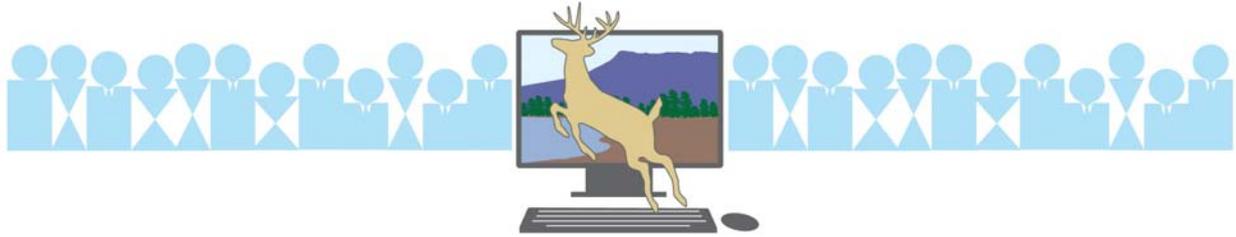


# Responsive Management™



## **PARTICIPATION IN AND OPINIONS ON BIRDING IN FLORIDA AND SATISFACTION WITH THE GREAT FLORIDA BIRDING AND WILDLIFE TRAIL**

**Conducted for the Florida Fish and Wildlife Conservation Commission**

**by Responsive Management**

**2012**

**PARTICIPATION IN AND OPINIONS ON  
BIRDING IN FLORIDA AND  
SATISFACTION WITH THE GREAT FLORIDA  
BIRDING AND WILDLIFE TRAIL**

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## **Acknowledgments**

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## **EXECUTIVE SUMMARY**

### **INTRODUCTION AND METHODOLOGY**

This study was conducted for the Florida Fish and Wildlife Conservation Commission (FWC) to assess residents' and tourists' participation in and opinions on birding in Florida, including their use of and satisfaction with the Great Florida Birding and Wildlife Trail. The study entailed a Web survey of individuals who had gone birding in Florida at some point.

For the survey, a Web-based questionnaire was selected as the preferred sampling medium due to the availability of a closed population of birders identified through FWC mailing lists associated with birding publications. Because email addresses were readily available for individuals within the study population, all potential respondents were known and had guaranteed Internet access. Additionally, the Web-based survey allowed respondents to access and complete the survey at a time convenient to them. It should be noted that while the results of this study accurately reflect the study population (i.e., birders who subscribe to the FWC mailing lists used for the sample), it is not known whether the data are representative of all Florida birders (i.e., all individuals who go birding in Florida, regardless of subscription to an FWC publication).

The survey questionnaire was developed cooperatively by Responsive Management and the FWC. Responsive Management emailed a link to the survey to 5,991 potential respondents and obtained a total of 1,652 completed surveys, for a response rate of 28%. The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. Data were collected between April and May 2012.

### **GENERAL BIRDING PARTICIPATION IN FLORIDA**

- An initial question in the survey asked respondents how many years they had been birding in general (not just in Florida), and a majority of the sample (57%) indicated birding for 20 years or less. The mean number of years birding was 22.60, while the median was 20.

- Birders in the sample were fairly avid, with a majority (53%) indicating that they took more than 10 birding trips a mile or more from home per year; the mean was 28.97 trips and the median was 12 trips.
- A third of the sample (33%) lived year-round in Florida and went on birding trips within the state, while a further 24% lived in another state or country and came to Florida for reasons other than birding, but went birding while there. Additionally, 17% lived year-round in Florida and primarily watched birds from their yard or around their home, while another 17% lived in another state or country and came to Florida primarily to go birding. Finally, 7% said they lived part of the year in Florida and went on birding trips while there, with just 1% of respondents saying they lived part of the year in Florida and primarily watched birds in their yard or around their home.
- Spouses and other family members were the most common people with whom respondents went birding (68% of those surveyed said this), followed by friends (35%) and organized groups such as birding clubs (21%). At the same time, nearly a third of respondents (30%) said they typically went birding alone.
- Asked how they typically navigated to birding sites in Florida, the most common responses included online or internet driving directions (51%), atlases or paper maps (48%), road signs (40%), and GPS navigation units (32%). Meanwhile, 41% of respondents said they already knew where to go and did not require any type of navigation.

#### **OPINIONS ON BIRDING SITES AND OPPORTUNITIES IN FLORIDA**

- Asked whether there was anything that would encourage them to go birding more often in Florida or to improve their Florida birding experiences in general, 30% of respondents said there was nothing else that would encourage them to bird more or improve their experience. Otherwise, the most common responses included the general availability of more information regarding birding in Florida, such as where to go, species available to see, etc. (17%), followed by a change in the respondent's personal circumstances (i.e., things outside the control of an agency or organization, such as more disposable income or more free time)

(16%). Smaller percentages named more online or internet resources (6%), better access to areas for birding (5%), and better land management, preservation, or more available habitat in which to bird (5%).

- Respondents were asked to rate on a scale of 0 to 10 the importance of a series of features related to birding sites, including that the site be: part of a trail system; associated with or located near cultural sites; close to home; free or low-cost to enter; wheelchair accessible; associated with or located near historical sites; somewhere the respondent had never been birding before; located near a shopping mall or complex; or familiar to the respondent. In examining the ranking according to the mean ratings of each item on the list, two items emerge as being the most important:
- That the site be free or low-cost to enter (mean rating of 6.03, the top-ranked item on the list);
  - That the site be part of a trail system, with many different sites and locations for birding (mean rating of 6.01).

All other items on the list had mean ratings of 5.00 or below, while two items had notably low mean ratings of importance:

- That the site be wheelchair accessible (mean rating of 1.49);
  - That the site be located near a shopping mall or complex (mean rating of 0.54).
- The next line of questions in this section measured the importance that a birding site provide various things, including the following: an area for camping; trails with maps or guides; an area for RVs; a remote, rustic, or “wild” experience; staff, such as rangers; educational and interpretive kiosks and programs to enhance a visit; or a checklist of the types of birds and/or wildlife available to be seen at a site. The ranking by the mean ratings reveals one item of considerable importance, relative to the other items:
- Trails with maps or guides (mean rating of 7.29, the top-ranked item on the list).

A second tier of items each had mean ratings of at least 5.00:

- A checklist of the types of birds and/or wildlife the respondent could see at the site (mean rating of 6.37);
- A remote, rustic, or “wild” experience (5.86);
- Educational and interpretative kiosks and programs to enhance a visit (5.24).

Finally, two items related to lodging/camping accommodations had markedly lower mean ratings of importance:

- An area for camping (2.19);
- An area for RVs (1.08).

➤ Another group of questions in this section assessed opinions regarding the importance of a series of opportunities connected to birding sites, including opportunities to: bird in solitude; meet new people or other birders; see a very rare species of bird; spend all day birding; bird on foot; bird from a vehicle; bird quickly; watch other wildlife; bird from a canoe or boat; bird by bicycle; bird with a dog; or see a great diversity of bird species. Four items make up a top tier in terms of importance suggested by their mean ratings:

- The opportunity to see a great diversity of bird species (mean rating of 7.53, the top-ranked item on the list);
- The opportunity to bird on foot (7.38);
- The opportunity to watch other wildlife (6.81);
- The opportunity to see a very rare species of bird (6.48).

A lower tier of importance consisted of three items with mean ratings between 4.50 and 5.50:

- The opportunity to bird in solitude (5.47);
- The opportunity to spend all day birding (5.26);
- The opportunity to bird from a vehicle (4.58).

Finally, the opportunity to bird with a dog had a mean rating of just 1.16, suggesting a quite low priority in terms of importance.

- A final series of questions asked about a list of items potentially available at birding sites, including the following: trails or paths for walking or exploring while birding; restrooms; picnic tables; paved roads; viewing structures, such as blinds, towers, and decks; loaner optics; benches; boardwalks; and a visitor or nature center.
  
- Two items emerge at the top of the ranking according to mean ratings:
  - Trails or paths for walking or exploring while birding (mean rating of 7.74, the top item on the list);
  - Restrooms (6.84).

A second, lower level of importance includes items with mean ratings of at least 5.00:

- Viewing structures, such as blinds, towers, and decks (5.77);
- Boardwalks (5.62);
- A visitor or nature center (5.07).

Finally, with a mean rating of just 1.34, loaner optics was determined to be the item of lowest importance.

## **USE OF THE GREAT FLORIDA BIRDING AND WILDLIFE TRAIL**

- The overwhelming majority of birders surveyed (94%) had heard of the Great Florida Birding and Wildlife Trail, with more than three-quarters (78%) saying they had gone birding on the Trail at some point. (Note that 8% of respondents were unsure whether they had gone birding on the Great Florida Birding and Wildlife Trail.)
  - Just over half of those who have gone birding on the Great Florida Birding and Wildlife Trail (51%) take no more than 2 trips on the Trail each year; at the same time, 15% take more than 10 trips per year on the Trail. The mean number of trips on the Trail was 7.24, and the median was 2.
  - The large majority of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail (71%) went during calendar year 2011.
  - The most common reasons for going birding on the Great Florida Birding and Wildlife Trail were to enjoy nature/the outdoors (81%), see a diversity of bird species (78%), or

find new birding sites and locations (71%). Smaller percentages went to see a specific species of bird (47%), because the Trail was close to home (29%), and because of familiarity with the Trail sites (27%).

- Most respondents who had gone birding on the Great Florida Birding and Wildlife Trail primarily watched birds but sometimes spent time watching other wildlife (59% said this). A further 32% said they watched birds and other wildlife about equally, while just 7% said they primarily watched only birds.
  - Overall satisfaction with the Great Florida Birding and Wildlife Trail is quite high: 93% of those who had ever gone birding on the Great Florida Birding and Wildlife Trail said they were satisfied with the Trail, with two-thirds (66%) being *very* satisfied.
- Respondents were asked to name the region in which their favorite Great Florida Birding and Wildlife Trail birding site was located: South Florida was the most common region (40% of respondents named this region), followed by East Florida (33%). Smaller percentages named the West Florida (15%) and Panhandle (9%) regions. Follow-up questions in this section collected the region-specific name of each respondent's most-liked site on the Great Florida Birding and Wildlife Trail:
- **East Florida region:** the most commonly named site, by far, was the Merritt Island National Wildlife Refuge (named by 43% of those who said their favorite site was in the East Florida region). Other sites were named by 5% of respondents or less.
  - **Panhandle Florida region:** the St. Marks National Wildlife Refuge, St. Marks Unit was named by 36% of respondents, with the Gulf Islands National Seashore, Fort Pickens Area and the St. Marks National Wildlife Refuge, Otter Lake Recreation Area each named by 9% of respondents.
  - **West Florida region:** Fort De Soto Park was the most commonly named site (23%), followed by Paynes Prairie Preserve State Park (9%) and Honeymoon Island State Park (7%).
  - **South Florida region:** the most commonly named site was Corkscrew Swamp Sanctuary (23%), followed by J.N. "Ding" Darling National Wildlife Refuge (15%) and Everglades National Park, Main Entrance (13%).

- When asked what they liked about the trail site named in the previous question, the most common response from Great Florida Birding and Wildlife Trail birders was the abundance or variety of birds (55%). Other important answers included the quality of habitat and scenery (13%), the ease of access at the site (12%), and the quality of facilities and trails at the site (10%).
  
- When asked to name the region of the specific site on the Great Florida Birding and Wildlife Trail they liked the *least*, the overwhelming majority of birders (79%) responded that they did not have a least favorite site. Otherwise, small percentages named the East Florida region (7%), the South Florida region (6%), the West Florida region (4%), or the Panhandle region (3%). Similar to the previous questions regarding favorite sites, a series of graphs in this section shows the specific names of respondents' least-liked sites; however, as no site was named by more than 8% of respondents for each region, the results are not discussed here.
  - The most common reason for disliking a trail site is essentially the inverse of the most common reason for *liking* a trail site: that the site does not have enough birds (this response was given by 36% of those who named a least-favorite site on the Great Florida Birding and Wildlife Trail). Other top reasons for disliking a site included crowding or noise (15%), facilities or trails being in poor shape (12%), and poor habitat at the site (10%).
  
- When asked whether there was anything that would encourage them to visit the Great Florida Birding and Wildlife Trail more often or improve their experiences on the Trail, 48% of respondents who had gone birding on the Great Florida Birding and Wildlife Trail said there was nothing that would make them go more often or improve their experiences. Otherwise, 17% indicated a change in personal circumstances such as more free time or more disposable income, while 16% said the availability of more or better information regarding Trail opportunities would encourage them to visit the Trail more.
  
- In terms of recommending the Great Florida Birding and Wildlife Trail to other people, the mean number of other people to whom Great Florida Birding and Wildlife Trail birders

recommended the Trail was 35.27, while the median was 5. (Note that in this case the median represents a more accurate measurement of the typical number of people recommended, as the mean was inflated by those who recommended the Trail to an uncommonly large number of other people.)

- Those who said they had *never* gone birding on the Great Florida Birding and Wildlife Trail were asked about their main reasons for this, and the most common response was not having enough free time (40%), followed by not knowing where Trail sites are located (32%) and having never heard of the Great Florida Birding and Wildlife Trail (24%).

#### **USE OF GREAT FLORIDA BIRDING AND WILDLIFE TRAIL SIGNS AND WEBSITE**

- The majority of those who have gone birding on the Great Florida Birding and Wildlife Trail (61%) have taken an unplanned or impromptu visit to the Trail after seeing a sign while driving. Similarly, 65% have seen a sign for the Great Florida Birding and Wildlife Trail that prompted or motivated them to plan a visit to the site at a later time—among this group, 81% ended up visiting the Great Florida Birding and Wildlife Trail as planned.
- The results suggest that roadside wayfinding signs for the Great Florida Birding and Wildlife Trail are generally quite important in terms of motivating visits: 82% of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail said that if road signs were removed, they would be less likely to visit the Great Florida Birding and Wildlife Trail, with 37% saying they would be *much* less likely to visit.
- Nearly three-quarters of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail (72%) said they had taken a trip at some point for the primary purpose of visiting the Great Florida Birding and Wildlife Trail or a specific site on the Trail (note that this figure corresponds quite closely with the figure in the previous section regarding the percentage of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail).

- Among those who had ever taken a trip for the primary purpose of going birding on the Great Florida Birding and Wildlife Trail, the mean number of trips taken in the past 5 years was 18.16, while the median was 5.
- The majority of birders who had ever gone birding on the Great Florida Birding and Wildlife Trail (60%) said they had used the Great Florida Birding and Wildlife Trail website at least once to plan their trips or to decide where to bird on the Trail.

### **OPINIONS ON GREAT FLORIDA BIRDING AND WILDLIFE TRAIL GUIDES**

- The large majority of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail (81%) said they had used at least one of the Great Florida Birding and Wildlife Trail guides to plan a trip or visit to the Trail or to decide where to go.
  - Guides appear to be quite important to birders in terms of their decision-making and trip planning: among those who had ever used a guide, 51% said that the guide had *strongly* influenced their decision on where to bird in Florida in the past 5 years, while a further 43% said the guide had *moderately* influenced their birding plans.
  - Respondents who had gone birding on the Great Florida Birding and Wildlife Trail were generally split in their preferences for the format of guides: 30% prefer that guides be in four separate booklets (as they currently are), while 27% would like the guides to be in a single book or resource. Meanwhile, 43% have no preference.
  - In terms of a guide that would be available as a single resource, the greatest preference is for a spiral bound book (48%). Nearly a fifth of respondents (18%) would like an electronic guide (10% prefer an electronic format for their computer, 8% prefer an electronic version for an e-reader or other portable device), while 15% would prefer a traditional book binding. A further 15% have no preference for a single-resource format.
  - Most birders who visit the Great Florida Birding and Wildlife Trail (60%) would be willing to pay \$15 for the Great Florida Birding and Wildlife Trail guide in the single-resource format they most prefer. (About a quarter are unwilling, while 17% say they are unsure.)

## **OTHER SOURCES OF INFORMATION FOR BIRDING IN FLORIDA**

- Birding and trail guidebooks were the most common source of information regarding birding in Florida among birders surveyed (83% said they got information from this source). This was followed by family, friends, and general word-of-mouth (64%), the FWC website (64%), and print media, such as magazine or newspaper articles (57%). About a third of respondents (32%) named birding list-servs, while slightly more than a fifth (22%) named the Kite Tales newsletter.
  - Among those who said they got information from festivals or events, the Space Coast Birding Festival was by far the most commonly named source of this type.
  - Among those who said they got information from websites other than the FWC website, the Audubon Society website topped the list, followed by state or local government websites and the Great Florida Birding and Wildlife Trail website.
  
- In a separate series of questions, respondents were asked to consider a list of information sources and other resources for birding in Florida and rate the importance of each on a scale of 0 to 10. The list included the following: the Great Florida Birding and Wildlife Trail website; the Florida Fish and Wildlife Conservation Commission website; family, friends, and word-of-mouth; birding or trail guidebooks; print media, such as magazine and newspaper articles; social media, such as Twitter and Facebook; the “On the Trail” with FWC blog; birding list-servs; the VISIT FLORIDA website; the Kite Tales newsletter; and TV or radio. In looking at the ranking by the mean ratings for each item, three items stand out as being the most important:
  - Birding or trail guidebooks (mean rating of 7.36, the top item on the list);
  - The Great Florida Birding and Wildlife Trail website (6.53);
  - Family, friends, or word-of-mouth (6.30).

At the other end of the spectrum, three items stand out as markedly less important, all with mean ratings below 2.00:

- “On the Trail” with FWC blog (mean rating of 1.84);
- Social media, such as Facebook or Twitter (1.76);
- TV or radio (1.58).

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## **INTRODUCTION AND METHODOLOGY**

This study was conducted for the Florida Fish and Wildlife Conservation Commission (FWC) to assess residents' and tourists' participation in and opinions on birding in Florida, including their use of and satisfaction with the Great Florida Birding and Wildlife Trail. The study entailed a Web survey of individuals who had gone birding in Florida at some point. Specific aspects of the research methodology are discussed below.

### **USE OF THE WEB FOR THE SURVEY**

For the survey, a Web-based questionnaire was selected as the preferred sampling medium due to the availability of a closed population of birders identified through FWC mailing lists associated with birding publications. Because email addresses were readily available for individuals within the study population, all potential respondents were known and had guaranteed Internet access. Additionally, the Web-based survey allowed respondents to access and complete the survey at a time convenient to them. Finally, the Web survey offered a timely and cost-effective mode of sampling for the study. It should be noted that while the results of this study accurately reflect the study population (i.e., birders who subscribe to the FWC mailing lists used for the sample), it is not known whether the data are representative of all Florida birders (i.e., all individuals who go birding in Florida, regardless of subscription to an FWC publication).

### **QUESTIONNAIRE DESIGN**

The survey questionnaire was developed cooperatively by Responsive Management and the FWC, based on the research team's familiarity with wildlife viewing and natural resource issues, as well as similar previous studies conducted with Florida outdoor recreationists. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

### **SURVEY SAMPLE**

The sample of birders was obtained from the FWC based on mailing lists and subscriptions to major Florida-based birding publications, including FWC-produced guidebooks, newsletters, and

brochures. All mailing lists were combined and de-duplicated by Responsive Management to ensure that respondents received only one email with a unique link to the Web survey.

## **SURVEY DATA COLLECTION AND QUALITY CONTROL**

Responsive Management used a multiple-contact strategy to conduct the Web-based survey. An initial email invitation was sent to respondents to inform them of the survey and to encourage their participation. The invitation included information about the study, a link to the survey, and a unique identifier specific to each respondent. Respondents were encouraged to complete the survey by a specific date. Responsive Management sent periodic follow-up email messages to encourage those who had not yet responded to do so. A third wave of emails was sent to non-respondents as a final reminder to complete the survey. Each reminder message highlighted the timeliness and importance of responding before the deadline. The survey questionnaire was programmed so that the Web software branched and coded phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. After the surveys were submitted by respondents, the Project Manager and/or statisticians checked each completed survey to ensure clarity and completeness. Responsive Management emailed a link to the survey to 5,991 potential respondents and obtained a total of 1,652 completed surveys, for a response rate of 28%. Data were collected between April and May 2012.

The total sample size on some questions is less than 1,652 because the survey asked some questions only of specific respondents in the survey. In particular, this was done when a follow-up question did not apply to some respondents. For instance, only those who said they had birded on the Great Florida Birding and Wildlife Trail were asked follow-up questions regarding their opinions and experiences on the trail.

## **DATA ANALYSIS**

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. On questions that asked respondents to provide a number (e.g., number of birding trips taken), the graph shows ranges of numbers rather than the precise numbers. Nonetheless, in the survey each respondent provided a precise number, and the dataset includes this precise number, even if the graph only shows

ranges of numbers. Note that the calculation of means and medians used the precise numbers that the respondents provided.

## **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:

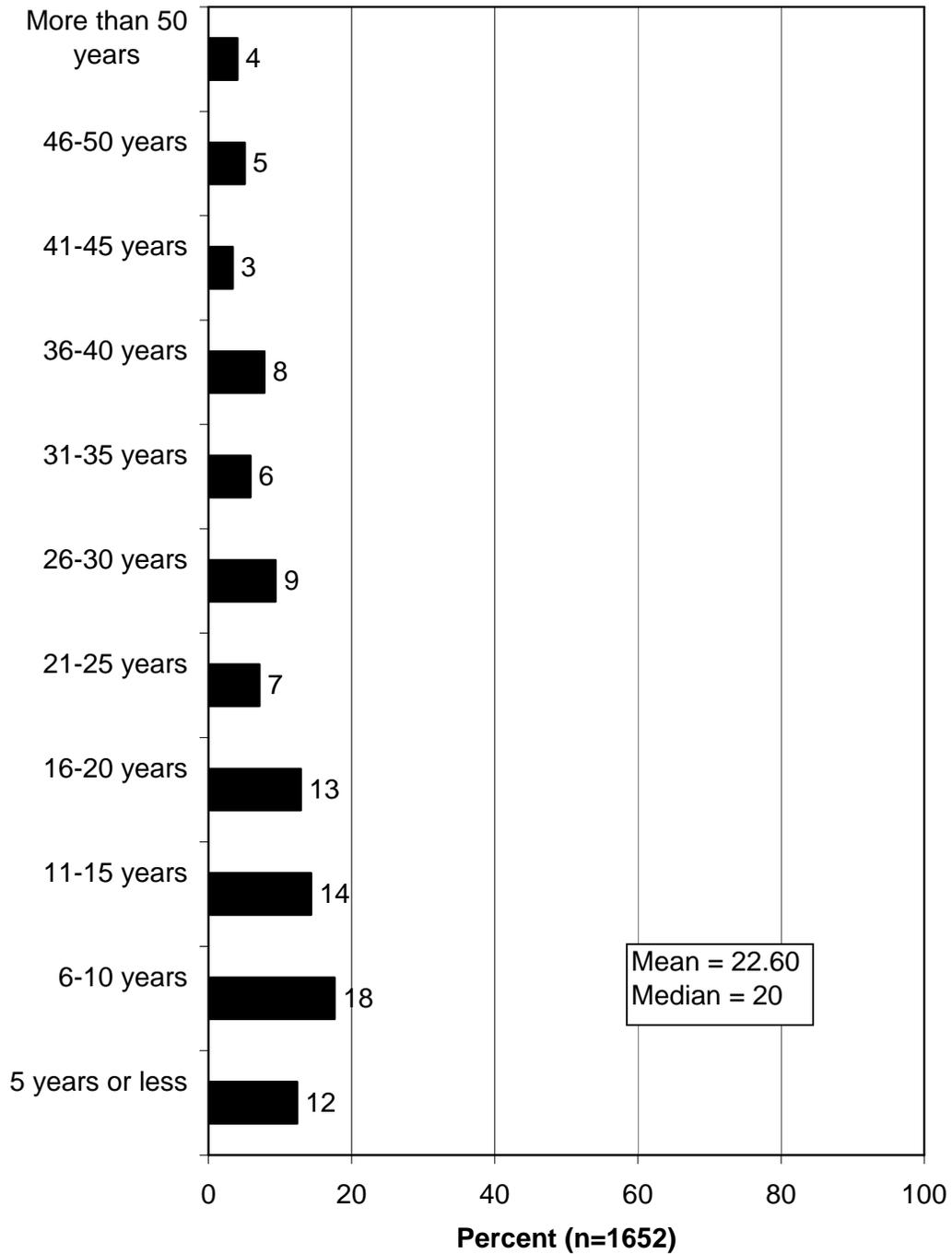
- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single 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.

Some graphs show an average, either the mean or median (or both). The mean is simply the sum of all numbers divided by the number of respondents. Because outliers (extremely high or low numbers relative to most of the other responses) may skew the mean, the median may be shown. The median is the number at which half the sample is above and the other half is below. In other words, a median of 150 means that half the sample gave an answer of more than 150 and the other half gave an answer of less than 150. 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 influenced” and “moderately influenced” are summed to determine the total percentage who indicated being influenced). Finally, it should be noted that, on many of the graphs, the Great Florida Birding and Wildlife Trail has been abbreviated as “GFBWT.”

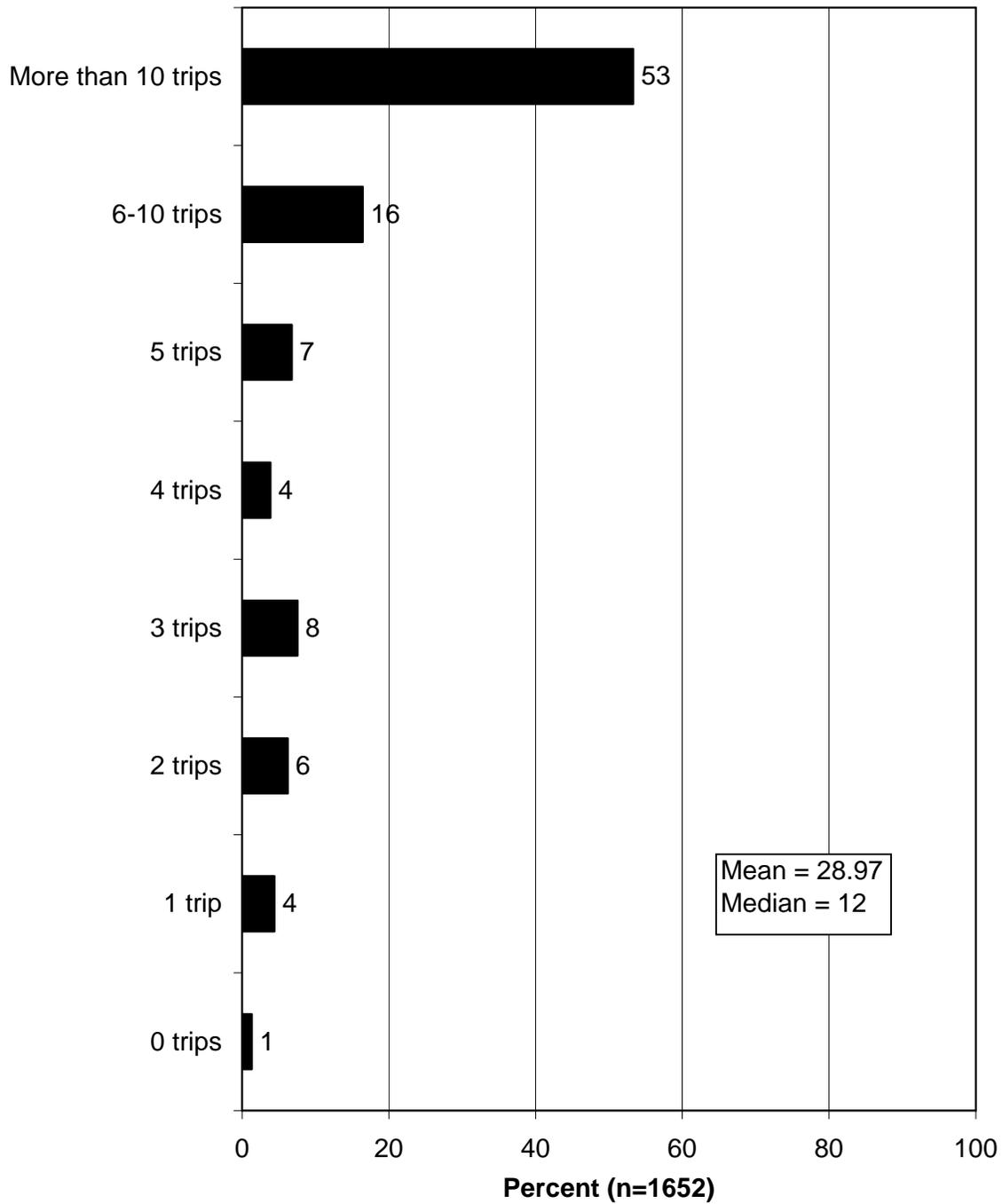
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- Birders in the sample were fairly avid, with a majority (53%) indicating that they took more than 10 birding trips a mile or more from home per year; the mean was 28.97 trips and the median was 12 trips.
- A third of the sample (33%) lived year-round in Florida and went on birding trips within the state, while a further 24% lived in another state or country and came to Florida for reasons other than birding, but went birding while there. Additionally, 17% lived year-round in Florida and primarily watched birds from their yard or around their home, while another 17% lived in another state or country and came to Florida primarily to go birding. Finally, 7% said they lived part of the year in Florida and went on birding trips while there, with just 1% of respondents saying they lived part of the year in Florida and primarily watched birds in their yard or around their home.
- Spouses and other family members were the most common people with whom respondents went birding (68% of those surveyed said this), followed by friends (35%) and organized groups such as birding clubs (21%). At the same time, nearly a third of respondents (30%) said they typically went birding alone.
- Asked how they typically navigated to birding sites in Florida, the most common responses included online or internet driving directions (51%), atlases or paper maps (48%), road signs (40%), and GPS navigation units (32%). Meanwhile, 41% of respondents said they already knew where to go and did not require any type of navigation.

