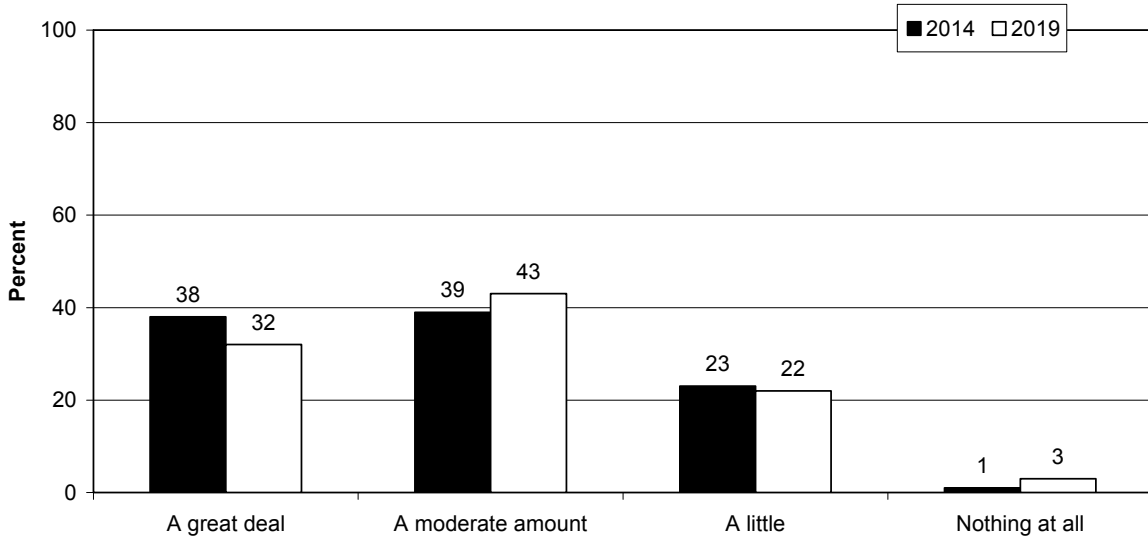
Q112. In your opinion, are hunting opportunities in Maryland better, about the same, or worse than hunting opportunities in [state of residence]? (Asked of those who hunted in Maryland in the past 3 years.) (Hunters)



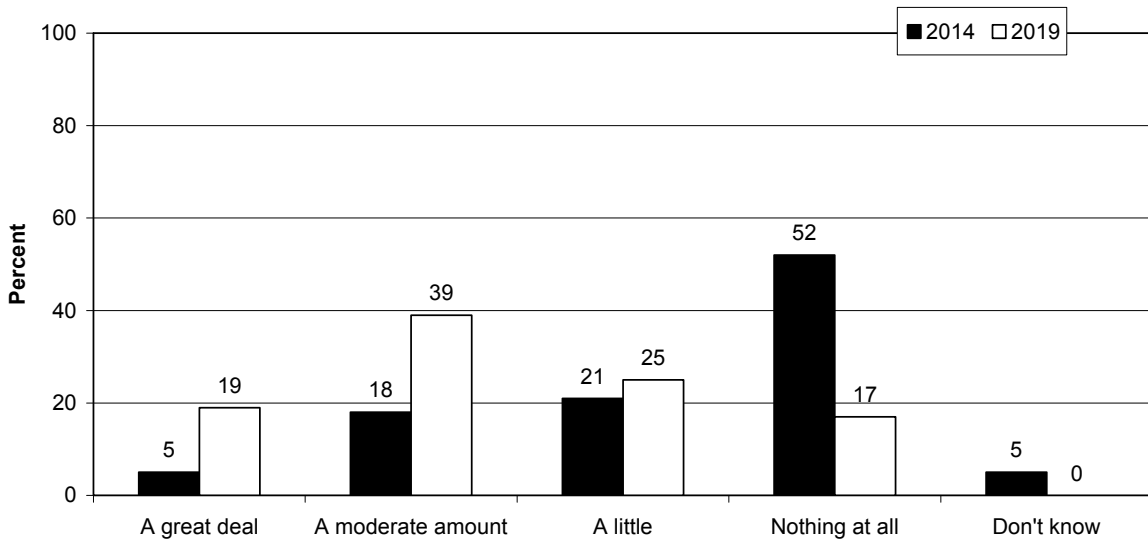
Q112. In your opinion, are fishing opportunities in Maryland better, about the same, or worse than fishing opportunities in [state of residence]? (Asked of those who fished in Maryland in the past 3 years.) (Anglers)



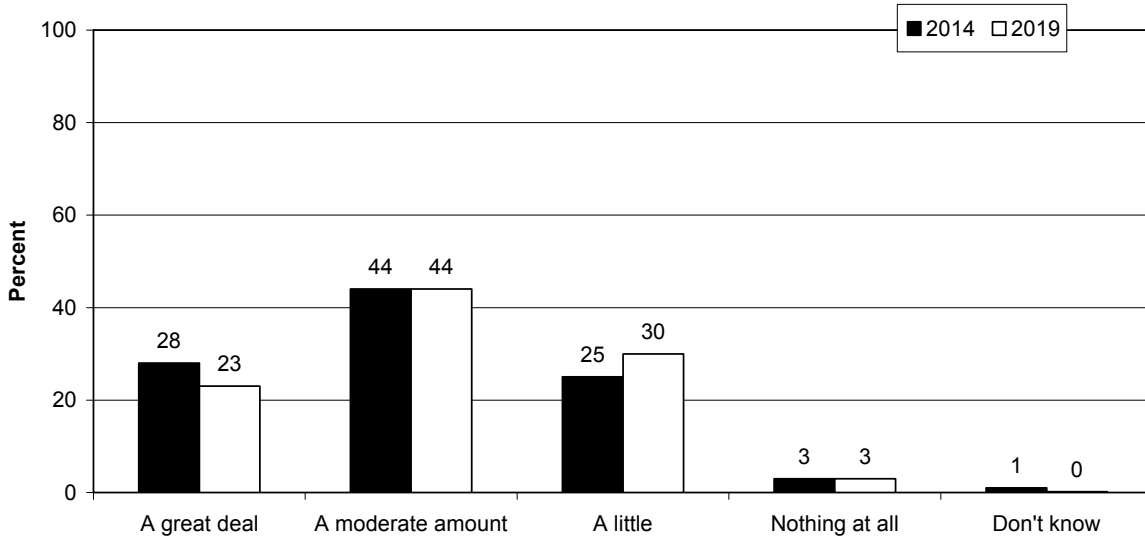
Q68. How much would you say you know about hunting opportunities in Maryland? (Asked of hunters who participated in Maryland in the past 3 years.) (Hunters)



Q68. How much would you say you know about hunting opportunities in Maryland? (Asked of hunters who did not participate in Maryland in the past 3 years.) (Hunters)



Q68. How much would you say you know about fishing opportunities in Maryland? (Asked of anglers who participated in Maryland in the past 3 years.) (Anglers)



Q68. How much would you say you know about fishing opportunities in Maryland? (Asked of anglers who did not participate in Maryland in the past 3 years.) (Anglers)