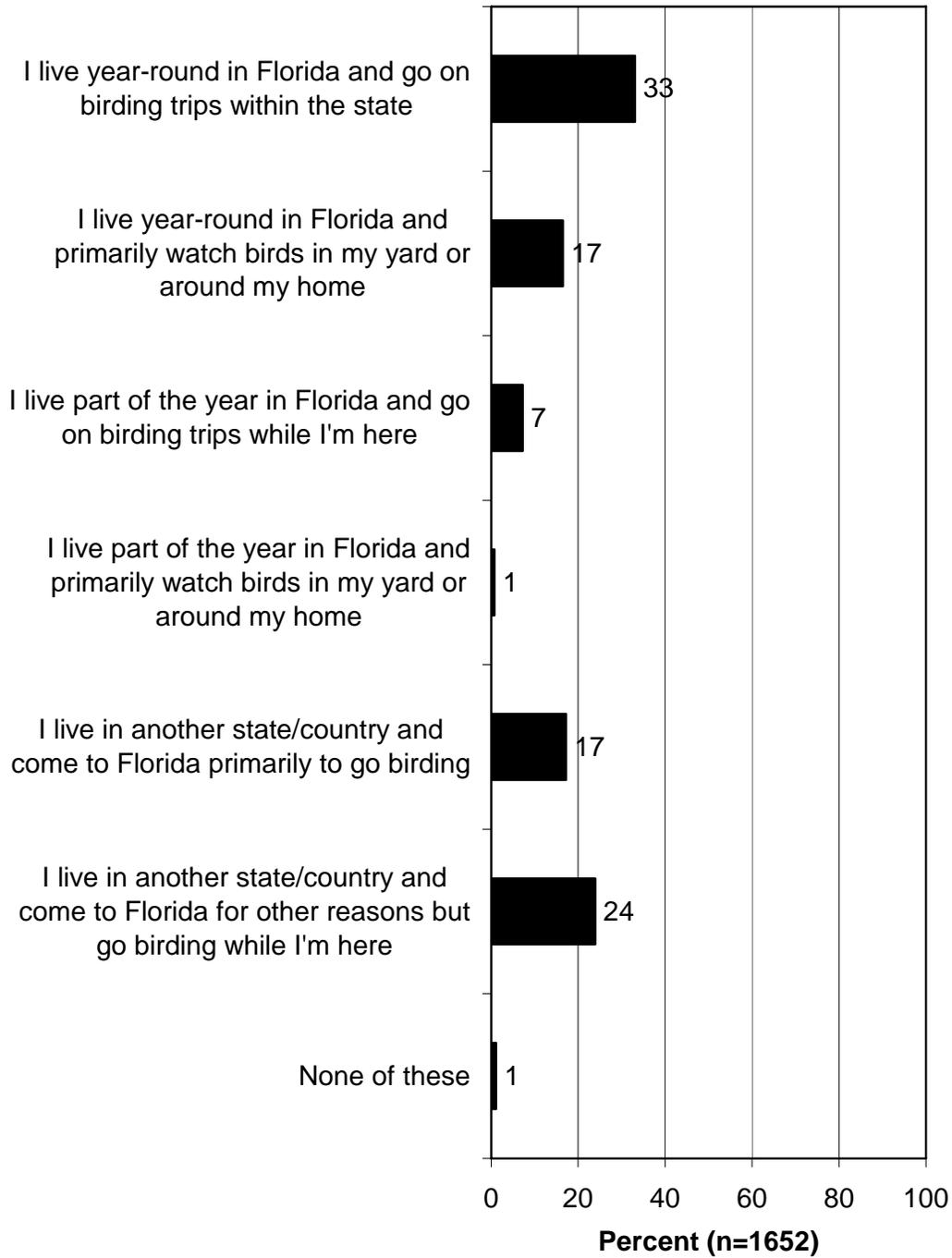
### Q2. How many years have you been birding in general, not just in Florida?



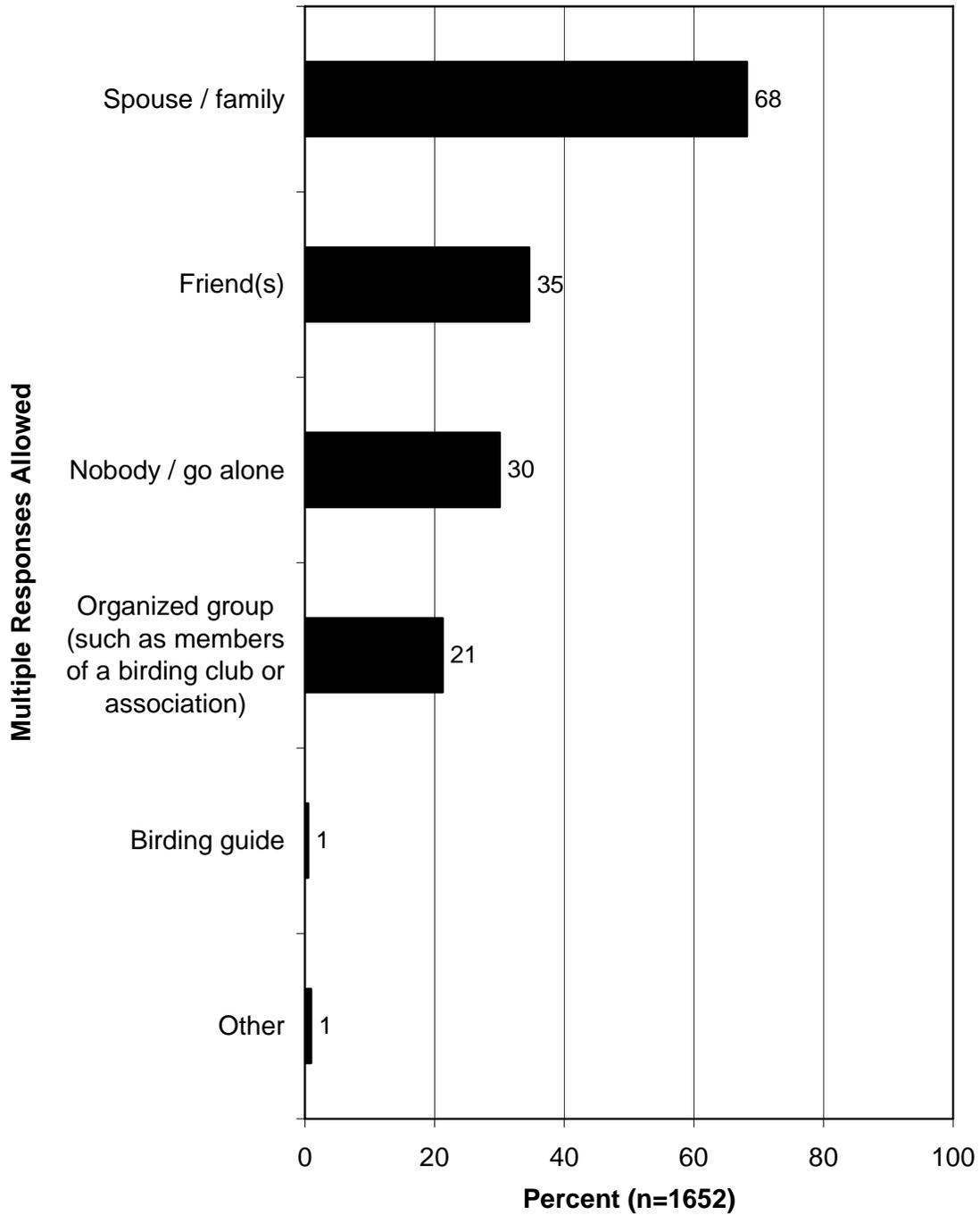
**Q3. Approximately how many birding trips 1 mile or more from home do you take in a year?**



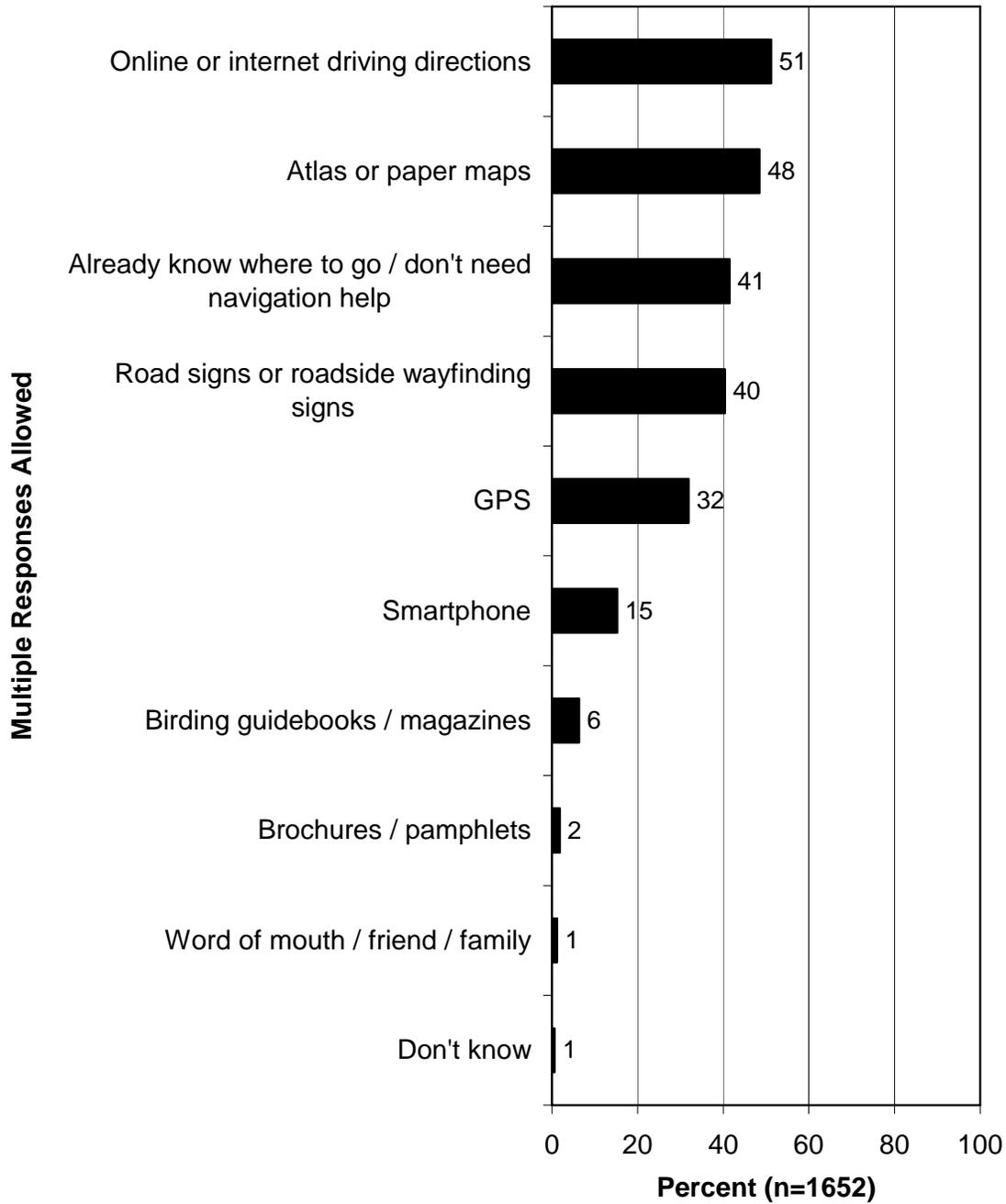
### Q4. Which of the following best describes you and your birding activities in Florida?



### Q9. With whom do you typically go birding in Florida?



**Q10. Which one of the following best describes how you typically navigate to the birding sites you visit in Florida?**



## OPINIONS ON BIRDING SITES AND OPPORTUNITIES IN FLORIDA

- Asked whether there was anything that would encourage them to go birding more often in Florida or to improve their Florida birding experiences in general, 30% of respondents said there was nothing else that would encourage them to bird more or improve their experience. Otherwise, the most common responses included the general availability of more information regarding birding in Florida, such as where to go, species available to see, etc. (17%), followed by a change in the respondent's personal circumstances (i.e., things outside the control of an agency or organization, such as more disposable income or more free time) (16%). Smaller percentages named more online or internet resources (6%), better access to areas for birding (5%), and better land management, preservation, or more available habitat in which to bird (5%). Other items, mentioned by quite small percentages of respondents, are shown on the graph.
  
- Respondents were asked to rate on a scale of 0 to 10 the importance of a series of features related to birding sites, including that the site be: part of a trail system; associated with or located near cultural sites; close to home; free or low-cost to enter; wheelchair accessible; associated with or located near historical sites; somewhere the respondent had never been birding before; located near a shopping mall or complex; or familiar to the respondent. In examining the ranking according to the mean ratings of each item on the list, two items emerge as being the most important:
  - That the site be free or low-cost to enter (mean rating of 6.03, the top-ranked item on the list);
  - That the site be part of a trail system, with many different sites and locations for birding (mean rating of 6.01).

All other items on the list had mean ratings of 5.00 or below, while two items had notably low mean ratings of importance:

- That the site be wheelchair accessible (mean rating of 1.49);
- That the site be located near a shopping mall or complex (mean rating of 0.54).

- The next line of questions in this section measured the importance that a birding site provide various things, including the following: an area for camping; trails with maps or guides; an area for RVs; a remote, rustic, or “wild” experience; staff, such as rangers; educational and interpretive kiosks and programs to enhance a visit; or a checklist of the types of birds and/or wildlife available to be seen at a site. The ranking by the mean ratings reveals one item of considerable importance, relative to the other items:
- Trails with maps or guides (mean rating of 7.29, the top-ranked item on the list).

A second tier of items each had mean ratings of at least 5.00:

- A checklist of the types of birds and/or wildlife the respondent could see at the site (mean rating of 6.37);
- A remote, rustic, or “wild” experience (5.86);
- Educational and interpretative kiosks and programs to enhance a visit (5.24).

Finally, two items related to lodging/camping accommodations had markedly lower mean ratings of importance:

- An area for camping (2.19);
- An area for RVs (1.08).

- Another group of questions in this section assessed opinions regarding the importance of a series of opportunities connected to birding sites, including opportunities to: bird in solitude; meet new people or other birders; see a very rare species of bird; spend all day birding; bird on foot; bird from a vehicle; bird quickly; watch other wildlife; bird from a canoe or boat; bird by bicycle; bird with a dog; or see a great diversity of bird species. Four items make up a top tier in terms of importance suggested by their mean ratings:
- The opportunity to see a great diversity of bird species (mean rating of 7.53, the top-ranked item on the list);
  - The opportunity to bird on foot (7.38);
  - The opportunity to watch other wildlife (6.81);
  - The opportunity to see a very rare species of bird (6.48).

A lower tier of importance consisted of three items with mean ratings between 4.50 and 5.50:

- The opportunity to bird in solitude (5.47);
- The opportunity to spend all day birding (5.26);
- The opportunity to bird from a vehicle (4.58).

Finally, the opportunity to bird with a dog had a mean rating of just 1.16, suggesting a quite low priority in terms of importance.

- A final series of questions asked about a list of items potentially available at birding sites, including the following: trails or paths for walking or exploring while birding; restrooms; picnic tables; paved roads; viewing structures, such as blinds, towers, and decks; loaner optics; benches; boardwalks; and a visitor or nature center. Two items emerge at the top of the ranking according to mean ratings:

- Trails or paths for walking or exploring while birding (mean rating of 7.74, the top item on the list);
- Restrooms (6.84).

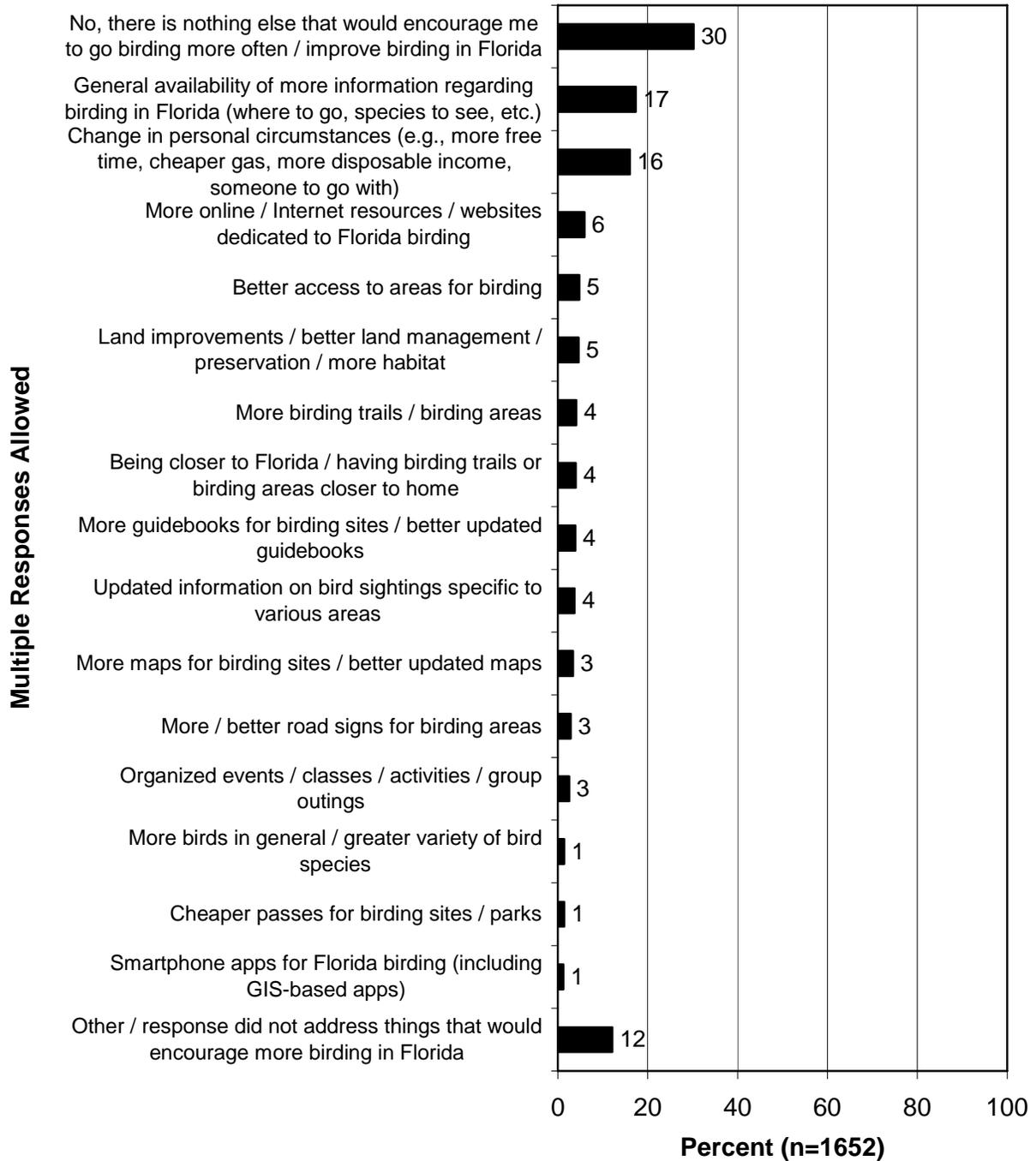
A second, lower level of importance includes items with mean ratings of at least 5.00:

- Viewing structures, such as blinds, towers, and decks (5.77);
- Boardwalks (5.62);
- A visitor or nature center (5.07).

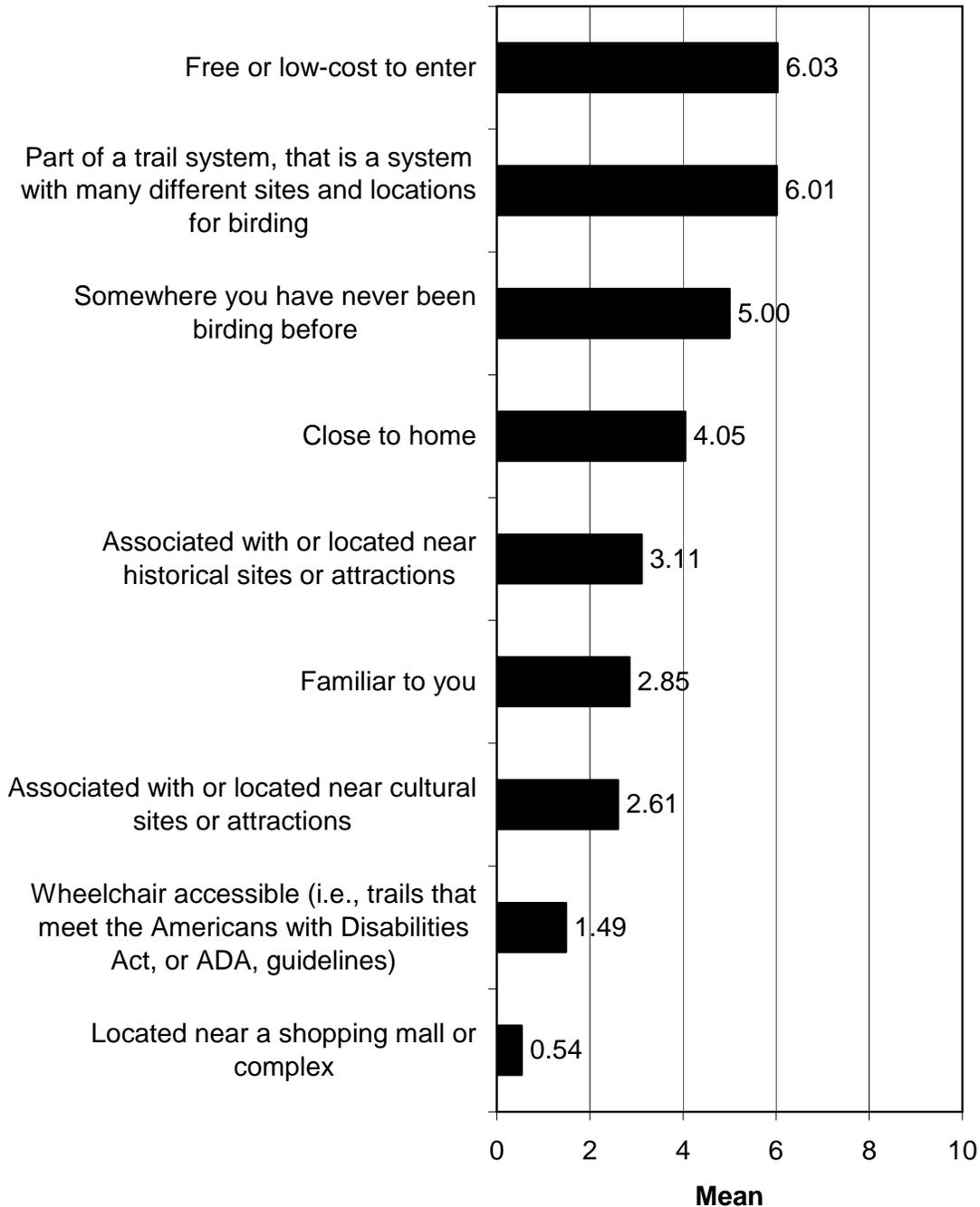
Finally, with a mean rating of just 1.34, loaner optics was determined to be the item of lowest importance.

- An open-ended question at the end of this section asked about any other factors important to the respondent in terms of deciding where to go birding in Florida: the most common additional responses to this question included ease of access at the birding site, the cleanliness and maintenance of facilities at the site, and site-specific information available prior to visiting, such as information on the types of birds to expect at the site. (Note that, because so few other responses were given, a graph for this question is not shown.)

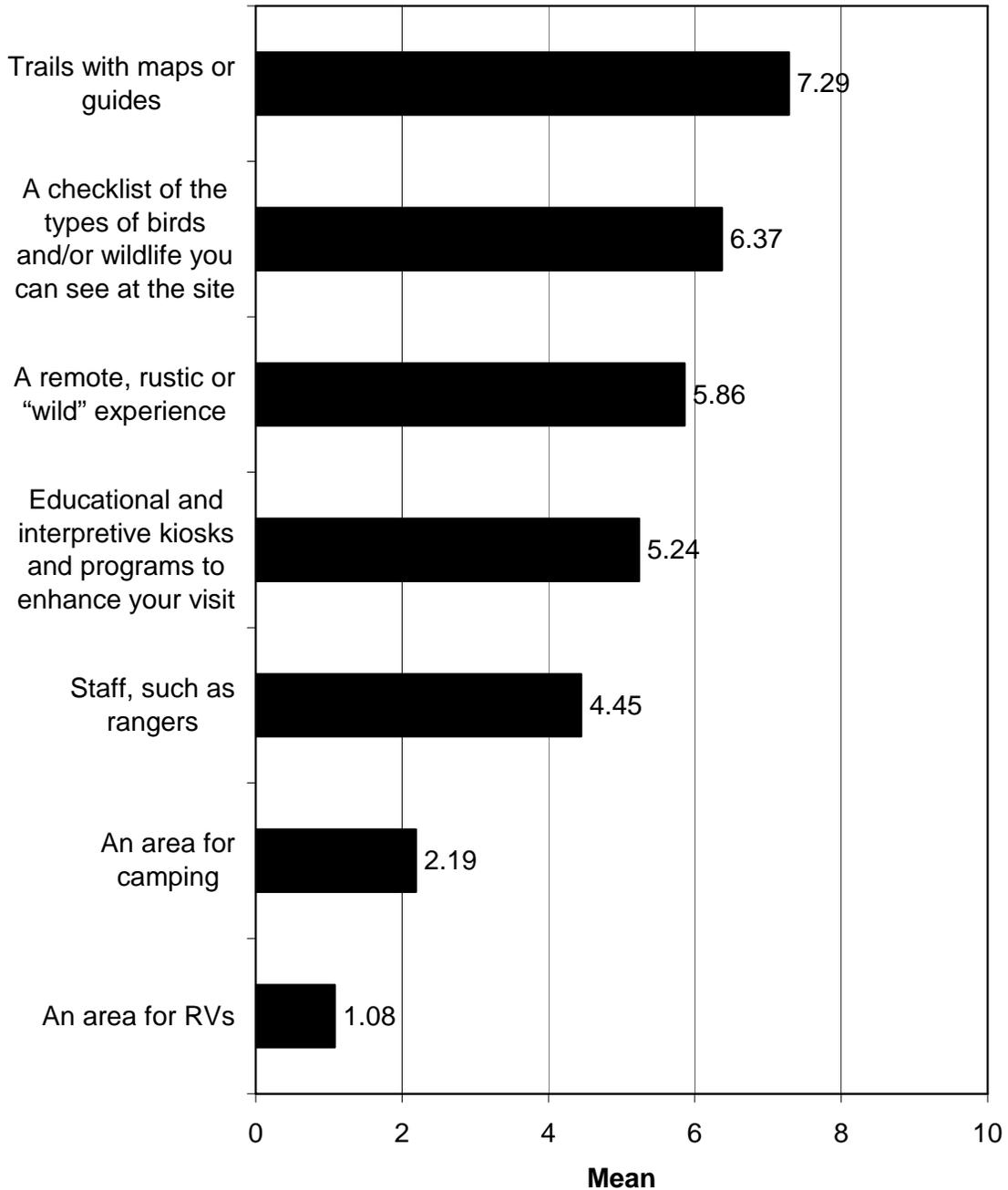
### Q11. Is there anything that would encourage you to go birding more often in Florida or improve your birding experiences in Florida in general?



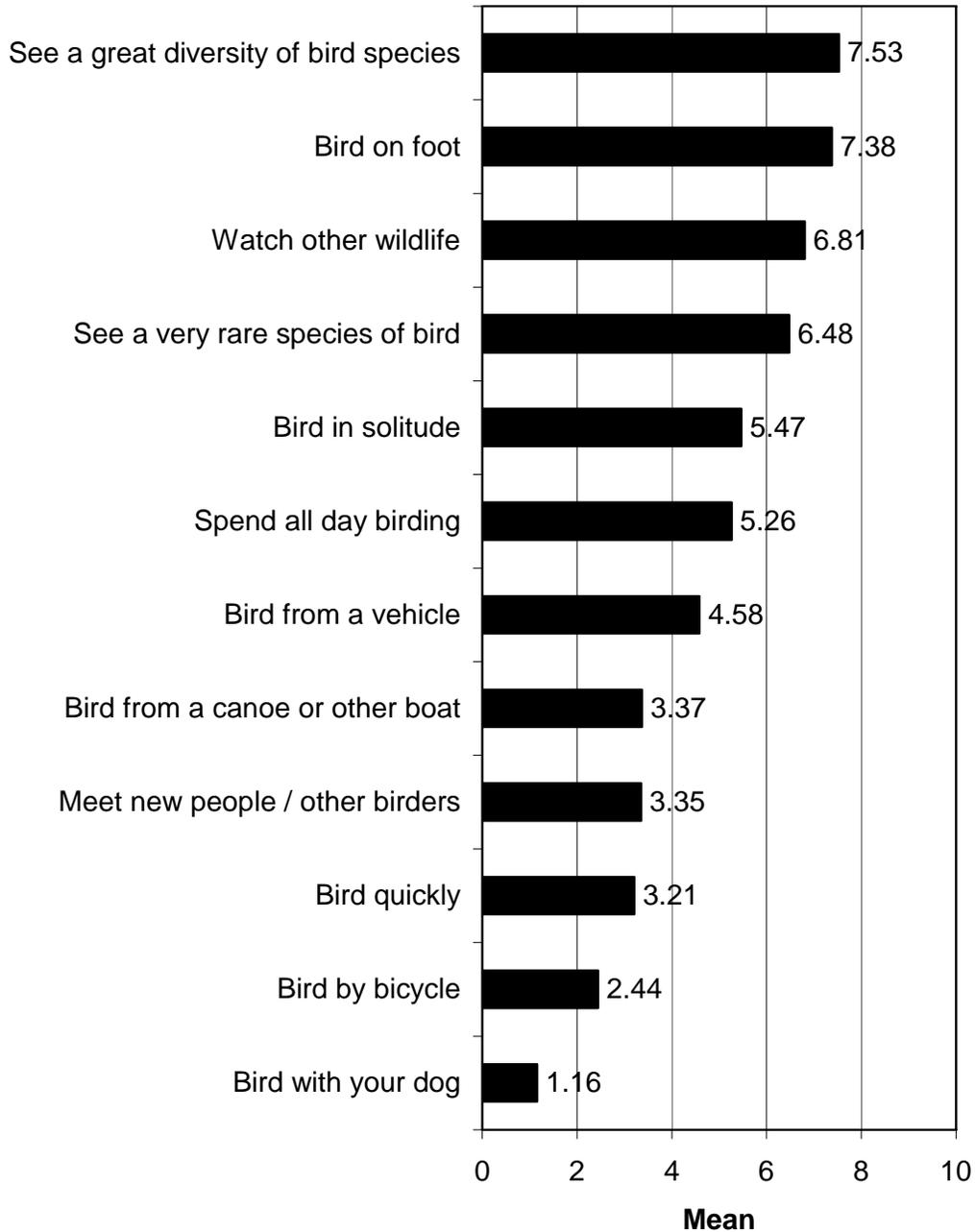
**Q12. For each of the following, the mean importance on a scale of 0 to 10 that the site is:**



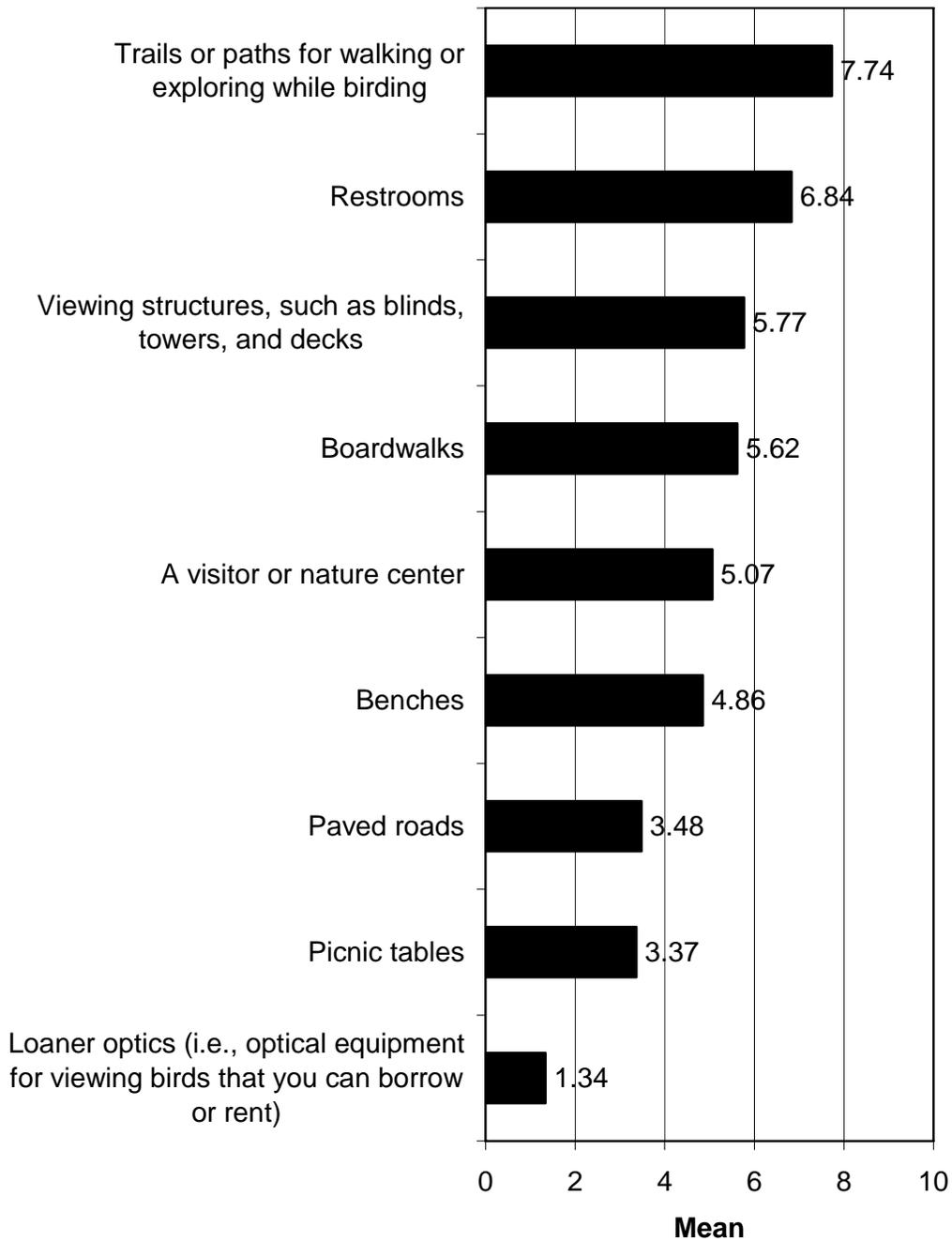
**Q13. For each of the following, the mean importance on a scale of 0 to 10 that the site provides:**



**Q14. For each of the following, the mean importance on a scale of 0 to 10 that the site offers the opportunity to:**



**Q15. For each of the following, the mean importance on a scale of 0 to 10 that the site has:**



## USE OF THE GREAT FLORIDA BIRDING AND WILDLIFE TRAIL

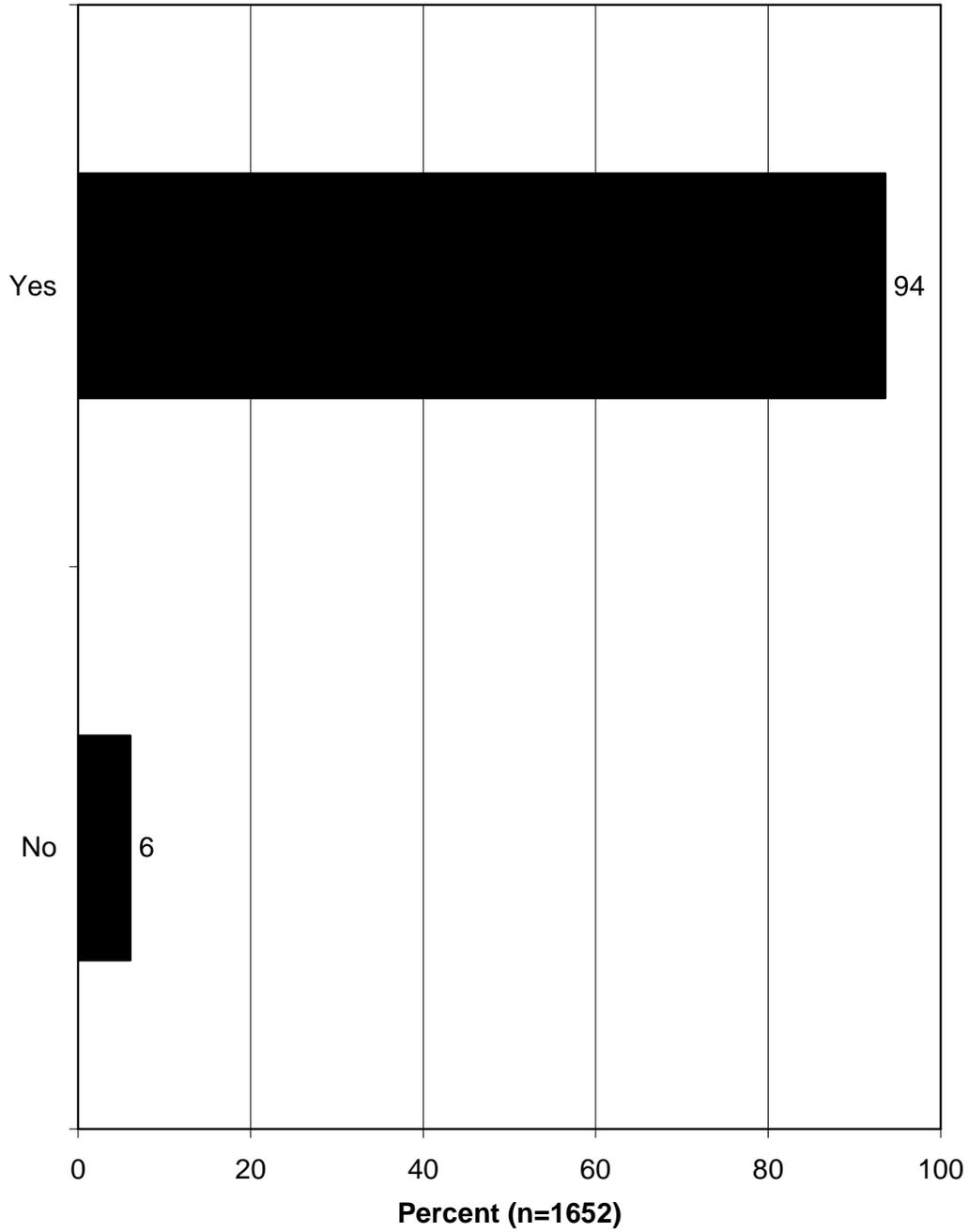
- The overwhelming majority of birders surveyed (94%) had heard of the Great Florida Birding and Wildlife Trail, with more than three-quarters (78%) saying they had gone birding on the Trail at some point. (Note that 8% of respondents were unsure whether they had gone birding on the Great Florida Birding and Wildlife Trail.)
  - Just over half of those who have gone birding on the Great Florida Birding and Wildlife Trail (51%) take no more than 2 trips on the Trail each year; at the same time, 15% take more than 10 trips per year on the Trail. The mean number of trips on the Trail was 7.24, and the median was 2.
  - The large majority of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail (71%) went during calendar year 2011.
  - The most common reasons for going birding on the Great Florida Birding and Wildlife Trail were to enjoy nature/the outdoors (81%), see a diversity of bird species (78%), or find new birding sites and locations (71%). Smaller percentages went to see a specific species of bird (47%), because the Trail was close to home (29%), and because of familiarity with the Trail sites (27%).
  - Most respondents who had gone birding on the Great Florida Birding and Wildlife Trail primarily watched birds but sometimes spent time watching other wildlife (59% said this). A further 32% said they watched birds and other wildlife about equally, while just 7% said they primarily watched only birds.
  - Overall satisfaction with the Great Florida Birding and Wildlife Trail is quite high: 93% of those who had ever gone birding on the Great Florida Birding and Wildlife Trail said they were satisfied with the Trail, with two-thirds (66%) being *very* satisfied. (A table in this section lists the individual reasons for *dissatisfaction* among the small number of respondents who indicated being dissatisfied with the Great Florida Birding and Wildlife Trail.)
  
- Respondents were asked to name the region in which their favorite Great Florida Birding and Wildlife Trail birding site was located: South Florida was the most common region (40% of respondents named this region), followed by East Florida (33%). Smaller percentages named

the West Florida (15%) and Panhandle (9%) regions. Follow-up questions in this section collected the region-specific name of each respondent's most-liked site on the Great Florida Birding and Wildlife Trail:

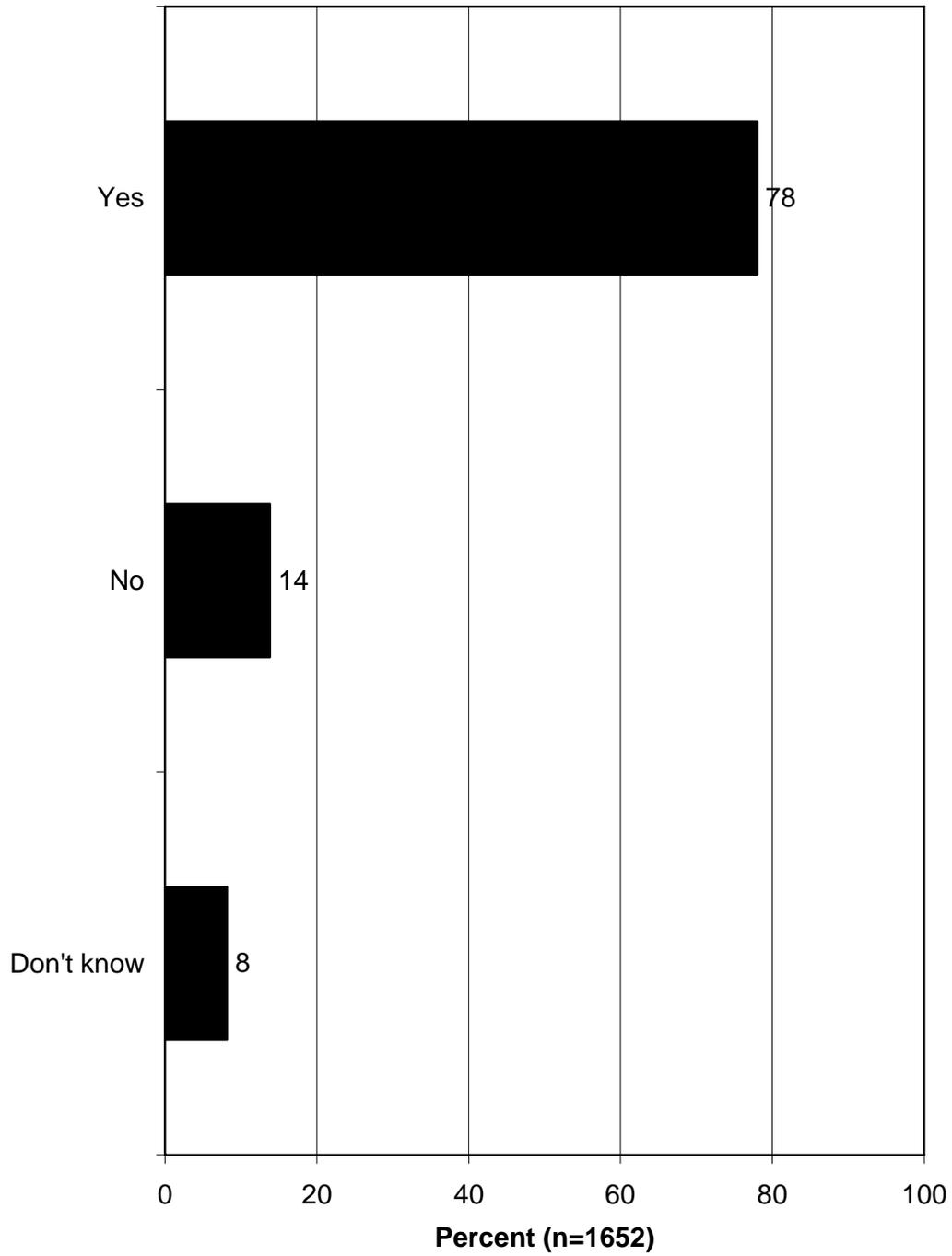
- **East Florida region:** the most commonly named site, by far, was the Merritt Island National Wildlife Refuge (named by 43% of those who said their favorite site was in the East Florida region). Other sites were named by 5% of respondents or less.
  - **Panhandle Florida region:** the St. Marks National Wildlife Refuge, St. Marks Unit was named by 36% of respondents, with the Gulf Islands National Seashore, Fort Pickens Area and the St. Marks National Wildlife Refuge, Otter Lake Recreation Area each named by 9% of respondents.
  - **West Florida region:** Fort De Soto Park was the most commonly named site (23%), followed by Paynes Prairie Preserve State Park (9%) and Honeymoon Island State Park (7%).
  - **South Florida region:** the most commonly named site was Corkscrew Swamp Sanctuary (23%), followed by J.N. "Ding" Darling National Wildlife Refuge (15%) and Everglades National Park, Main Entrance (13%).
- When asked what they liked about the trail site named in the previous question, the most common response from Great Florida Birding and Wildlife Trail birders was the abundance or variety of birds (55%). Other important answers included the quality of habitat and scenery (13%), the ease of access at the site (12%), and the quality of facilities and trails at the site (10%).
- When asked to name the region of the specific site on the Great Florida Birding and Wildlife Trail they liked the *least*, the overwhelming majority of birders (79%) responded that they did not have a least favorite site. Otherwise, small percentages named the East Florida region (7%), the South Florida region (6%), the West Florida region (4%), or the Panhandle region (3%). Similar to the previous questions regarding favorite sites, a series of graphs in this section shows the specific names of respondents' least-liked sites; however, as no site was named by more than 8% of respondents for each region, the results are not discussed here.

- The most common reason for disliking a trail site is essentially the inverse of the most common reason for *liking* a trail site: that the site does not have enough birds (this response was given by 36% of those who named a least-favorite site on the Great Florida Birding and Wildlife Trail). Other top reasons for disliking a site included crowding or noise (15%), facilities or trails being in poor shape (12%), and poor habitat at the site (10%).
  
- When asked whether there was anything that would encourage them to visit the Great Florida Birding and Wildlife Trail more often or improve their experiences on the Trail, 48% of respondents who had gone birding on the Great Florida Birding and Wildlife Trail said there was nothing that would make them go more often or improve their experiences. Otherwise, 17% indicated a change in personal circumstances such as more free time or more disposable income, while 16% said the availability of more or better information regarding Trail opportunities would encourage them to visit the Trail more.
  
- In terms of recommending the Great Florida Birding and Wildlife Trail to other people, the mean number of other people to whom Great Florida Birding and Wildlife Trail birders recommended the Trail was 35.27, while the median was 5. (Note that in this case the median represents a more accurate measurement of the typical number of people recommended, as the mean was inflated by those who recommended the Trail to an uncommonly large number of other people.)
  
- Those who said they had *never* gone birding on the Great Florida Birding and Wildlife Trail were asked about their main reasons for this, and the most common response was not having enough free time (40%), followed by not knowing where Trail sites are located (32%) and having never heard of the Great Florida Birding and Wildlife Trail (24%).

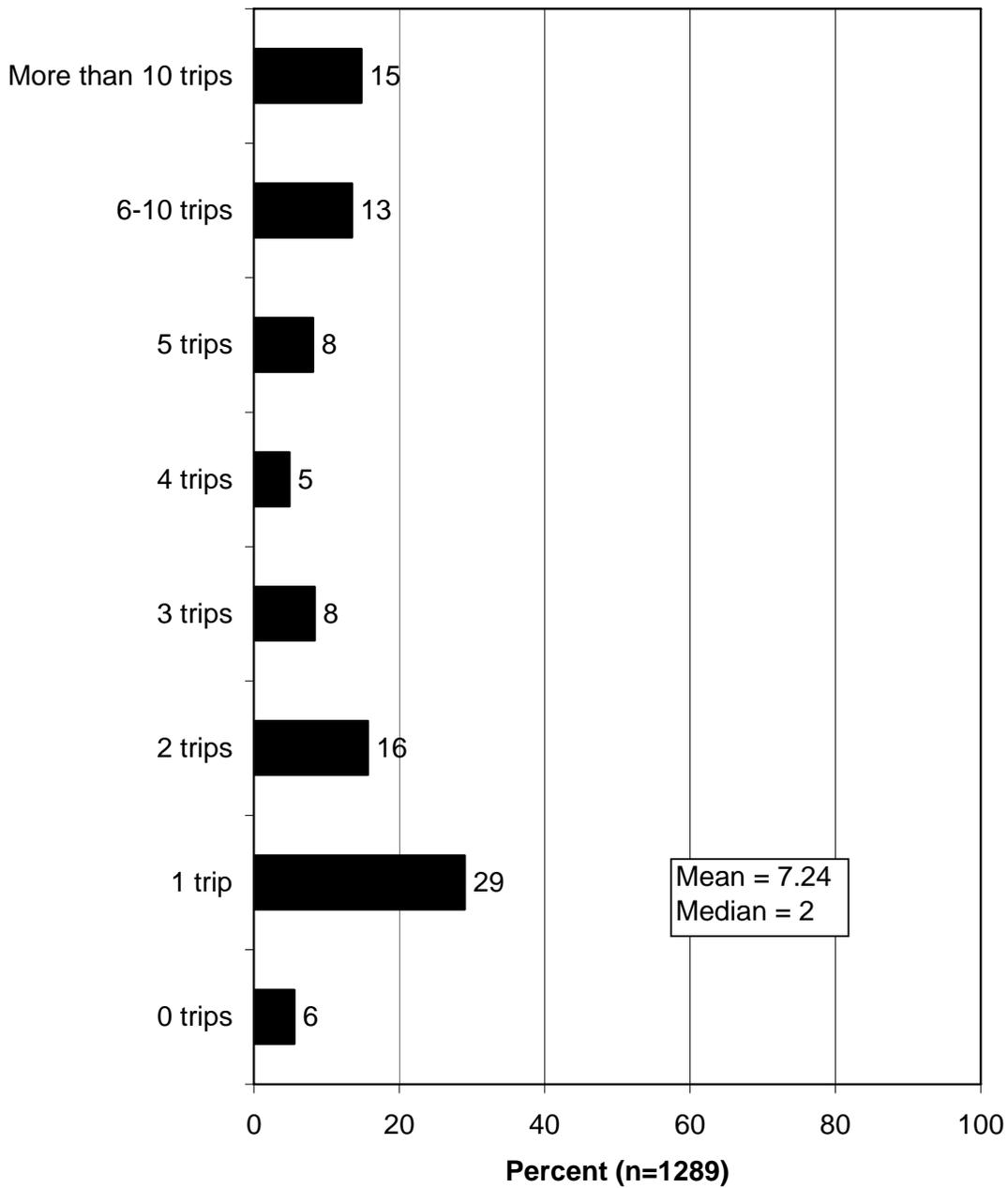
**Q27. Have you heard of the Great Florida Birding and Wildlife Trail (also previously called the Great Florida Birding Trail)?**



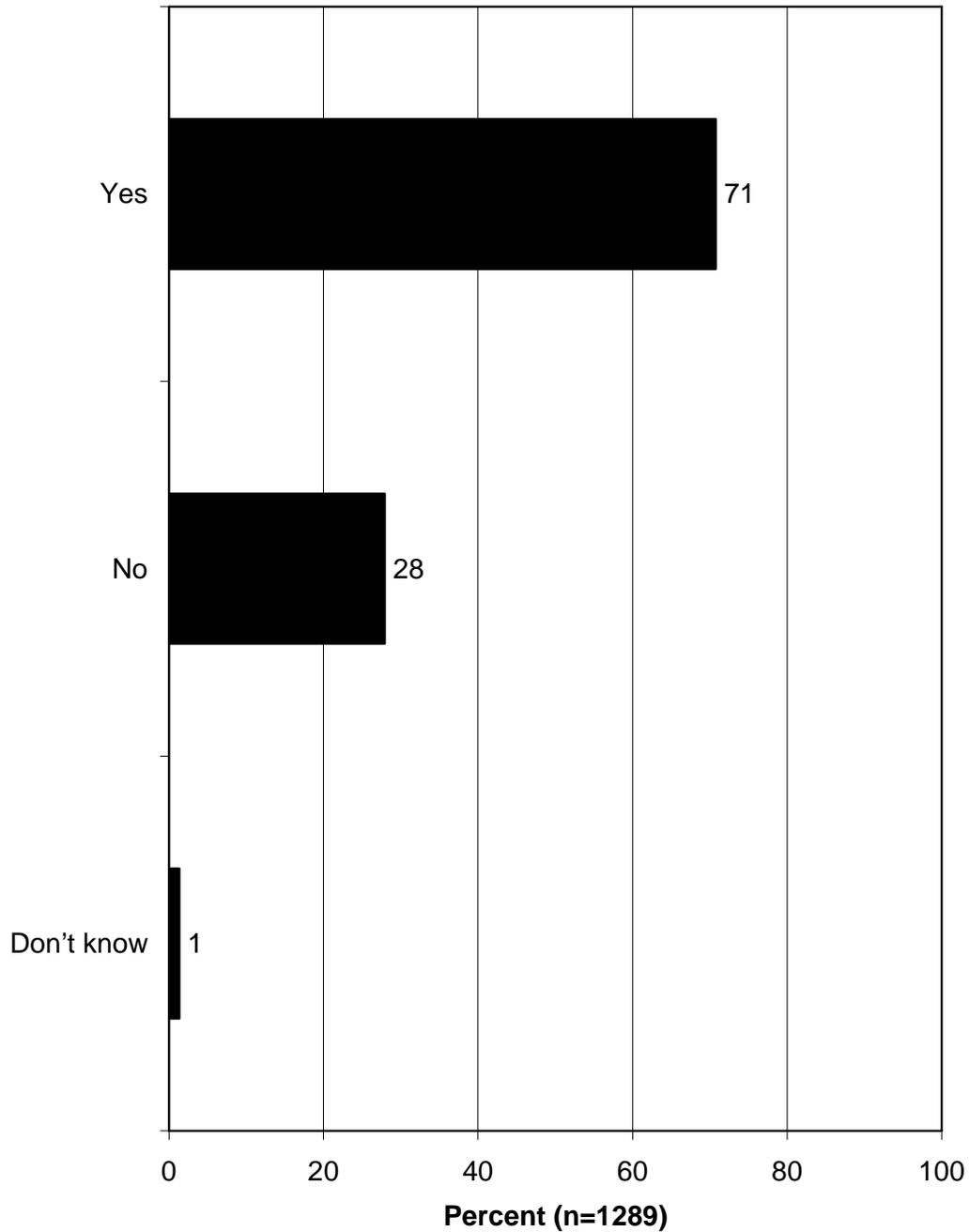
**Q28. Have you ever gone birding on the Great Florida Birding and Wildlife Trail?**



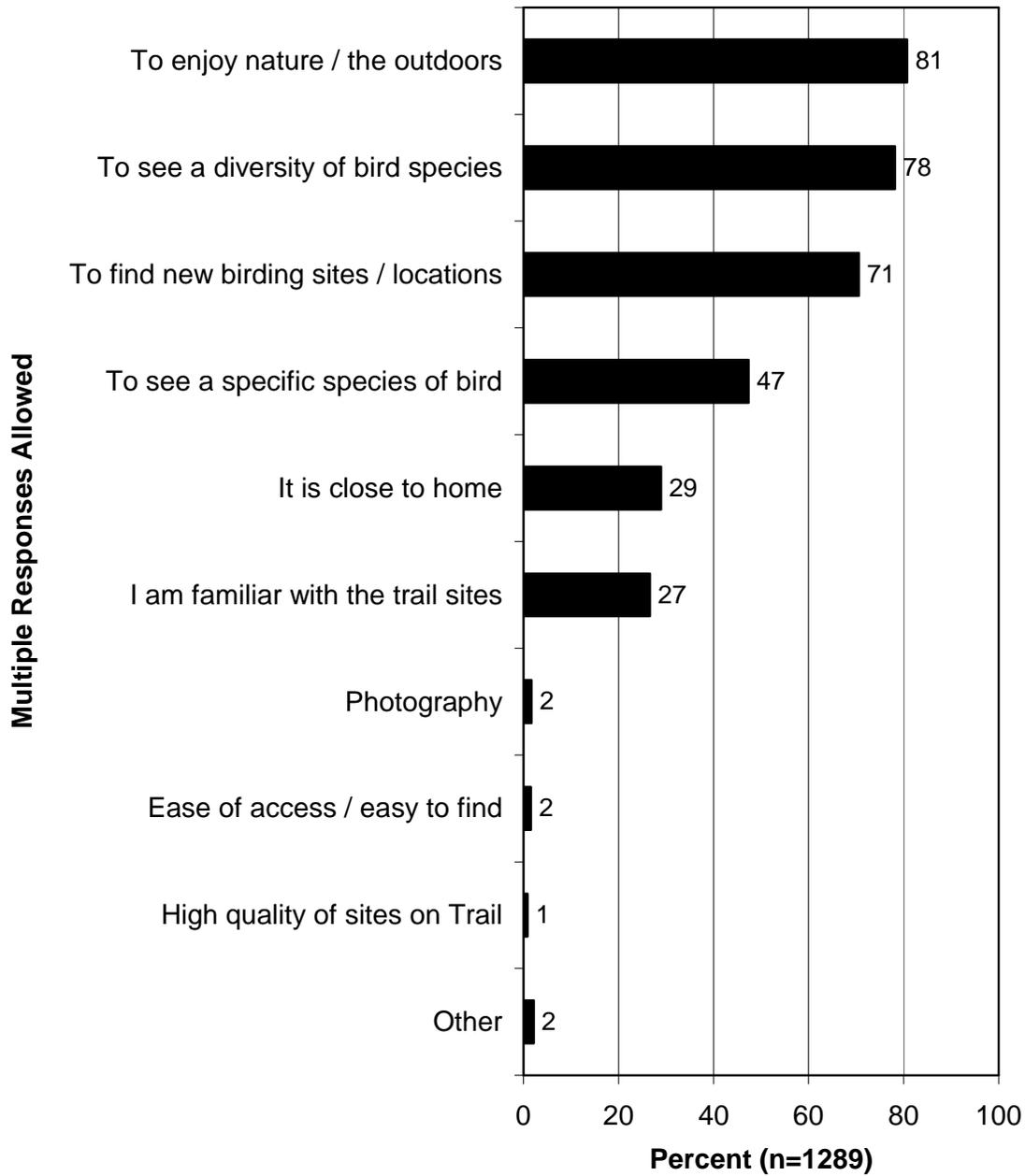
**Q29. Approximately how many trips, planned or unplanned, do you take on the Great Florida Birding and Wildlife Trail in a year? (Asked of those who have ever gone birding on the GFBWT.)**



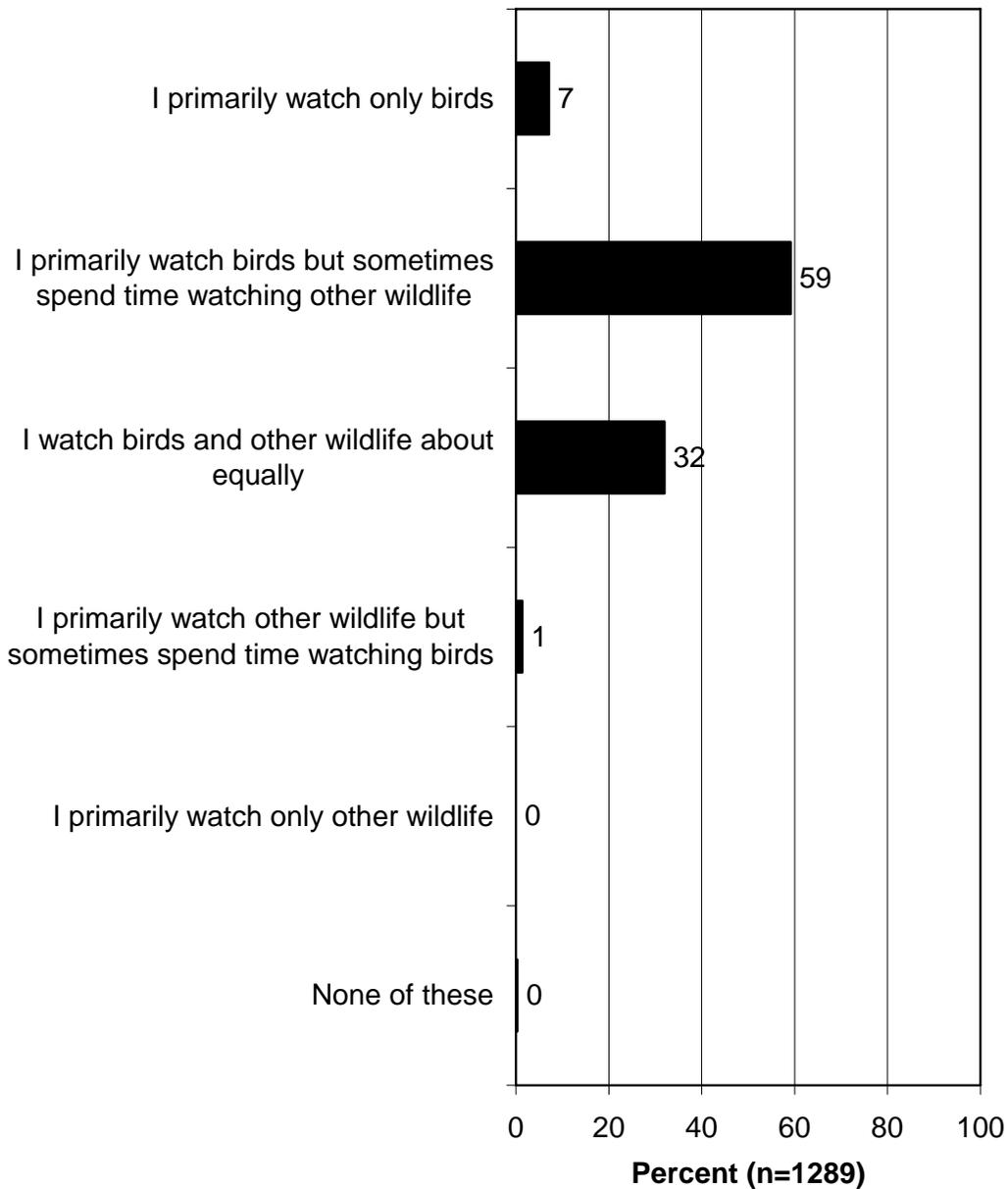
**Q30. Did you go birding on the Great Florida  
Birding and Wildlife Trail in calendar year 2011?  
(Asked of those who have ever gone birding on the  
GFBWT.)**



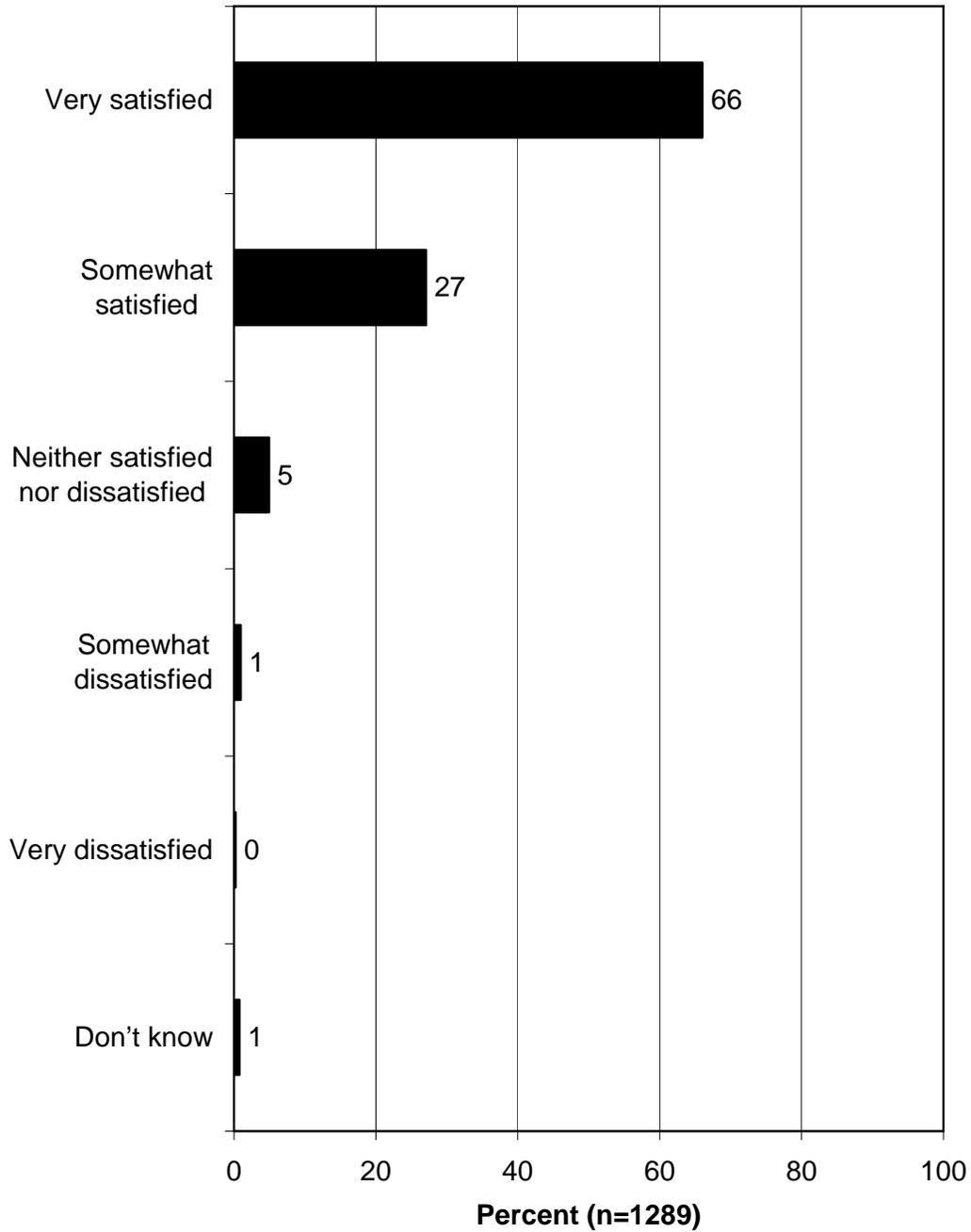
**Q31. What are the main reasons you have gone birding on the Great Florida Birding and Wildlife Trail? (Asked of those who have ever gone birding on the GFBWT.)**



**Q32. Which of the following best describes your participation in birding and other wildlife watching activities, including marine life watching, on the Great Florida Birding and Wildlife Trail? (Asked of those who have ever gone birding on the GFBWT.)**

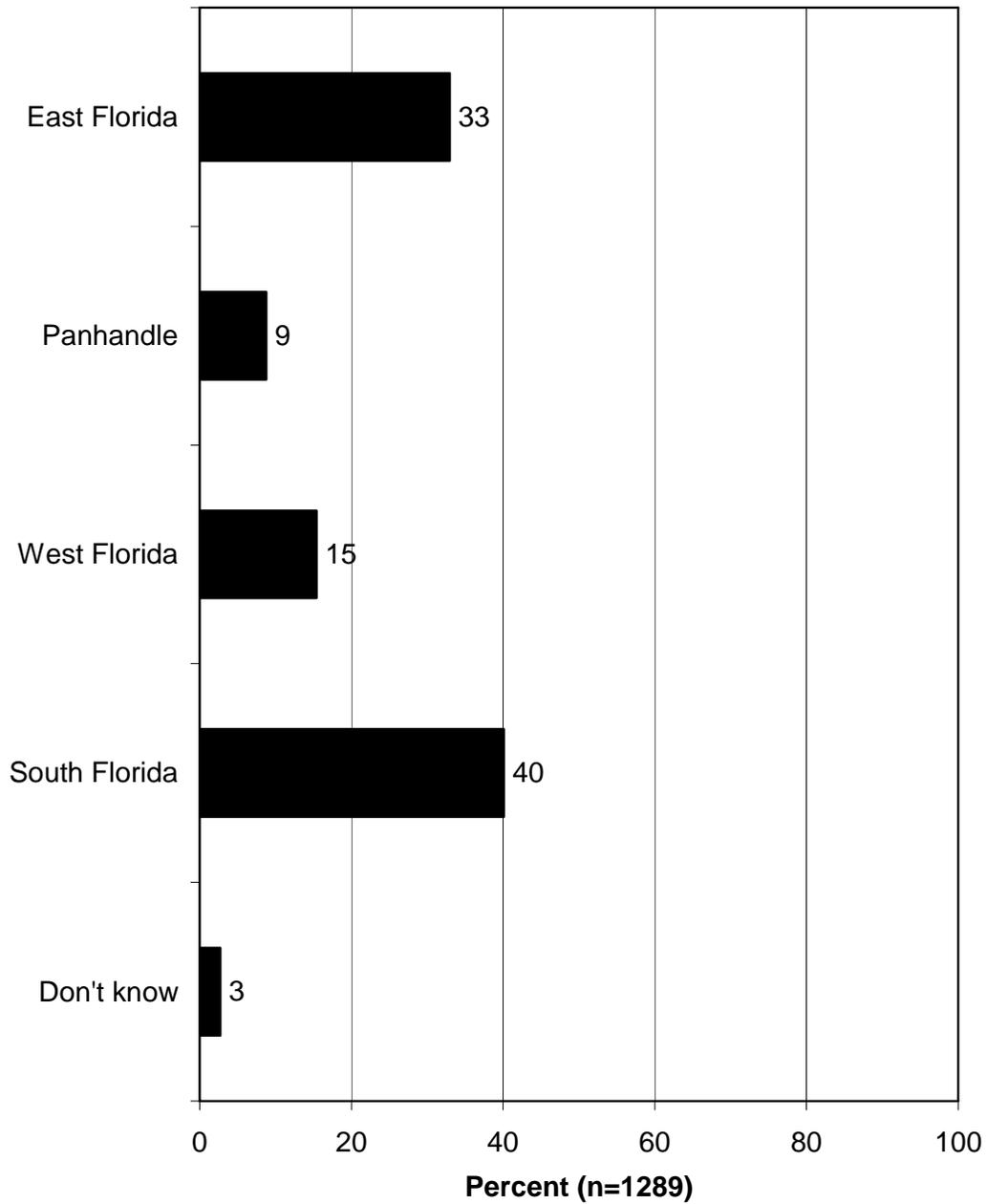


**Q33. In general, how satisfied have you been with the Great Florida Birding and Wildlife Trail? (Asked of those who have ever gone birding on the GFBWT.)**

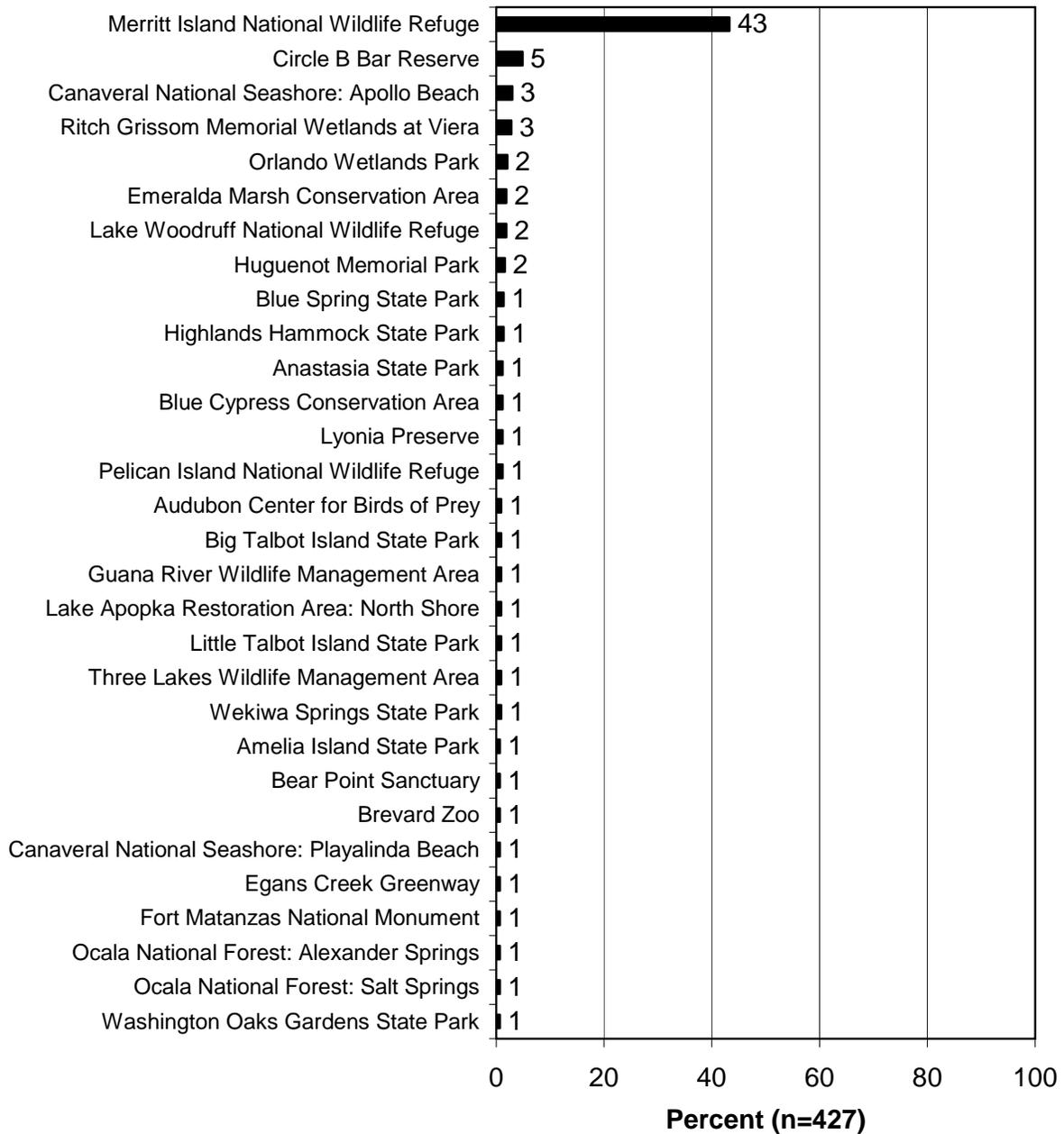


<b>Q34. Why have you been dissatisfied with the Great Florida Birding and Wildlife Trail?</b>
Directions are not very clear and maps are too small.
I think the actual Great Florida Birding and Wildlife trails are fine. I think your Birding Trail booklets can be improved. You need to have an overview map filling the first page of an area booklet with cluster names that have meaning.
I was expecting to see a good diversity of birds, but recording about 25 from 3 sites, only one was new.
Minimally informative
No birds available for viewing, little or no info available at site.
No birds. Signs don't always get me all the way to the trailhead and we turn around and give up. No rangers or signs to help with info.
Not many birds when we were there; your info needs to specify nest months and times to see birds in less popular spots.
Often there are no birds after driving for many miles. I have done much better with the internet. The trails were all marked with the same colors and the maps were not clearly marked when in black and white.
Some sites (such as a couple fish camps) are not very birdy locations, yet good spots are often neglected. Working with locals in all regions/counties could be helpful
The sites I've been to are fairly remote, and didn't seem to have a lot to see. Plus there is a LOT of walking involved. There need to be more areas created where people can go birding from a vehicle or walk a shorter distance.
There has been a lack of information at the sites. I don't always carry the brochure with me and often stop spontaneously at the GFBT sign.
Too many sites are on private property and are inaccessible.
We traveled up the east coast. The guide was poor for directions and telling where the sites were, and the guide overplayed many.

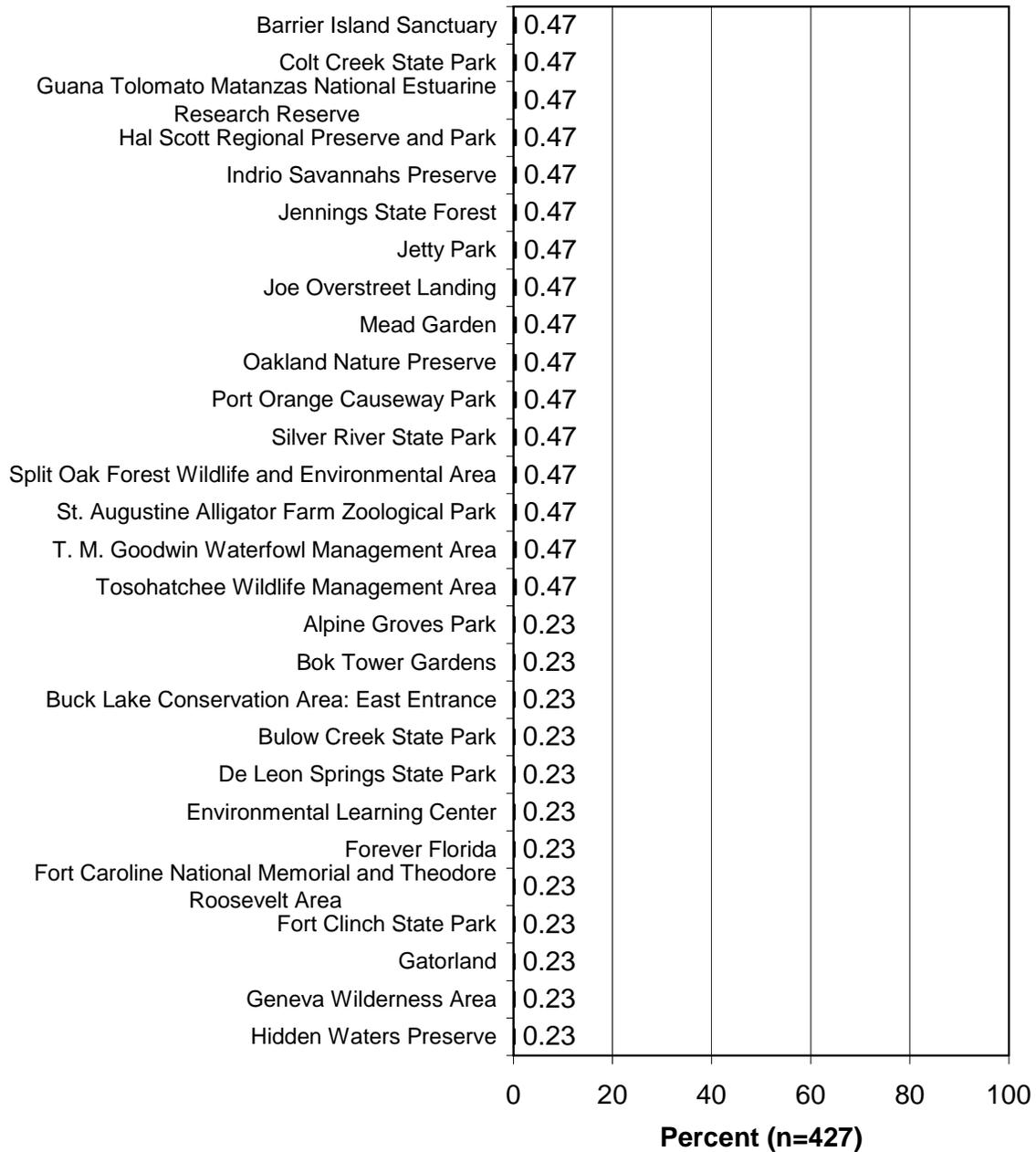
**Q35. Of the sites you have visited on the Great Florida Birding and Wildlife Trail, please think about the ONE site you like MOST. In which of the following regions is the site located? (Asked of those who have ever gone birding on the GFBWT.)**



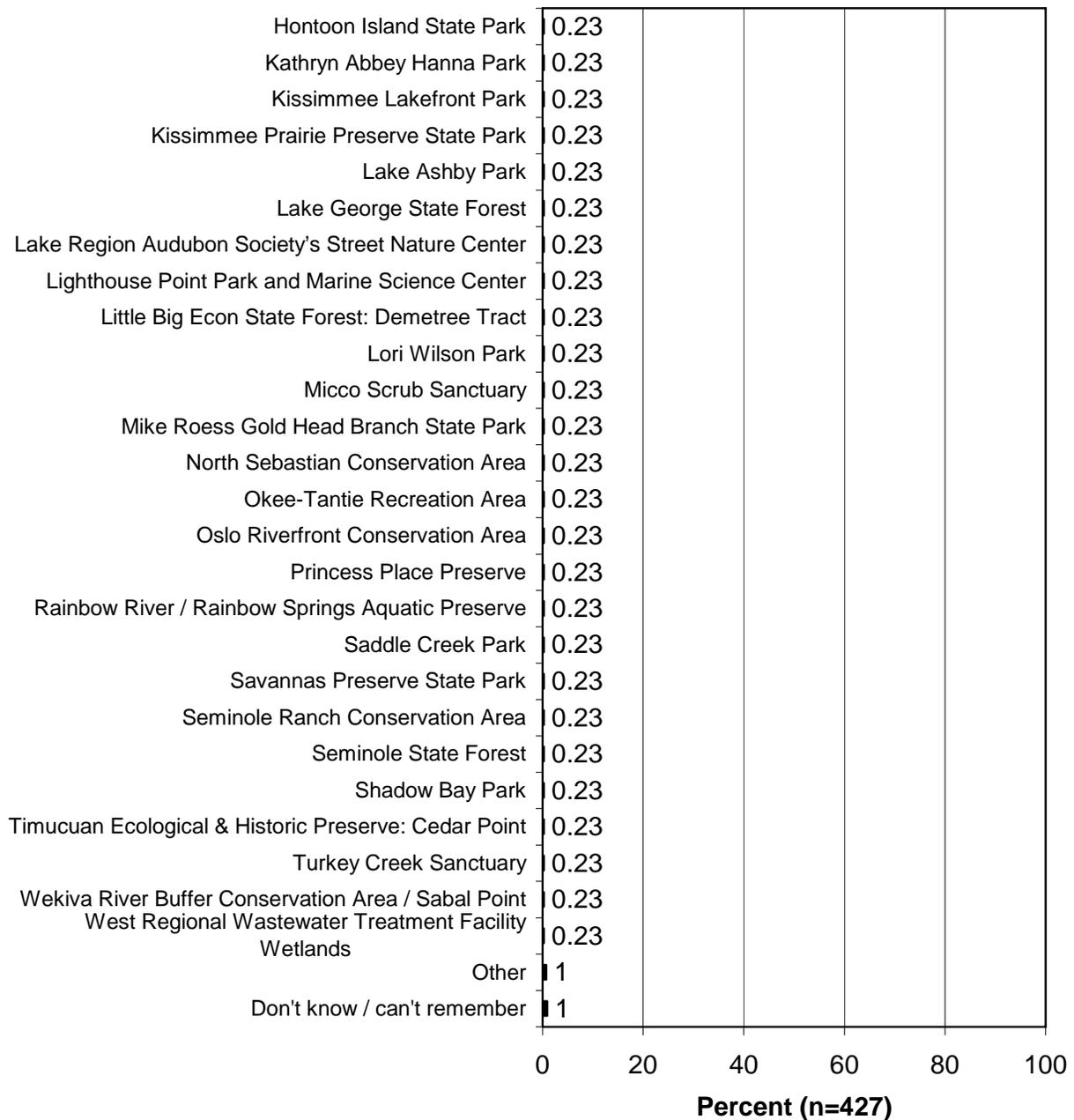
**Q36. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the EAST Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the East Florida region.) (Part 1.)**



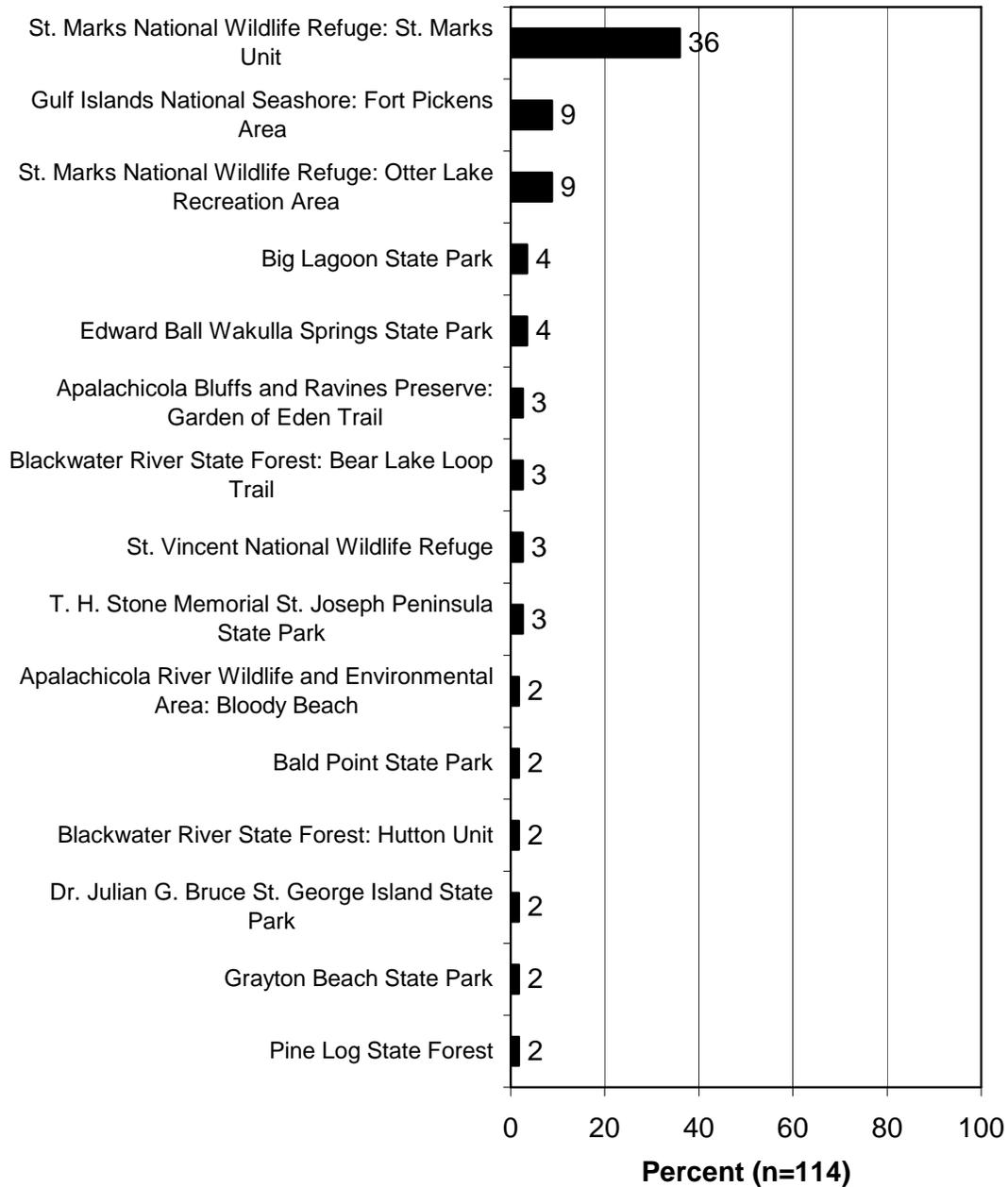
**Q36. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the EAST Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the East Florida region.) (Part 2.)**



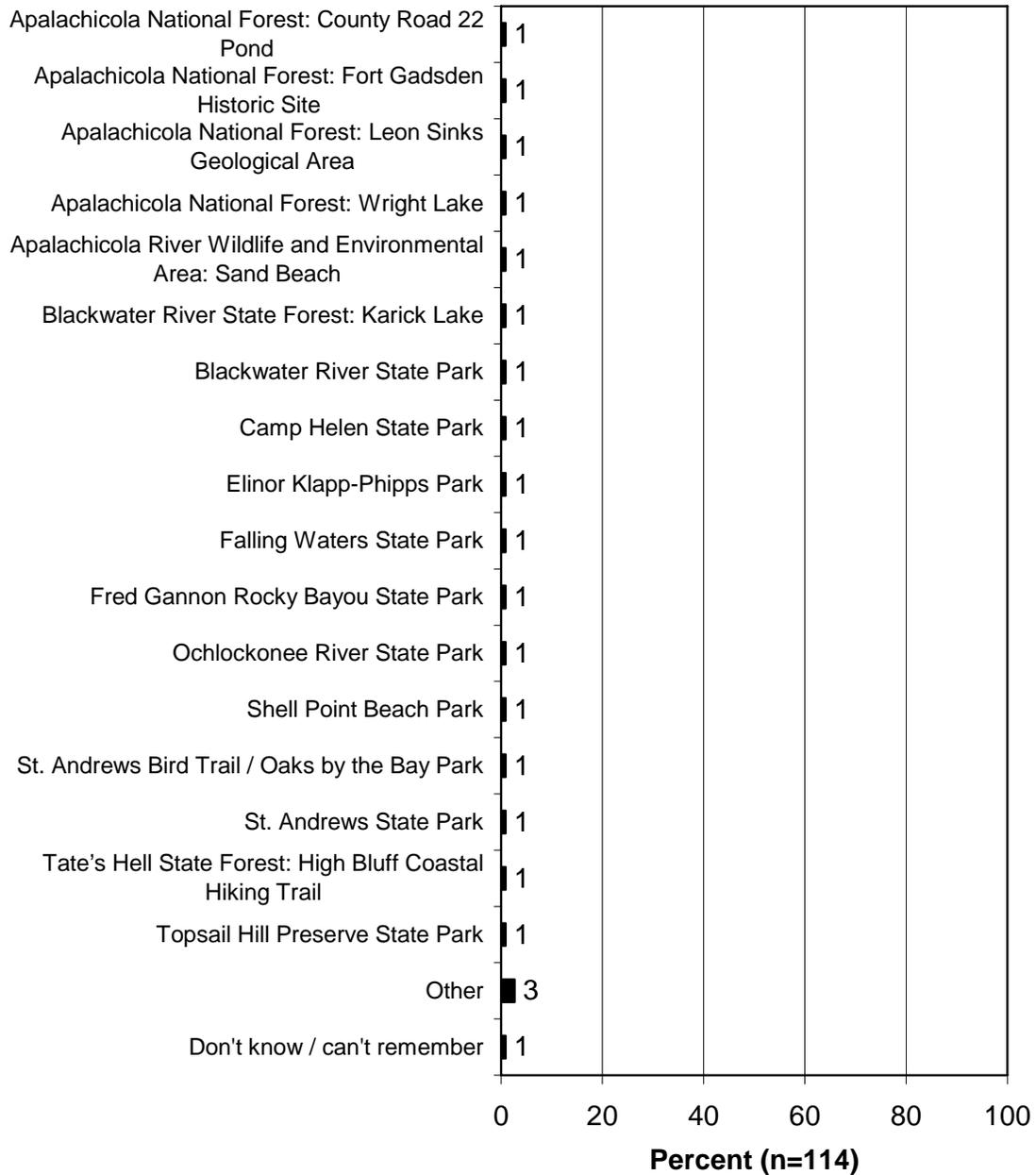
**Q36. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the EAST Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the East Florida region.) (Part 3.)**



**Q37. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the PANHANDLE Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the Panhandle Florida region.) (Part 1.)**



**Q37. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the PANHANDLE Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the Panhandle Florida region.) (Part 2.)**



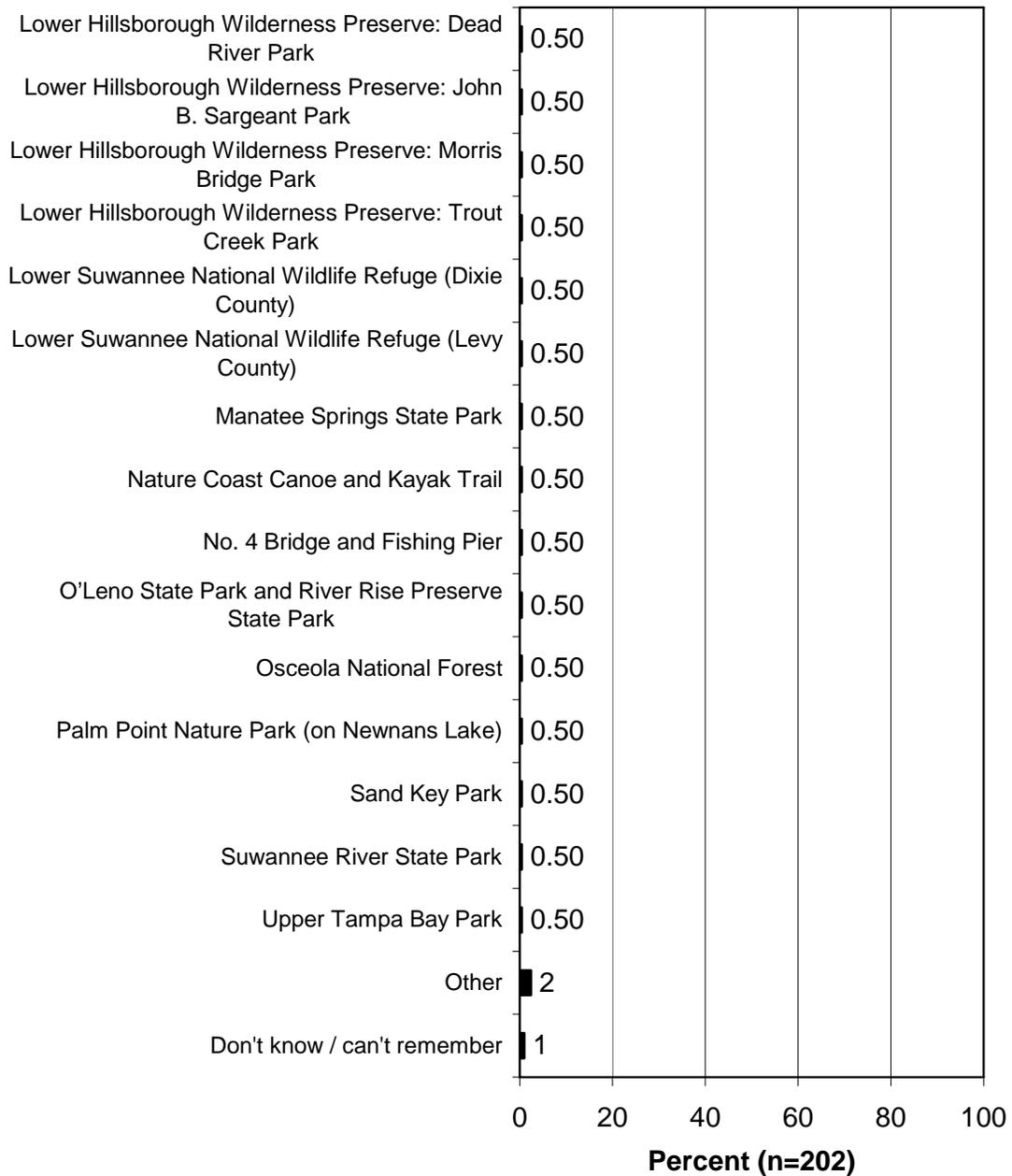
**Q38. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the WEST Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the West Florida region.) (Part 1.)**



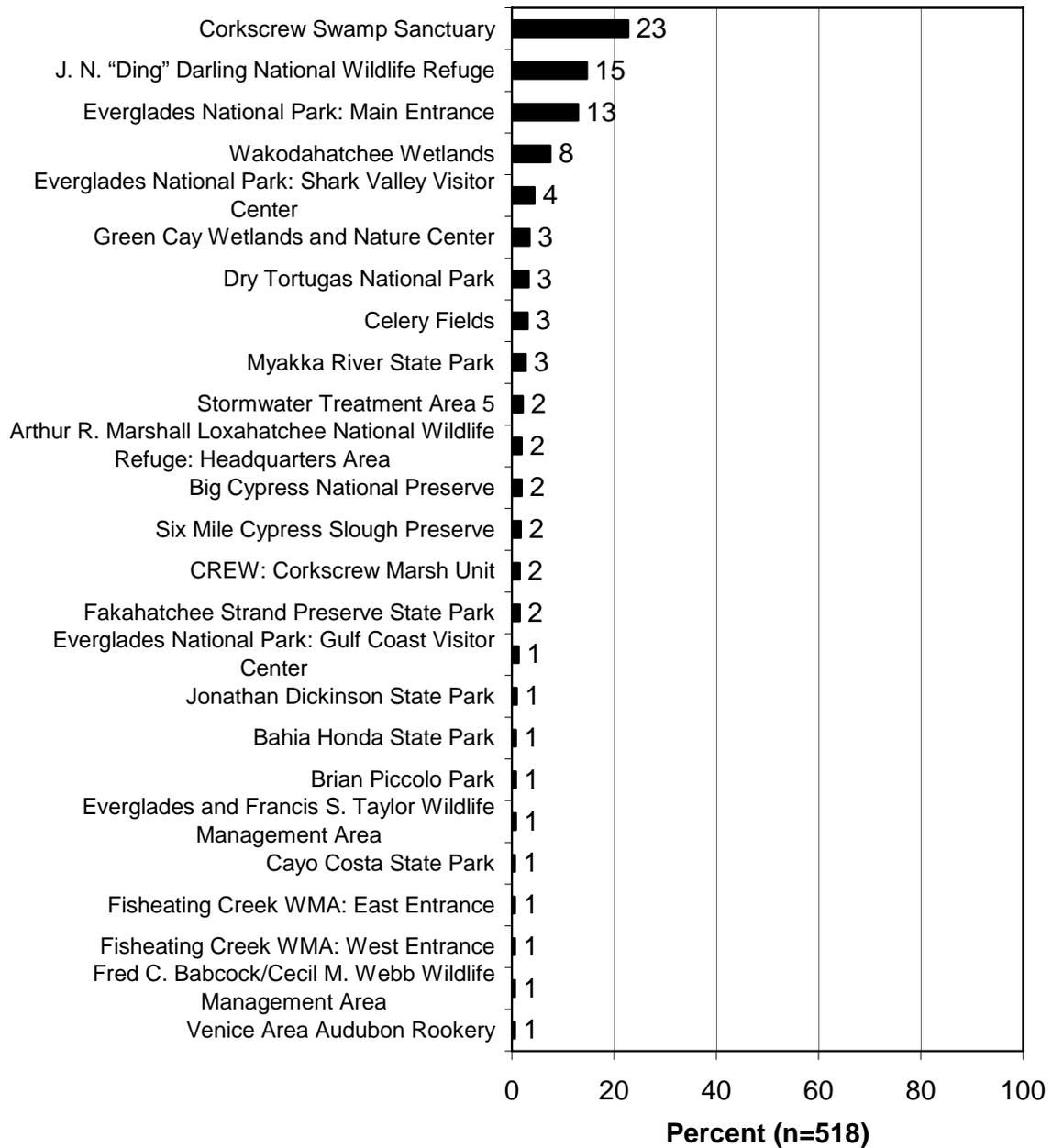
**Q38. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the WEST Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the West Florida region.) (Part 2.)**



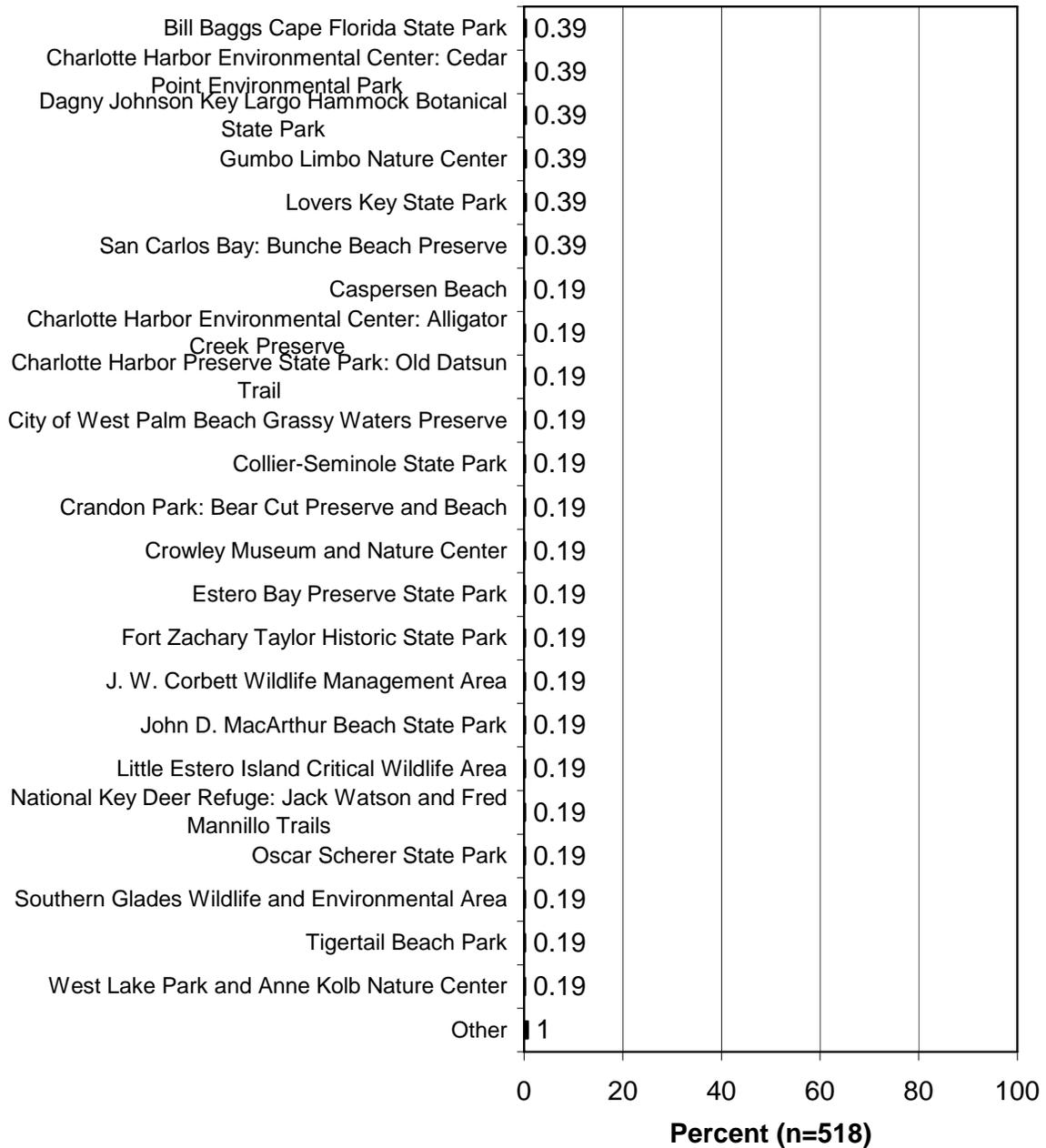
**Q38. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the WEST Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the West Florida region.) (Part 3.)**



**Q39. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the SOUTH Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the South Florida region.) (Part 1.)**



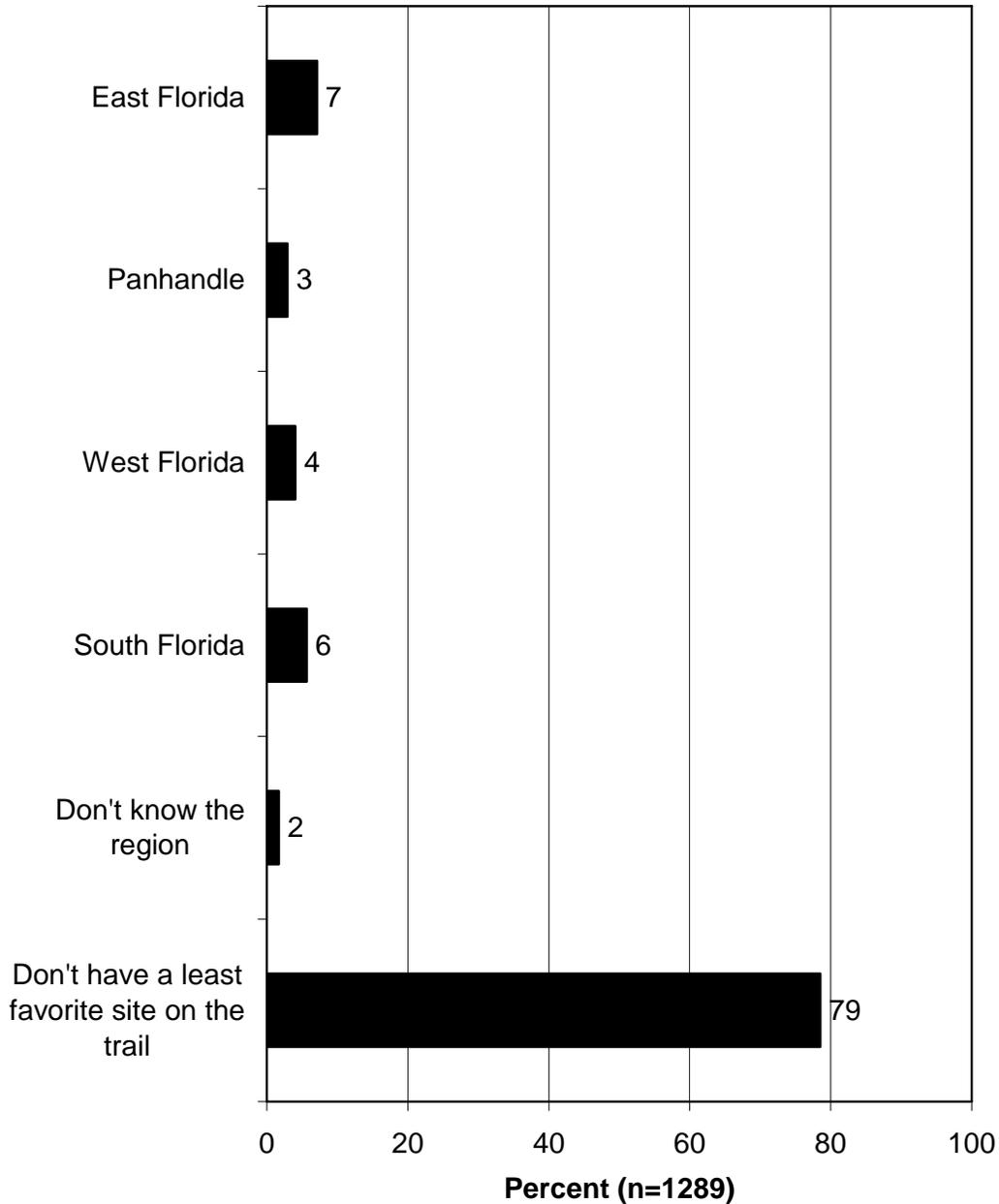
**Q39. Please indicate which specific Great Florida Birding and Wildlife Trail site you like MOST in the SOUTH Florida region. (Asked of those who have gone birding on the GFBWT and said their most-liked site is in the South Florida region.) (Part 2.)**



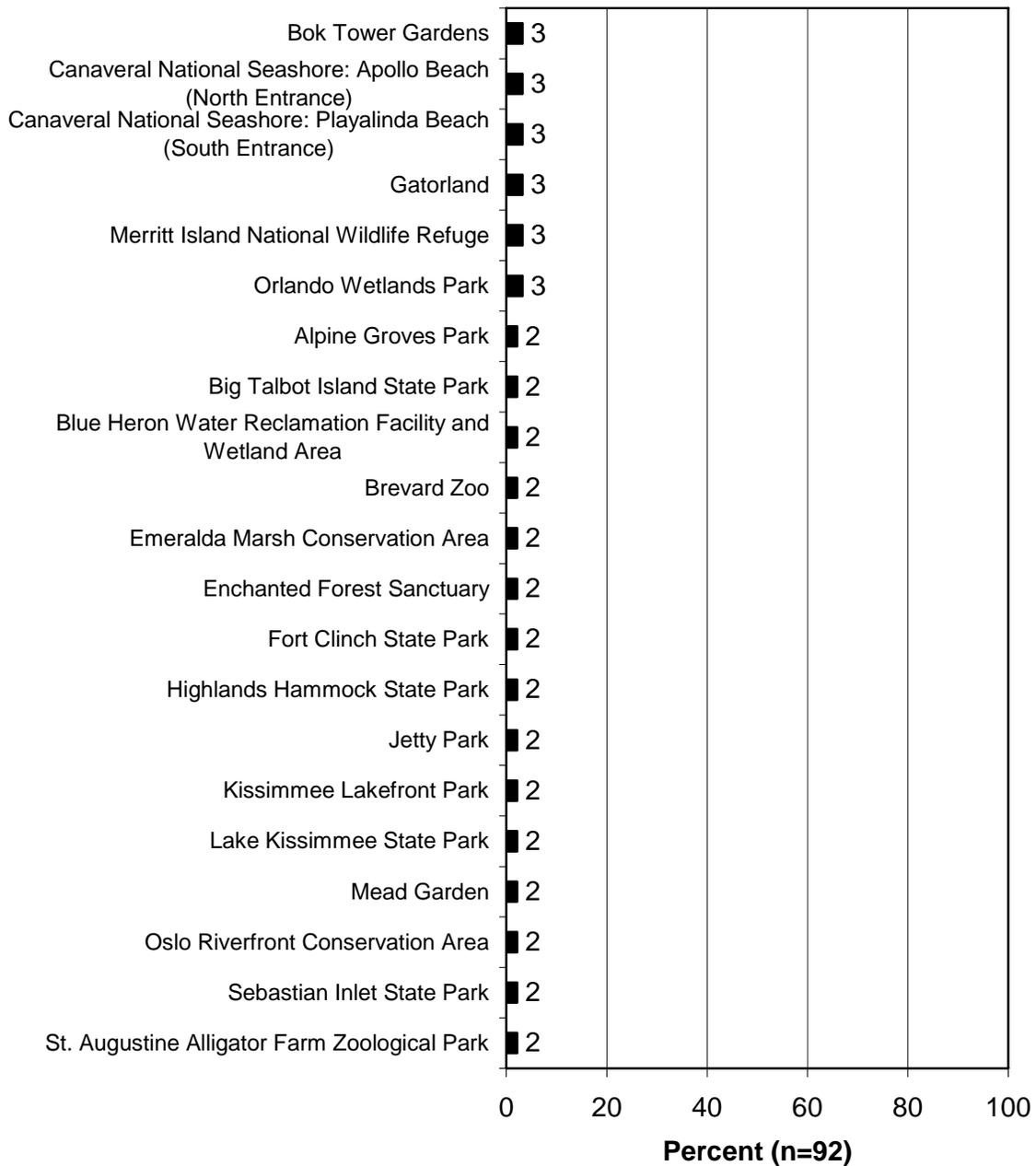
**Q41. What did you LIKE about this trail site?  
(Asked of those who have ever gone birding on the  
GFBWT.)**



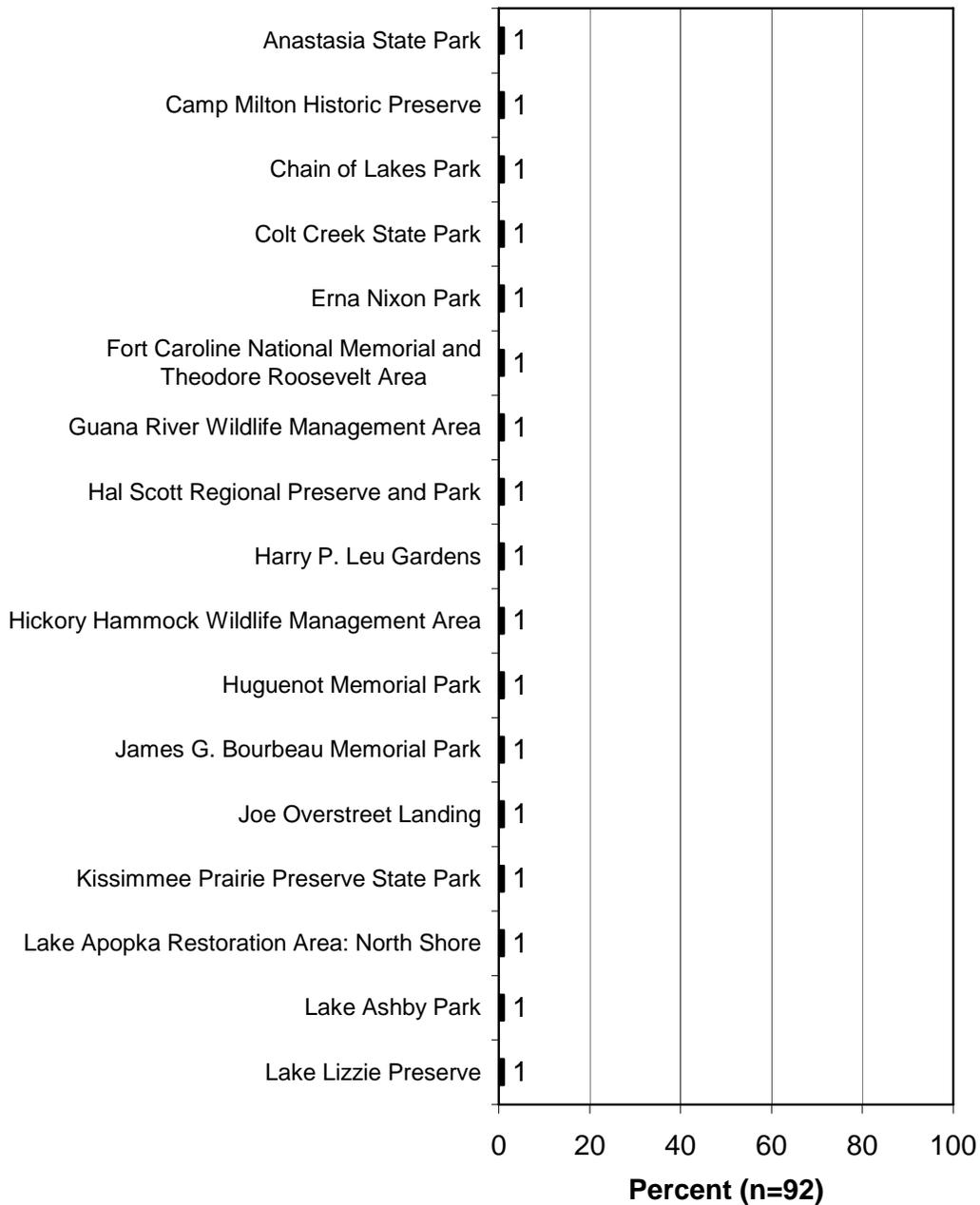
**Q42. Of the sites you have visited on the Great Florida Birding and Wildlife Trail, please think about the ONE site you like LEAST. In which of the following regions is the site located? (Asked of those who have ever gone birding on the GFBWT.)**



**Q43. Please indicate which specific Great Florida Birding and Wildlife Trail site you like LEAST in the EAST Florida region. (Asked of those who have gone birding on the GFBWT and said their least-liked site is in the East Florida region.) (Part 1.)**



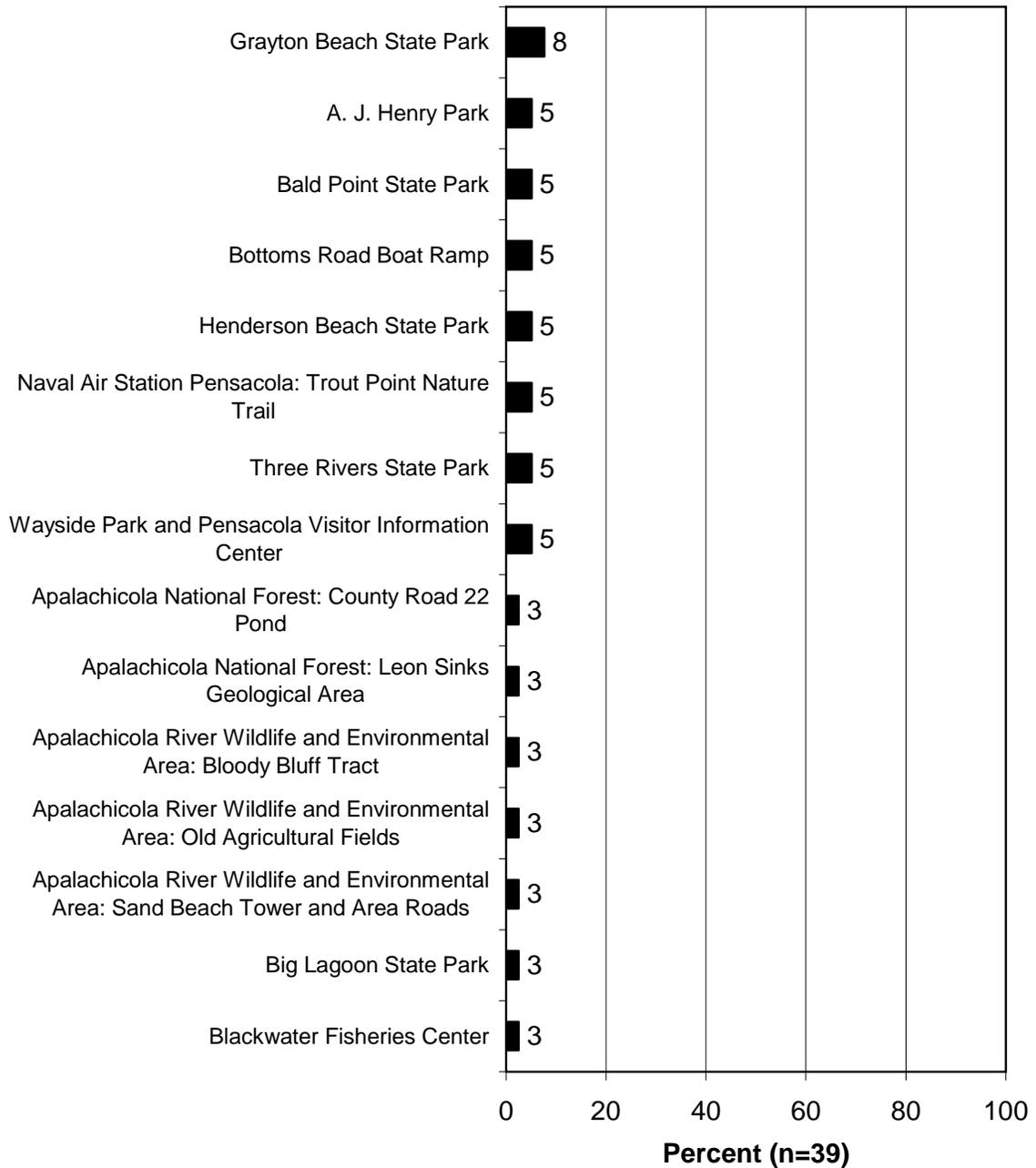
**Q43. Please indicate which specific Great Florida Birding and Wildlife Trail site you like LEAST in the EAST Florida region. (Asked of those who have gone birding on the GFBWT and said their least-liked site is in the East Florida region.) (Part 2.)**



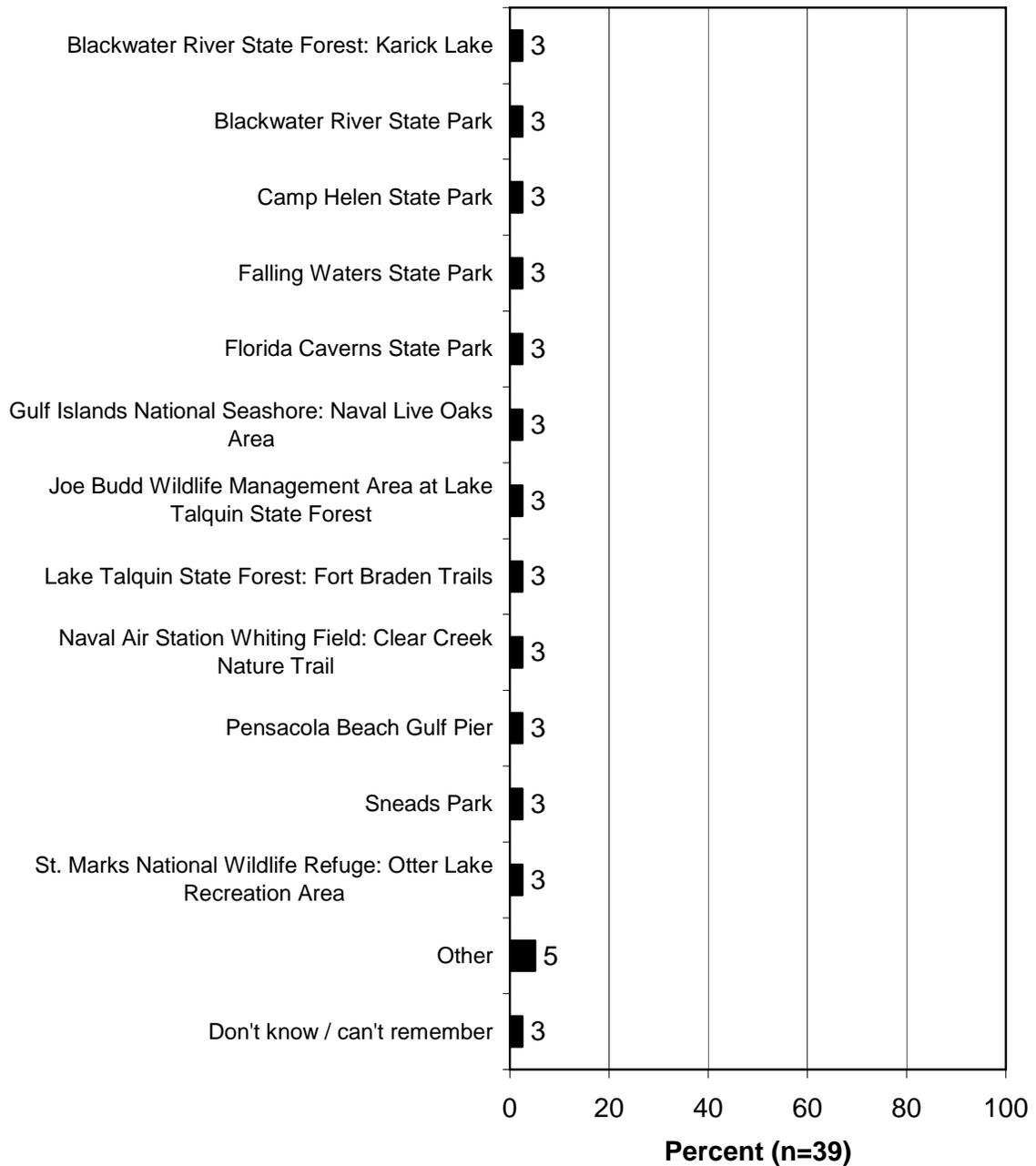
**Q43. Please indicate which specific Great Florida Birding and Wildlife Trail site you like LEAST in the EAST Florida region. (Asked of those who have gone birding on the GFBWT and said their least-liked site is in the East Florida region.) (Part 3.)**



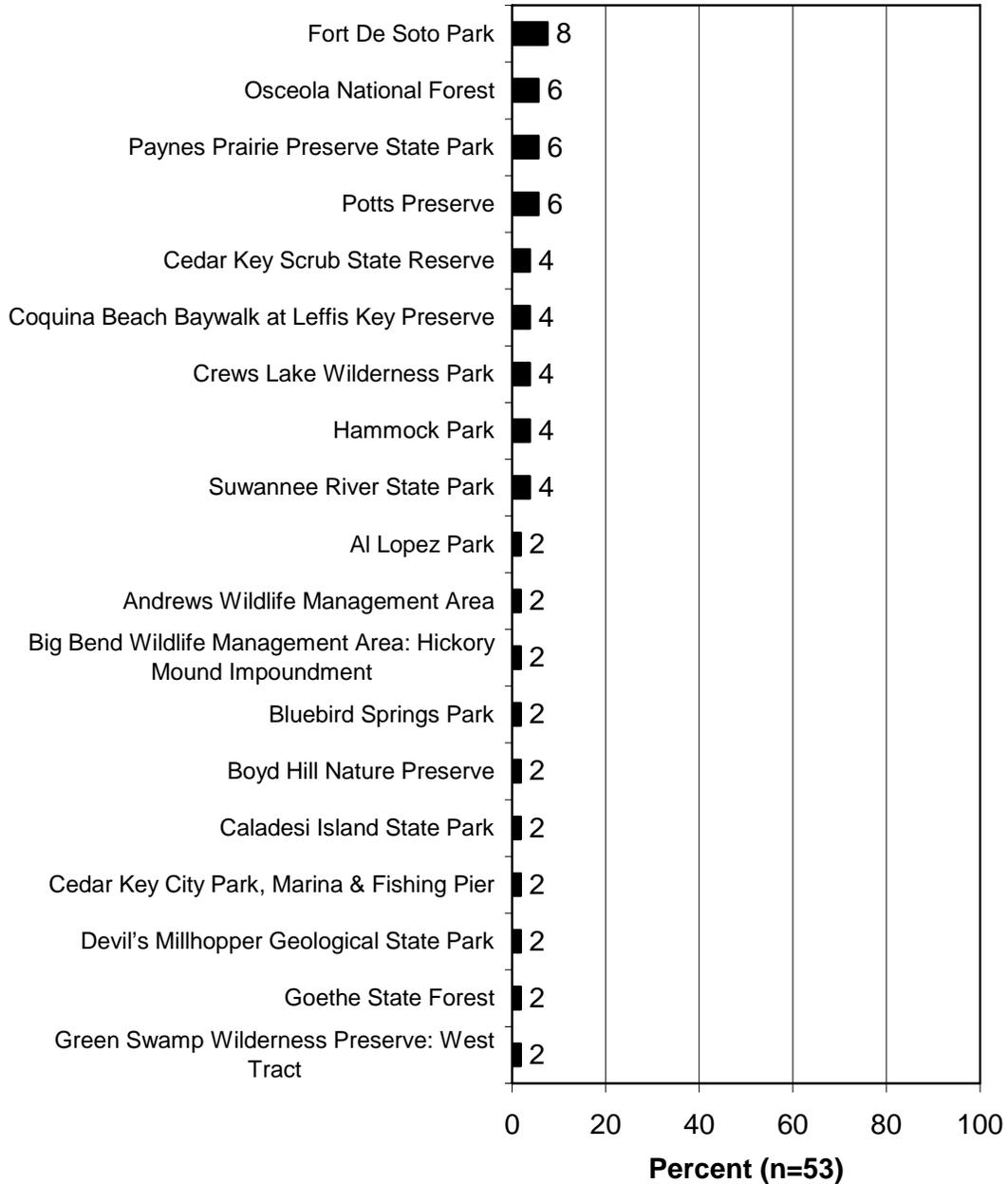
**Q44. Please indicate which specific Great Florida Birding and Wildlife Trail site you like LEAST in the PANHANDLE region of Florida. (Asked of those who have gone birding on the GFBWT and said their least-liked site is in the Panhandle region of Florida.) (Part 1.)**



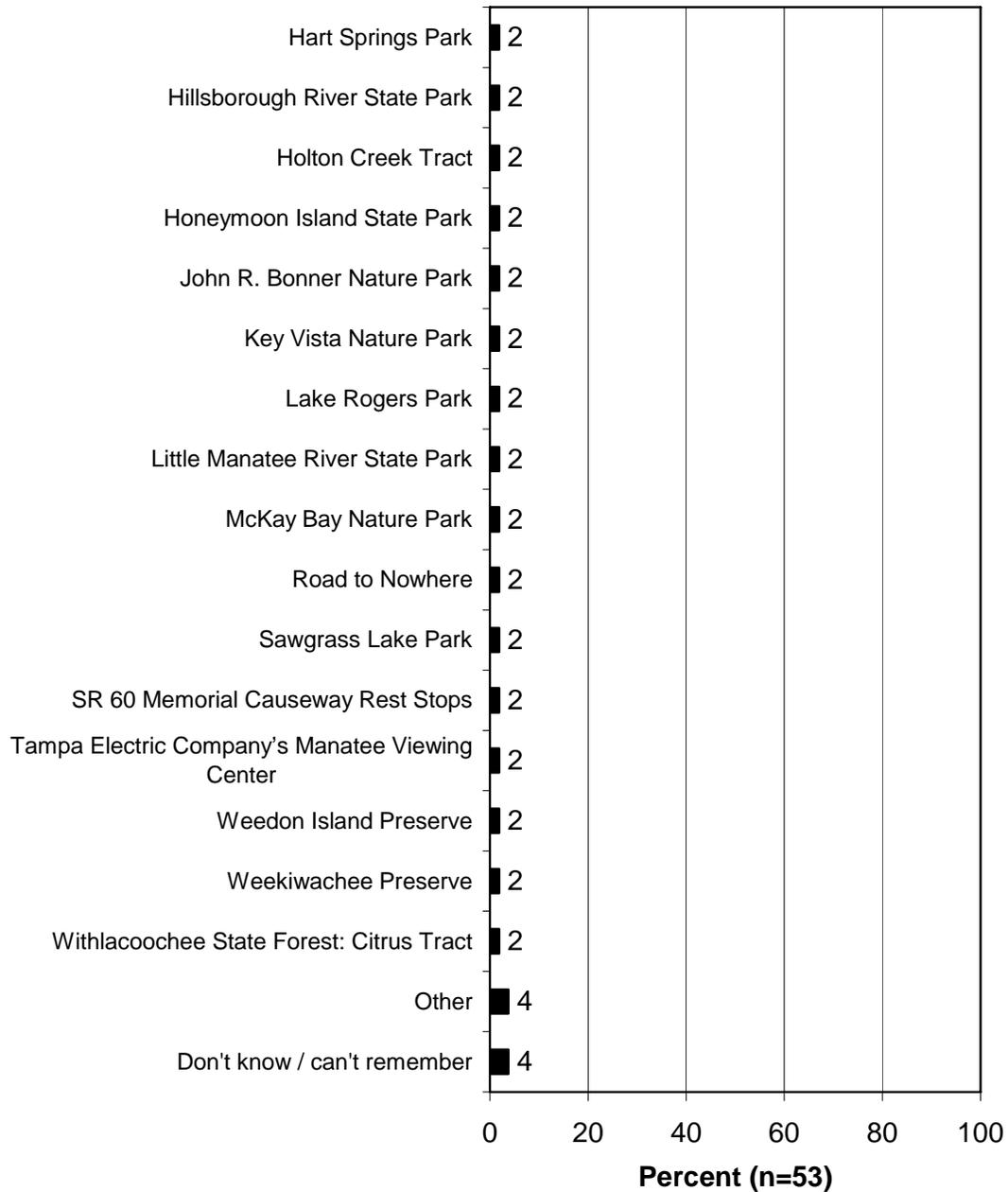
**Q44. Please indicate which specific Great Florida Birding and Wildlife Trail site you like LEAST in the PANHANDLE region of Florida. (Asked of those who have gone birding on the GFBWT and said their least-liked site is in the Panhandle region of Florida.) (Part 2.)**



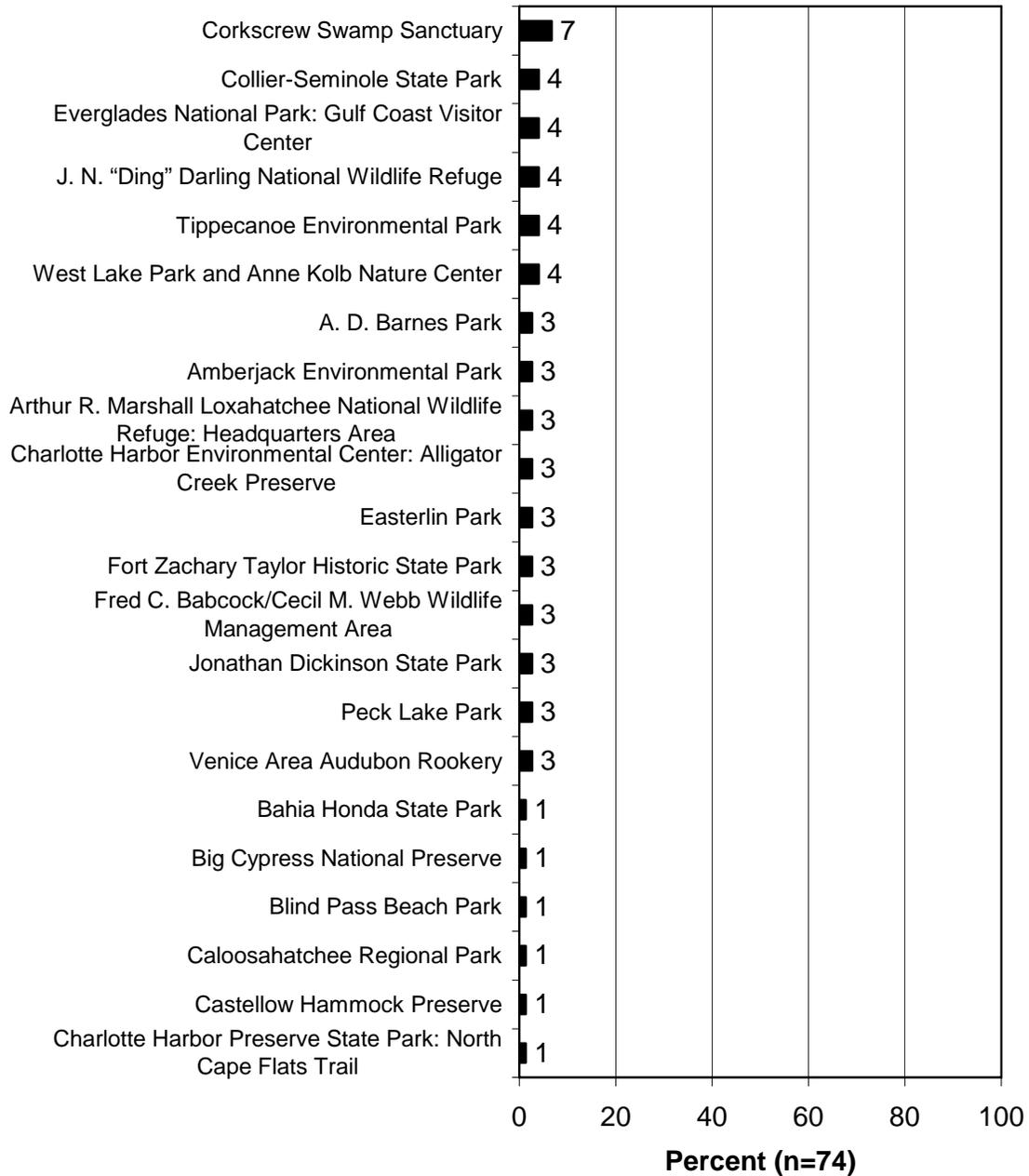
**Q45. Please indicate which specific Great Florida Birding and Wildlife Trail site you like LEAST in the WEST Florida region. (Asked of those who have gone birding on the GFBWT and said their least-liked site is in the West Florida region.) (Part 1.)**



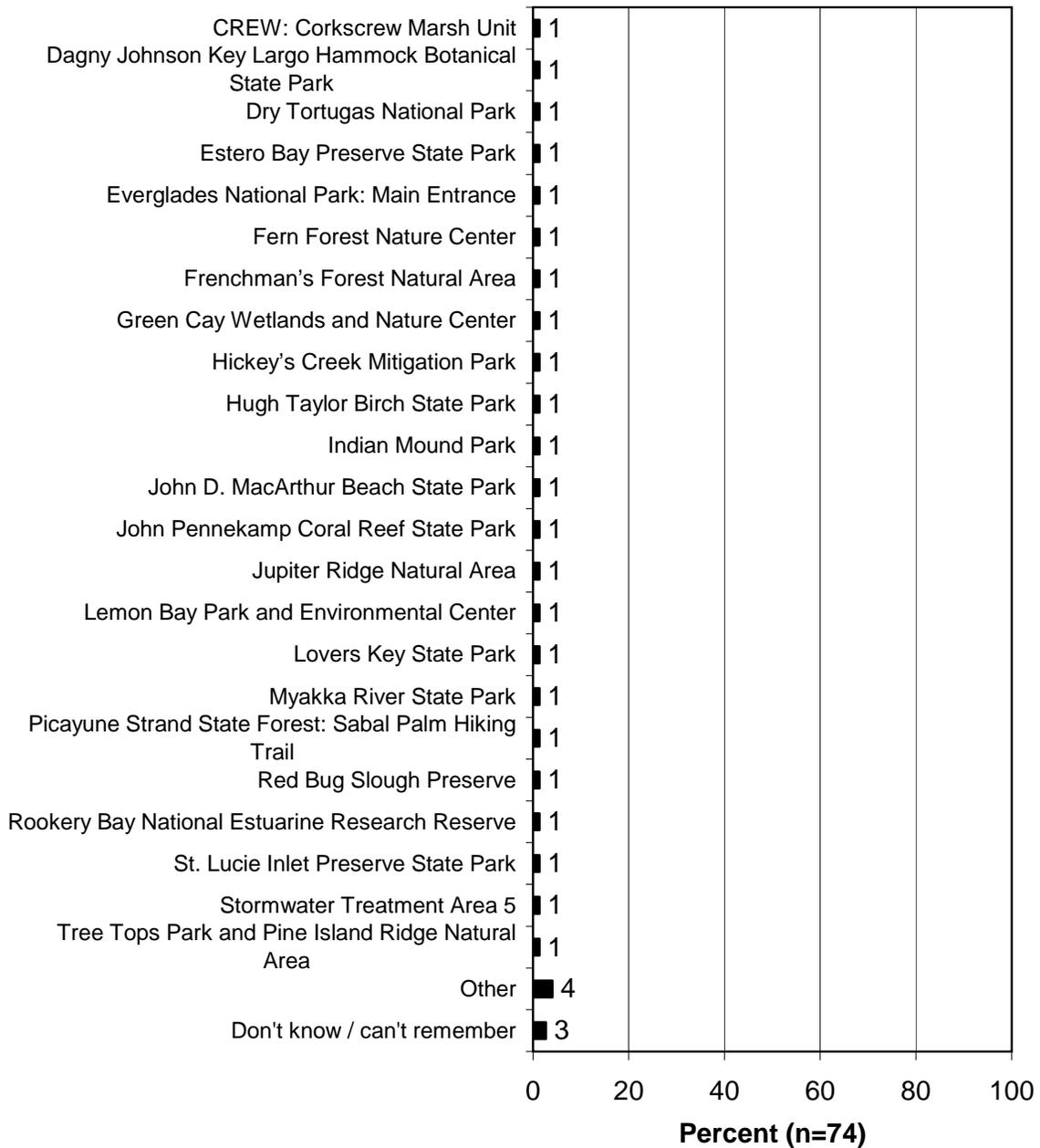
**Q45. Please indicate which specific Great Florida Birding and Wildlife Trail site you like LEAST in the WEST Florida region. (Asked of those who have gone birding on the GFBWT and said their least-liked site is in the West Florida region.) (Part 2.)**



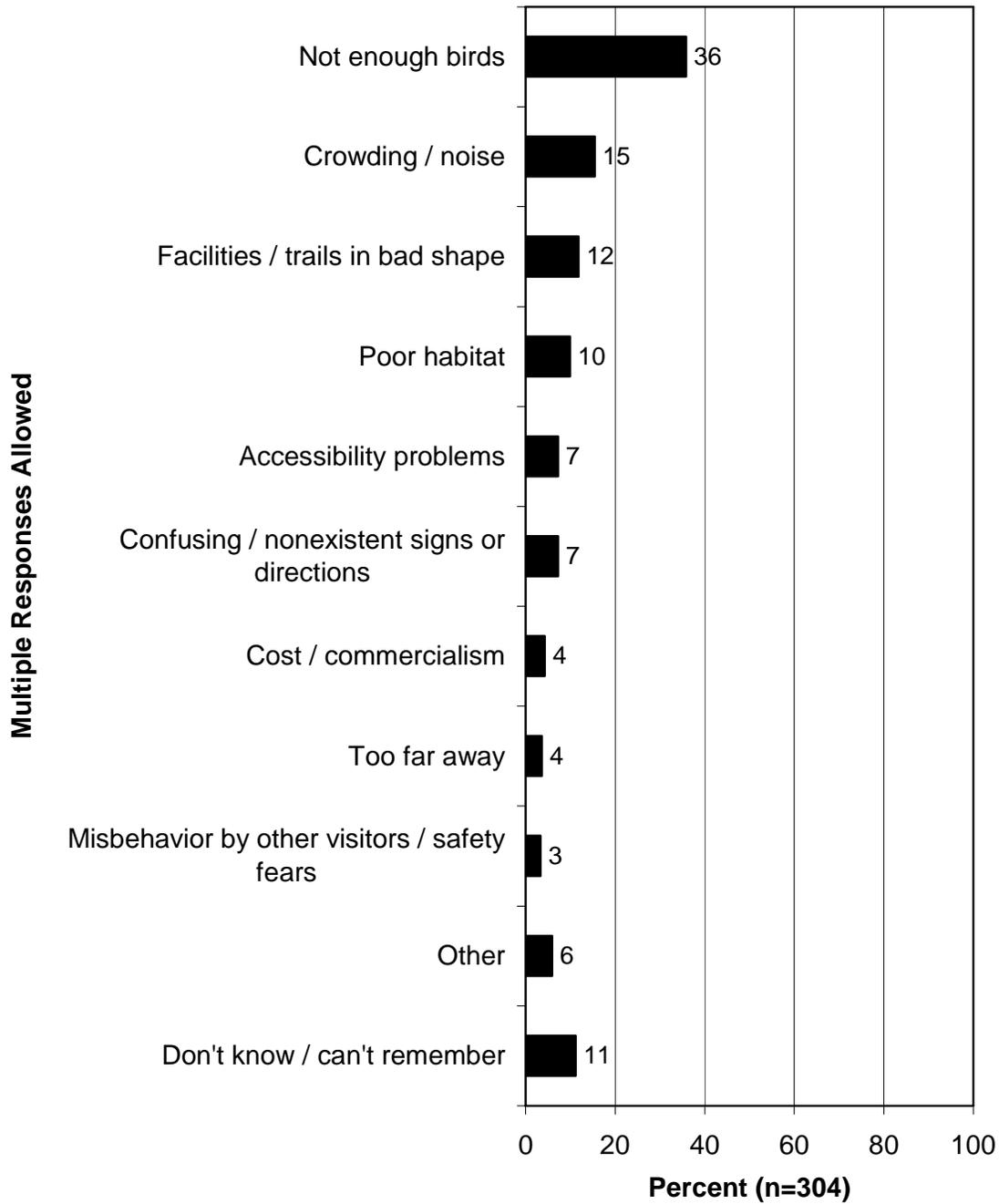
**Q46. Please indicate which specific Great Florida Birding and Wildlife Trail site you like LEAST in the SOUTH Florida region. (Asked of those who have gone birding on the GFBWT and said their least-liked site is in the South Florida region.) (Part 1.)**



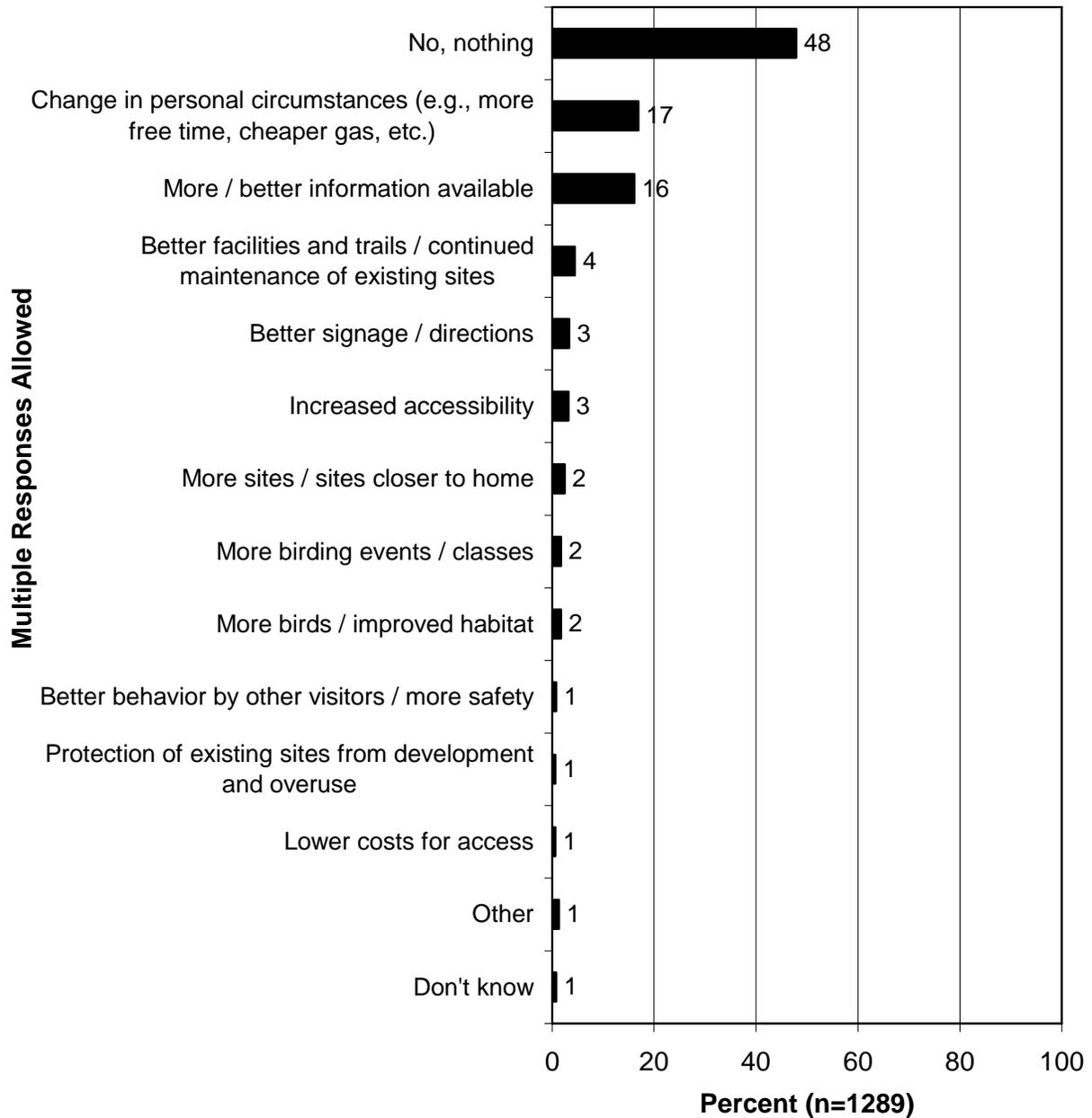
**Q46. Please indicate which specific Great Florida Birding and Wildlife Trail site you like LEAST in the SOUTH Florida region. (Asked of those who have gone birding on the GFBWT and said their least-liked site is in the South Florida region.) (Part 2.)**



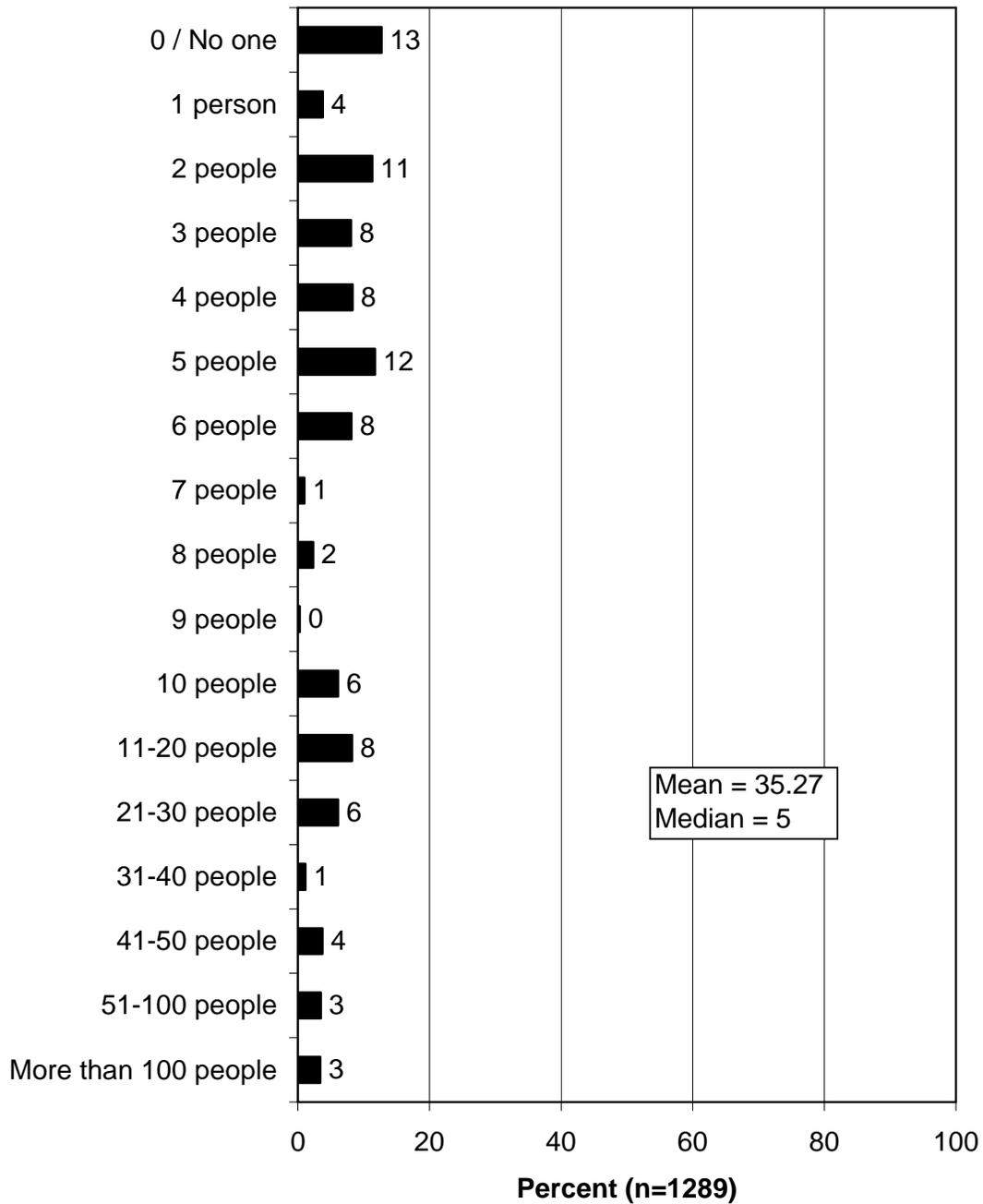
**Q48. What did you DISLIKE about this trail site?  
(Asked of those who have a least favorite site on  
the GFBWT.)**



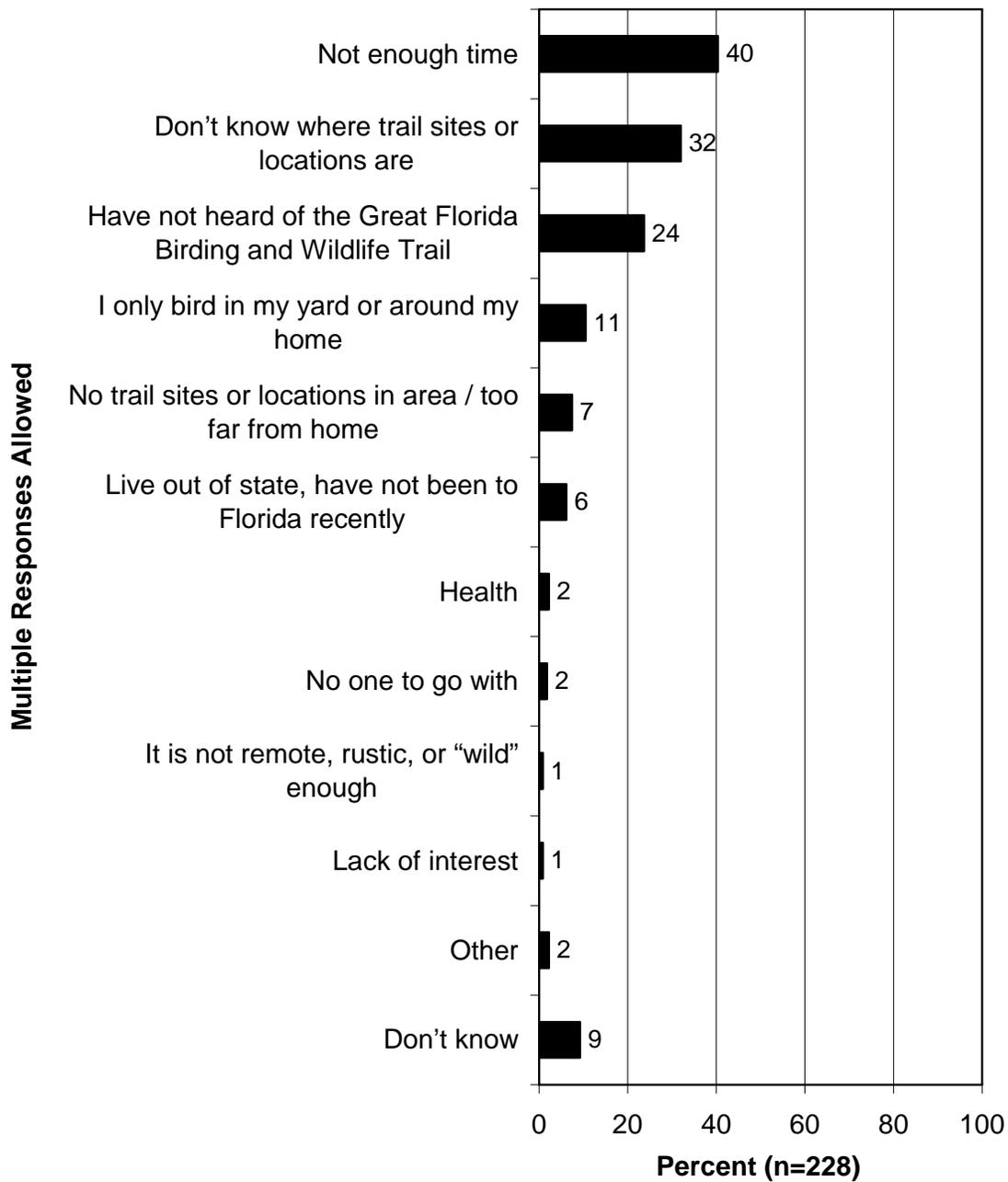
**Q49. Is there anything that would encourage you to visit the Great Florida Birding and Wildlife Trail more often or improve your experiences on the trail? (Asked of those who have ever gone birding on the GFBWT.)**



**Q51. Approximately how many people have you recommended the trail to? (Asked of those who have ever gone birding on the GFBWT.)**



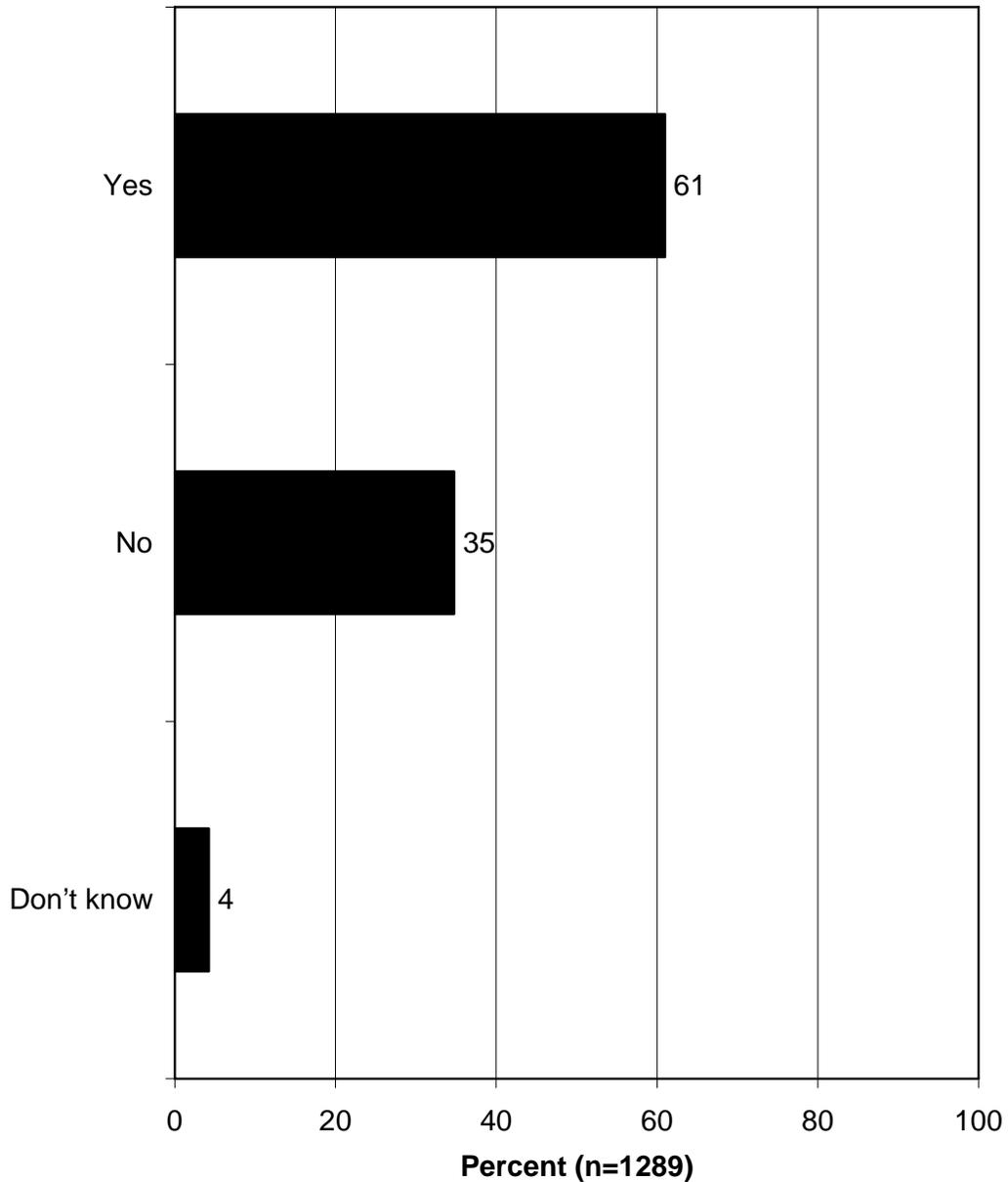
**Q86. What are the main reasons you have NOT gone birding on the Great Florida Birding and Wildlife Trail? (Asked of those who have never gone birding on the GFBWT.)**



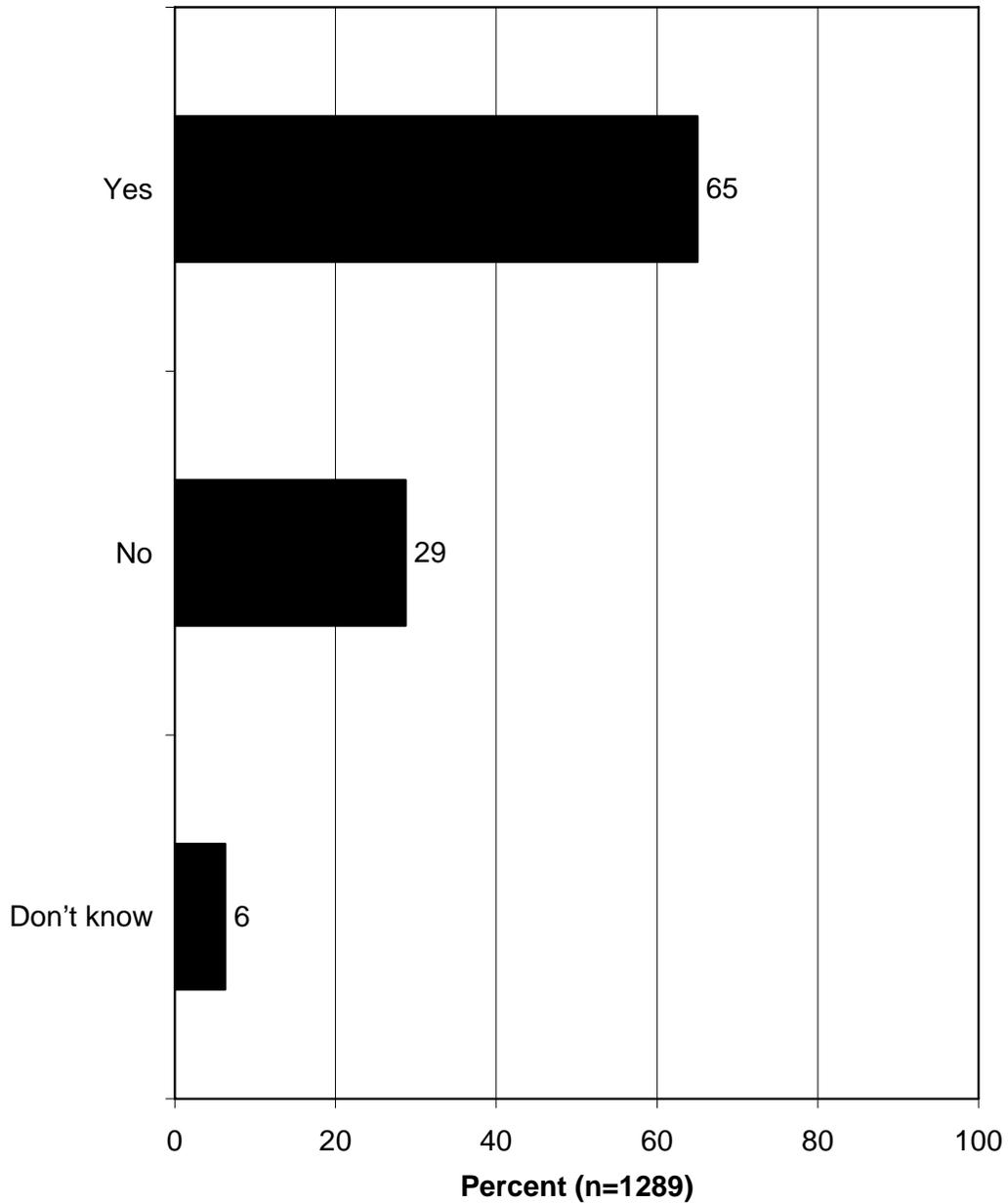
## **USE OF GREAT FLORIDA BIRDING AND WILDLIFE TRAIL SIGNS AND WEBSITE**

- The majority of those who have gone birding on the Great Florida Birding and Wildlife Trail (61%) have taken an unplanned or impromptu visit to the Trail after seeing a sign while driving. Similarly, 65% have seen a sign for the Great Florida Birding and Wildlife Trail that prompted or motivated them to plan a visit to the site at a later time—among this group, 81% ended up visiting the Great Florida Birding and Wildlife Trail as planned.
  
- The results suggest that roadside wayfinding signs for the Great Florida Birding and Wildlife Trail are generally quite important in terms of motivating visits: 82% of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail said that if road signs were removed, they would be less likely to visit the Great Florida Birding and Wildlife Trail, with 37% saying they would be *much* less likely to visit.
  
- Nearly three-quarters of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail (72%) said they had taken a trip at some point for the primary purpose of visiting the Great Florida Birding and Wildlife Trail or a specific site on the Trail (note that this figure corresponds quite closely with the figure in the previous section regarding the percentage of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail).
  - Among those who had ever taken a trip for the primary purpose of going birding on the Great Florida Birding and Wildlife Trail, the mean number of trips taken in the past 5 years was 18.16, while the median was 5.
  
- The majority of birders who had ever gone birding on the Great Florida Birding and Wildlife Trail (60%) said they had used the Great Florida Birding and Wildlife Trail website at least once to plan their trips or to decide where to bird on the Trail.

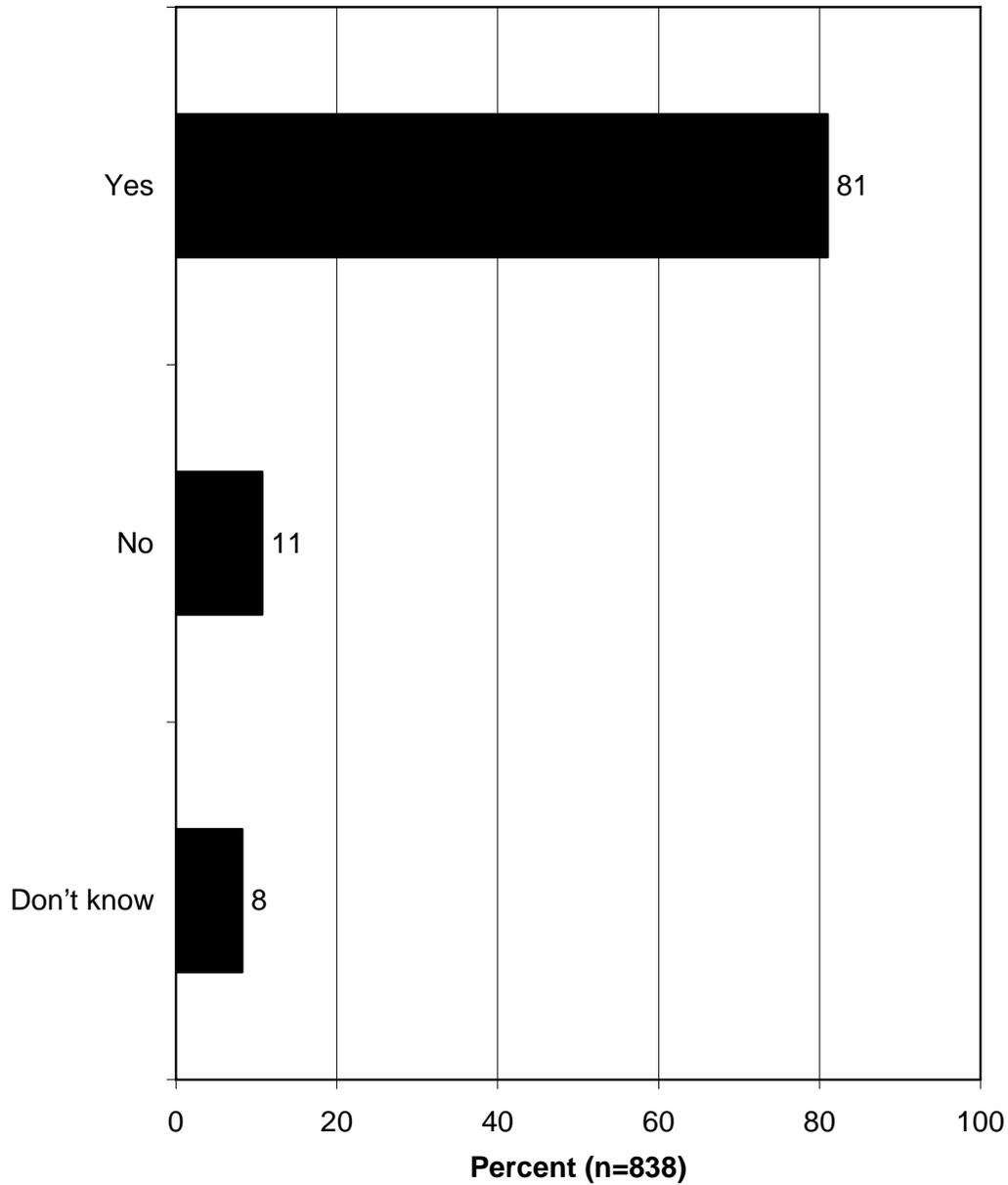
**Q74. Have you ever made an unplanned or impromptu visit to the Great Florida Birding and Wildlife Trail because you saw a sign for the trail while driving that prompted or motivated you or someone you were with to visit the trail? (Asked of those who have ever gone birding on the GFBWT.)**



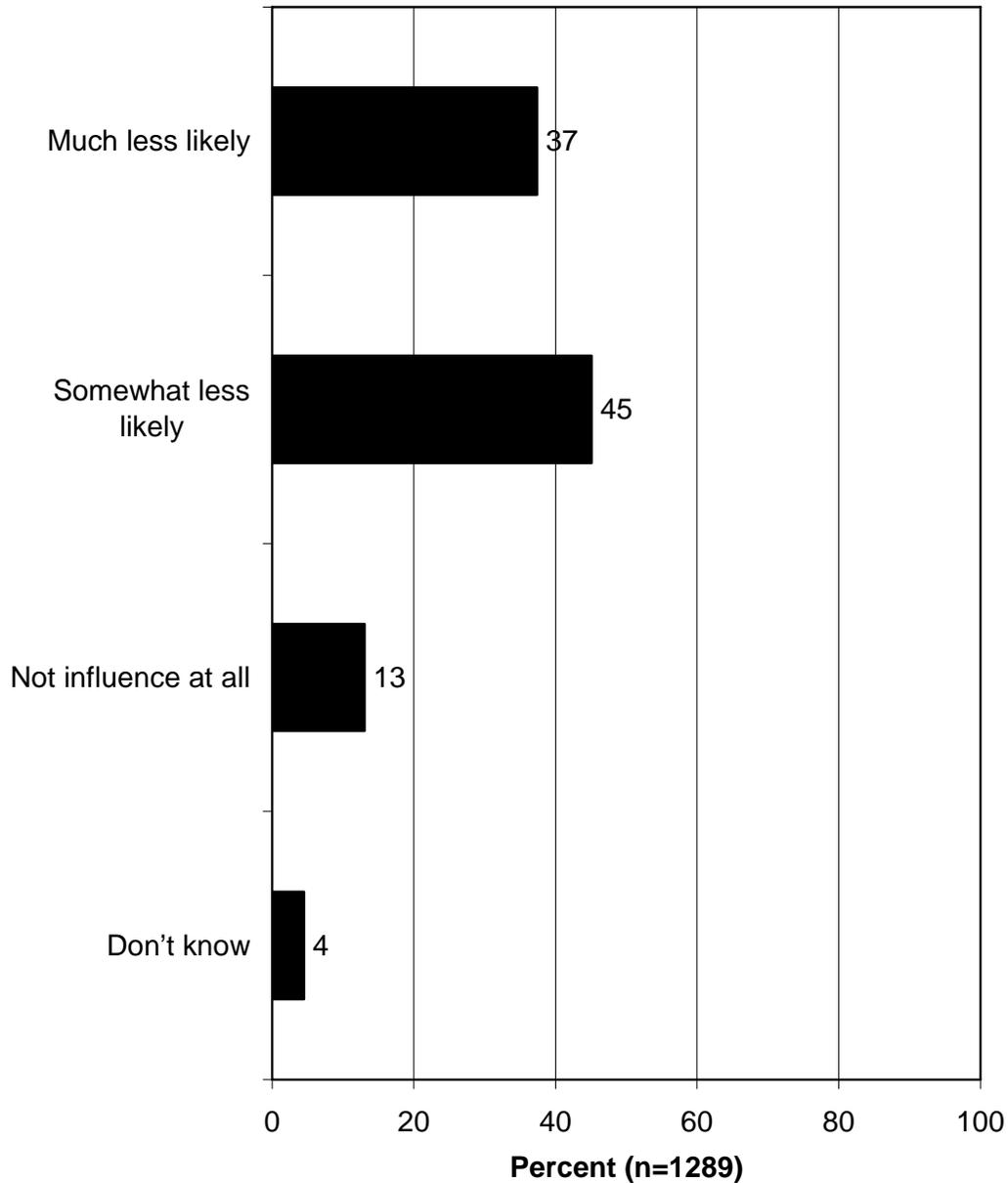
**Q75. Have you ever seen a sign for the Great Florida Birding and Wildlife Trail while driving that prompted or motivated you to plan a visit to the site at a later time, regardless of whether you actually visited the site as planned? (Asked of those who have ever gone birding on the GFBWT.)**



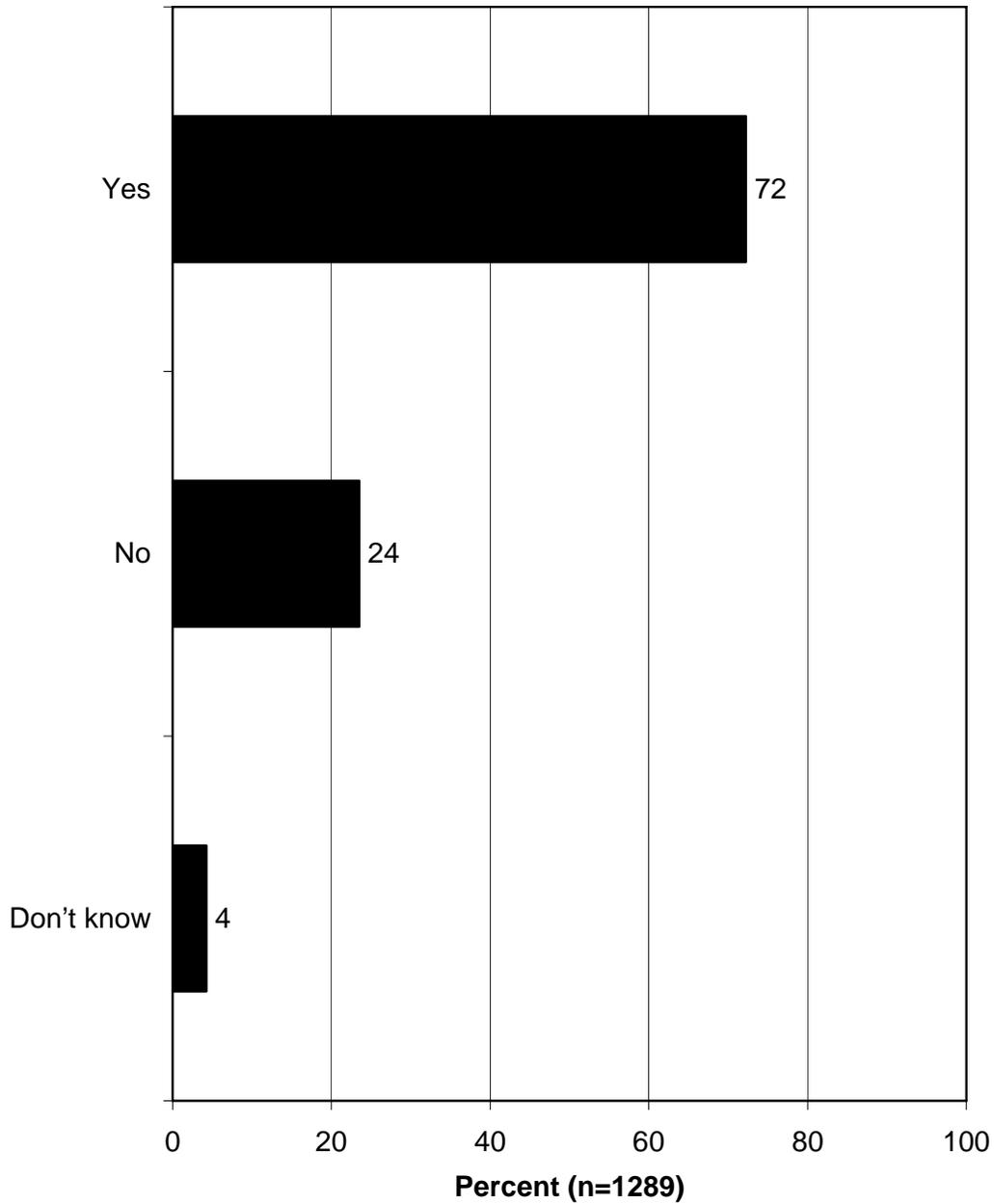
**Q76. After seeing a sign while driving and planning a visit at a later time, did you ever actually visit the Great Florida Birding and Wildlife Trail as planned?  
(Asked of those who saw a sign for the GFWBT that caused them to plan a trip.)**



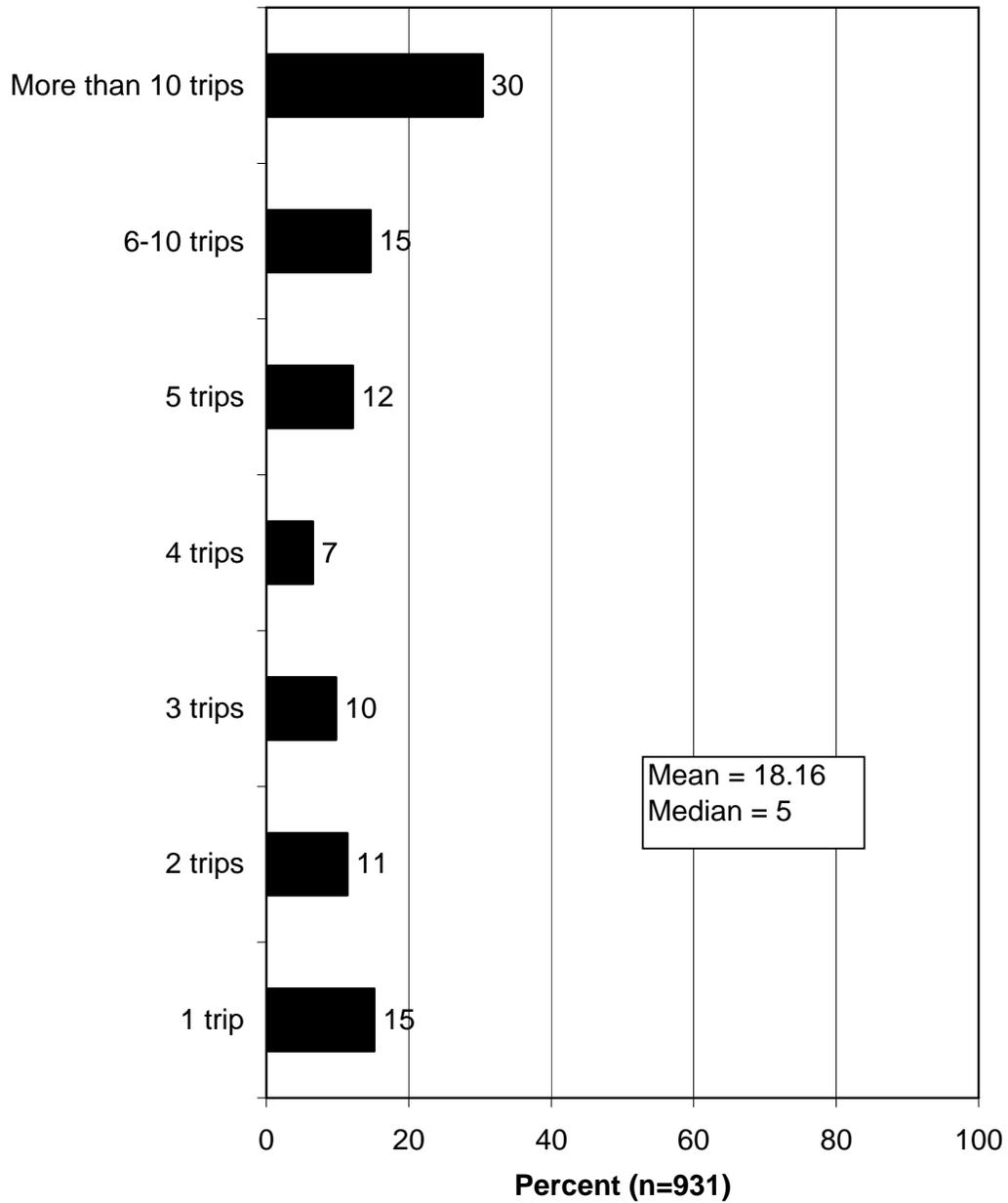
**Q77. If road signs and roadside wayfinding signs for the Great Florida Birding and Wildlife Trail were removed, do you think you would be much less likely or somewhat less likely to visit the trail, or would it not influence how likely you are to visit? (Asked of those who have ever gone birding on the GFBWT.)**



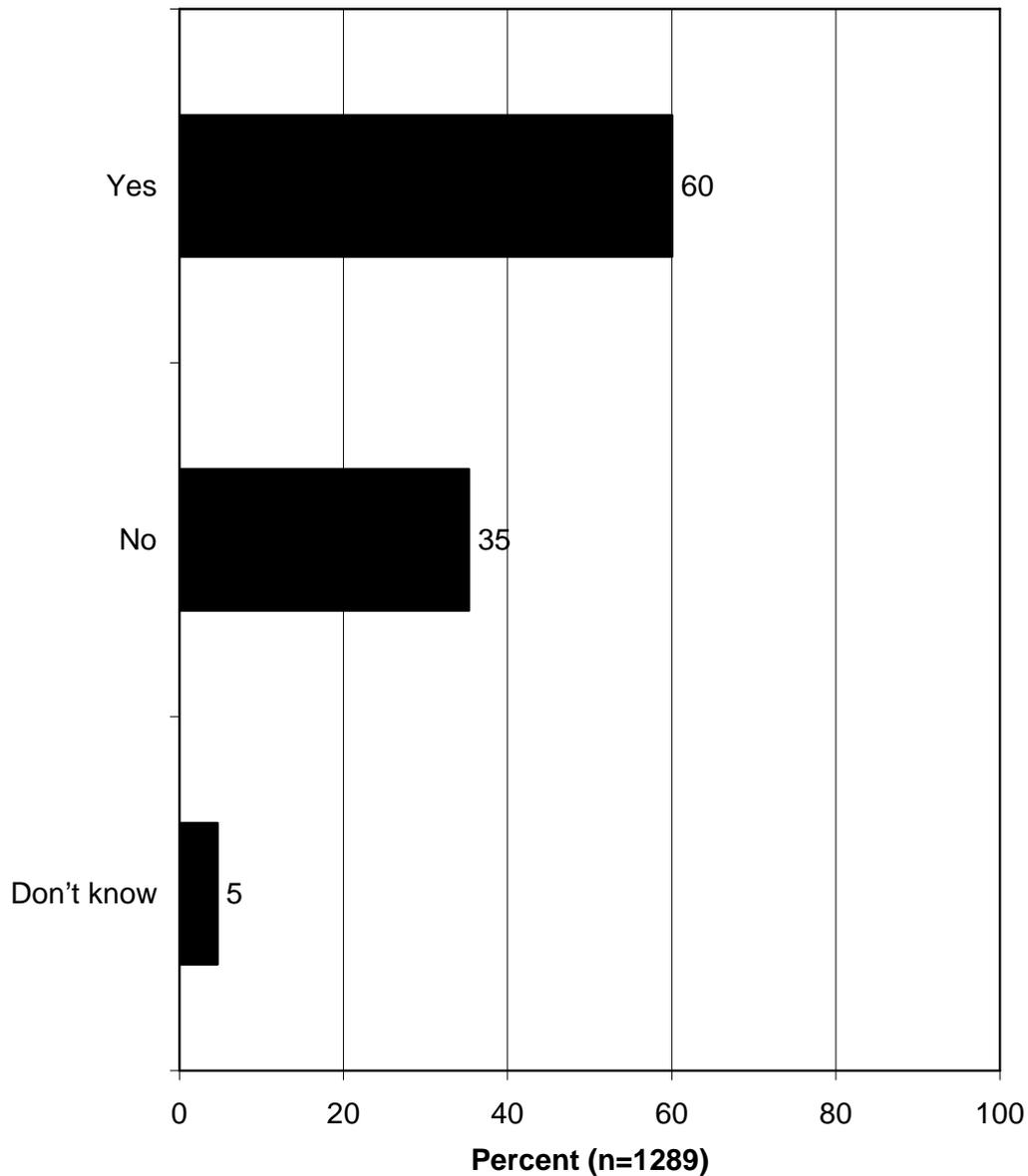
**Q78. Have you ever taken a trip for the primary purpose of visiting the Great Florida Birding and Wildlife Trail or a specific site on the trail? (Asked of those who have ever gone birding on the GFBWT.)**



**Q79. Approximately how many trips have you taken for the primary purpose of visiting the Great Florida Birding and Wildlife Trail in the past 5 years?  
(Asked of those who have ever taken a trip for the primary purpose of going birding on the GFBWT.)**



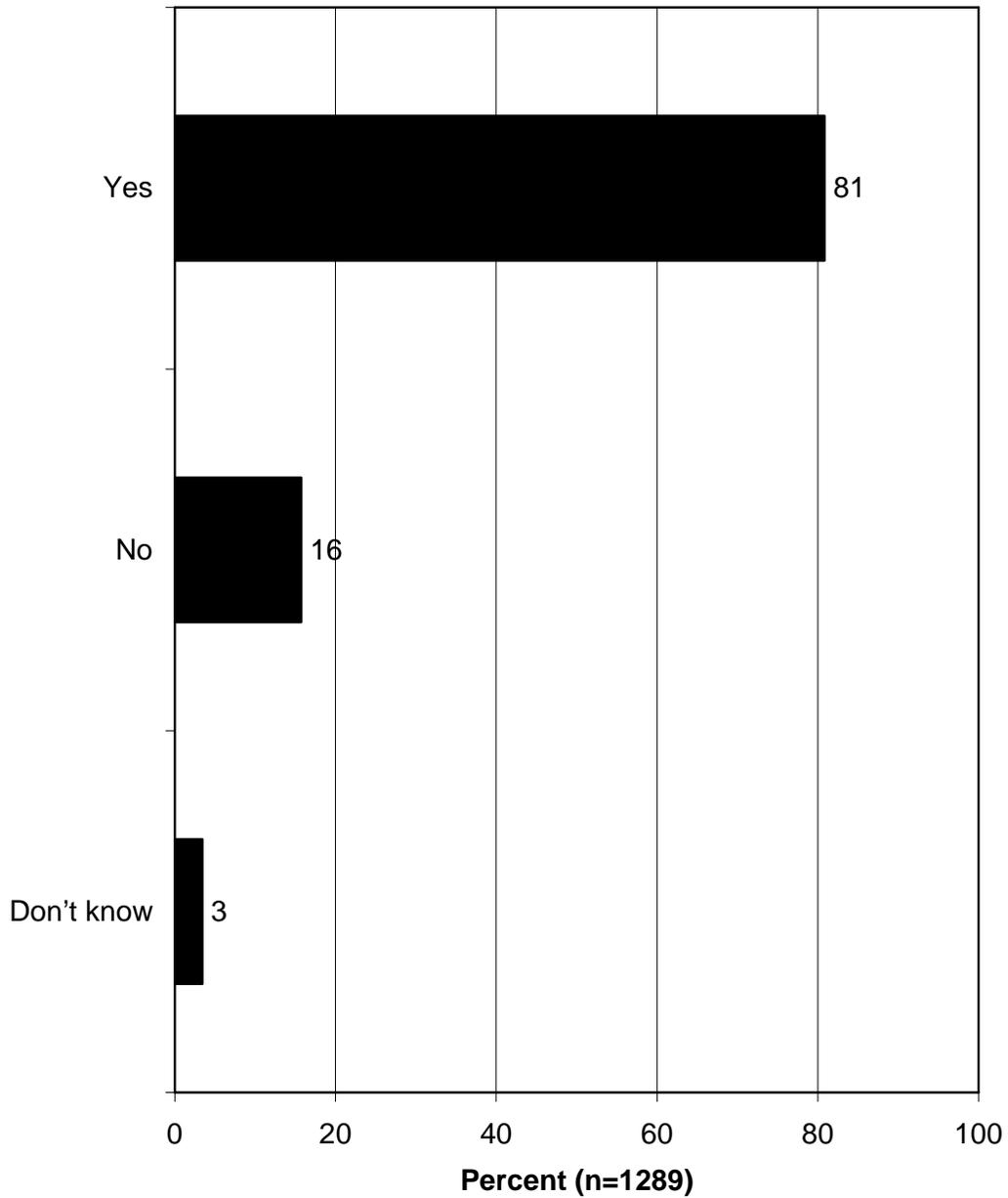
**Q80. Have you ever used the Great Florida Birding and Wildlife Trail website ([www.floridabirdingtrail.com](http://www.floridabirdingtrail.com)) to plan your trips or visits to the trail or to decide where to go birding? (Asked of those who have ever gone birding on the GFBWT.)**



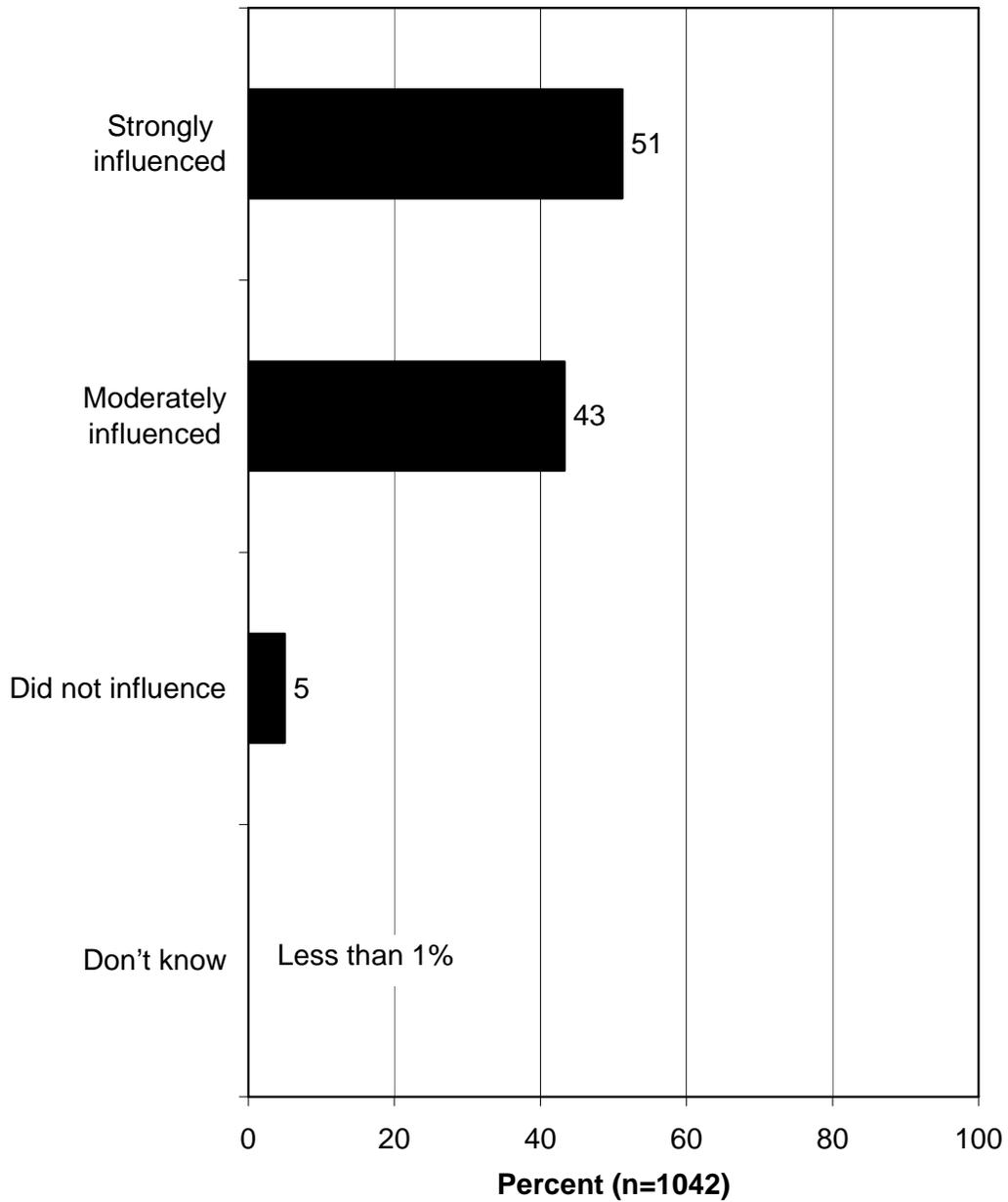
## **OPINIONS ON GREAT FLORIDA BIRDING AND WILDLIFE TRAIL GUIDES**

- The large majority of respondents who had ever gone birding on the Great Florida Birding and Wildlife Trail (81%) said they had used at least one of the Great Florida Birding and Wildlife Trail guides to plan a trip or visit to the Trail or to decide where to go.
  - Guides appear to be quite important to birders in terms of their decision-making and trip planning: among those who had ever used a guide, 51% said that the guide had *strongly* influenced their decision on where to bird in Florida in the past 5 years, while a further 43% said the guide had *moderately* influenced their birding plans.
  - Respondents who had gone birding on the Great Florida Birding and Wildlife Trail were generally split in their preferences for the format of guides: 30% prefer that guides be in four separate booklets (as they currently are), while 27% would like the guides to be in a single book or resource. Meanwhile, 43% have no preference.
  - In terms of a guide that would be available as a single resource, the greatest preference is for a spiral bound book (48%). Nearly a fifth of respondents (18%) would like an electronic guide (10% prefer an electronic format for their computer, 8% prefer an electronic version for an e-reader or other portable device), while 15% would prefer a traditional book binding. A further 15% have no preference for a single-resource format.
  - Most birders who visit the Great Florida Birding and Wildlife Trail (60%) would be willing to pay \$15 for the Great Florida Birding and Wildlife Trail guide in the single-resource format they most prefer. (About a quarter are unwilling, while 17% say they are unsure.)

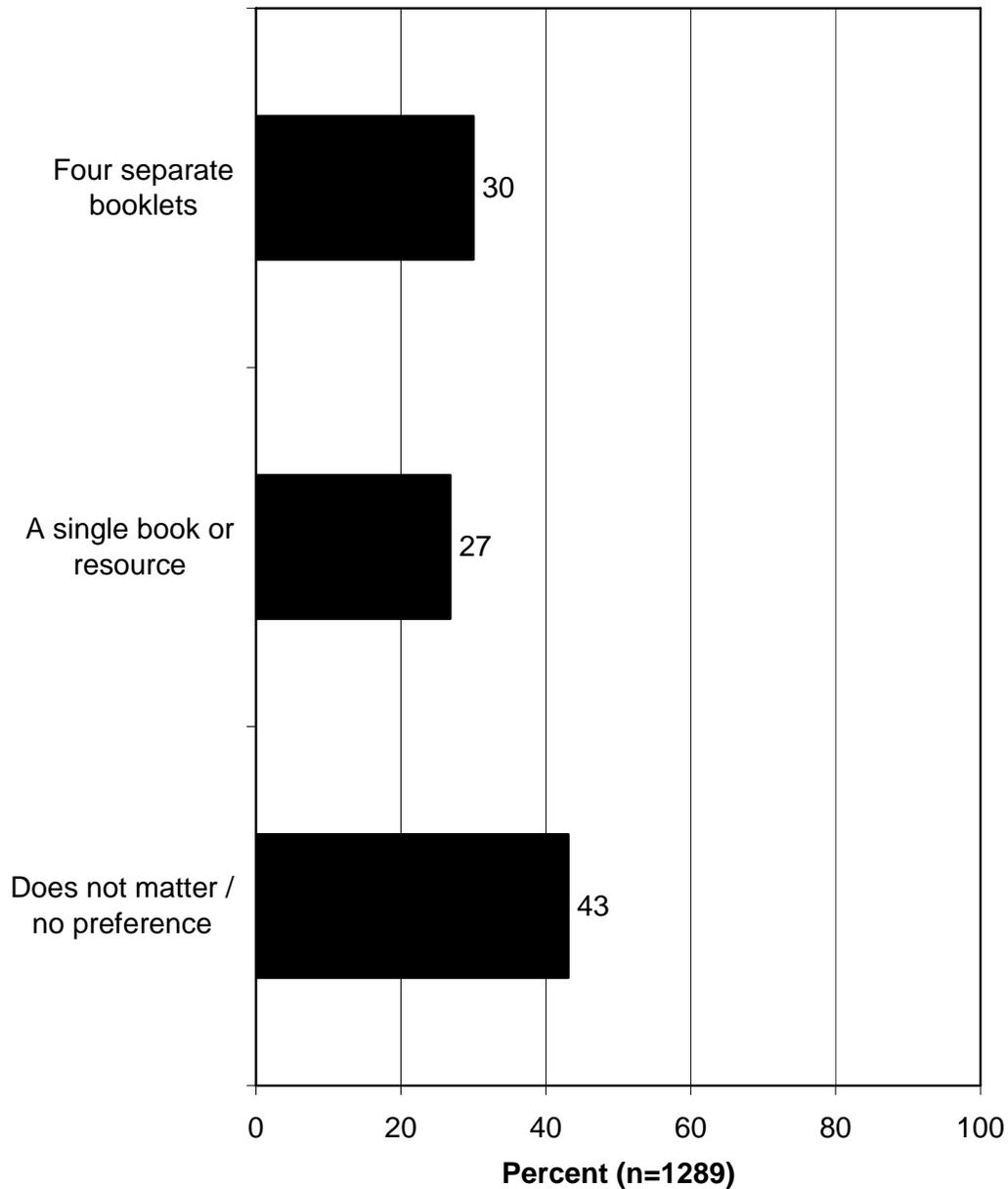
**Q81. Have you ever used any of the Great Florida Birding and Wildlife Trail guides to plan your trips or visits to the trail or to decide where to go birding? (Asked of those who have ever gone birding on the GFBWT.)**



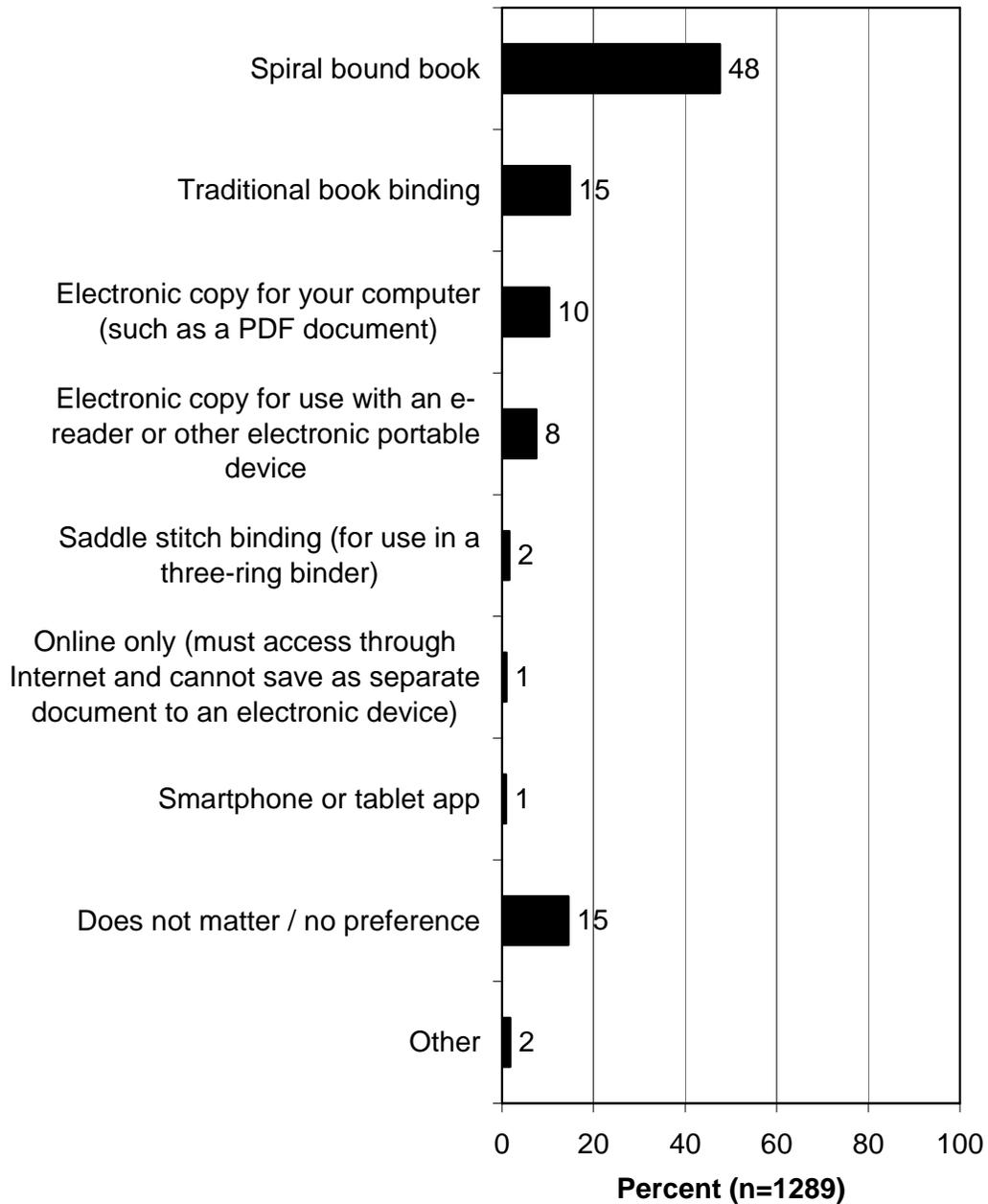
**Q82. How much would you say the Great Florida Birding and Wildlife Trail guides have influenced your decisions on where to go birding in Florida in the past 5 years? (Asked of those who have used a GFBWT guide to plan a trip.)**



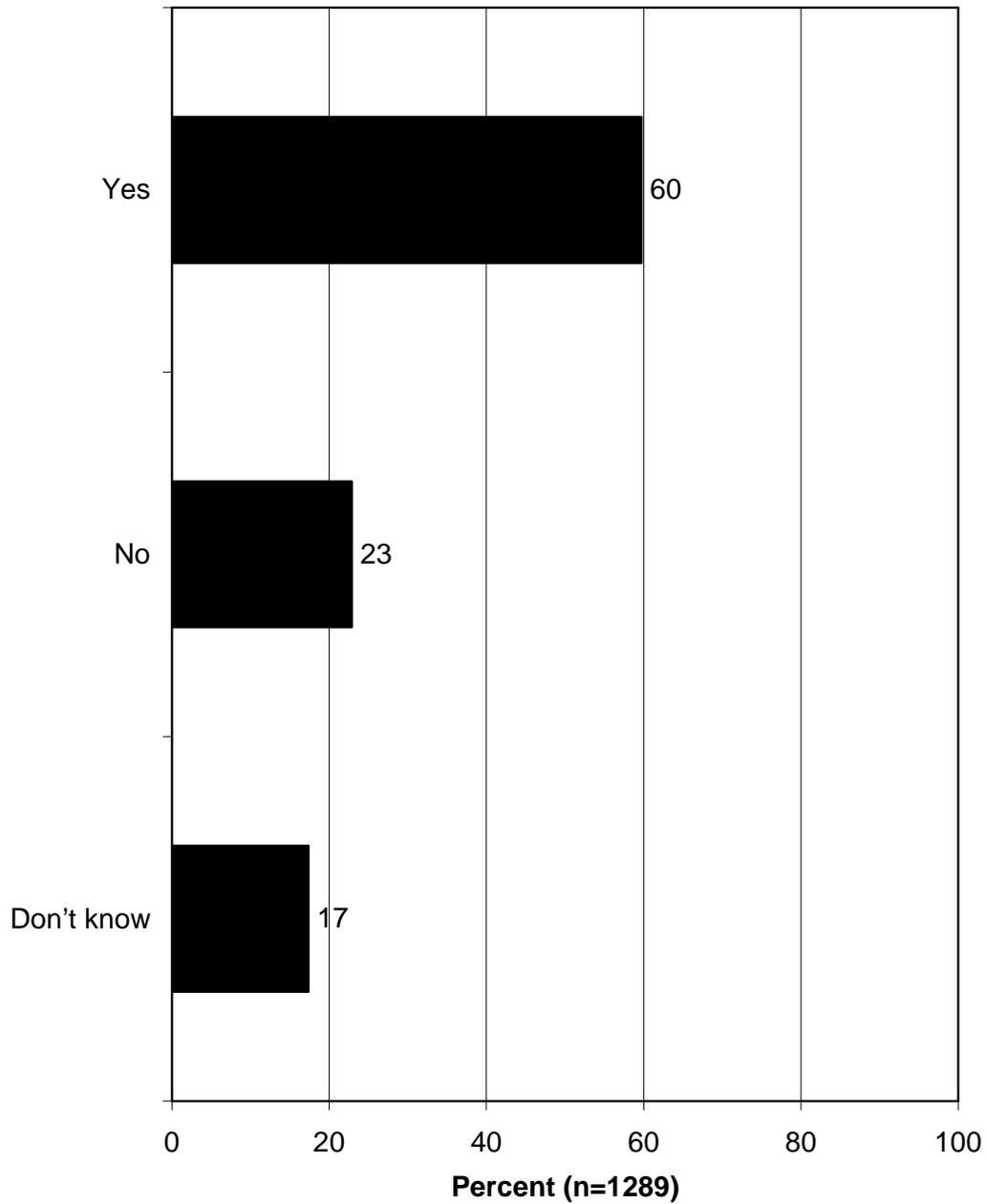
**Q83. Do you prefer that the guides be available in four separate booklets as they currently are, as a single book or resource, or does it not matter to you? (Asked of those who have ever gone birding on the GFBWT.)**



**Q84. If the Great Florida Birding and Wildlife Trail guide is offered as a single resource, which of the following formats would you most prefer? (Asked of those who have ever gone birding on the GFBWT.)**



**Q85. Would you be willing to pay \$15 for the Great Florida Birding and Wildlife Trail guide in the single resource format you most prefer? (Asked of those who have ever gone birding on the GFBWT.)**



## **OTHER SOURCES OF INFORMATION FOR BIRDING IN FLORIDA**

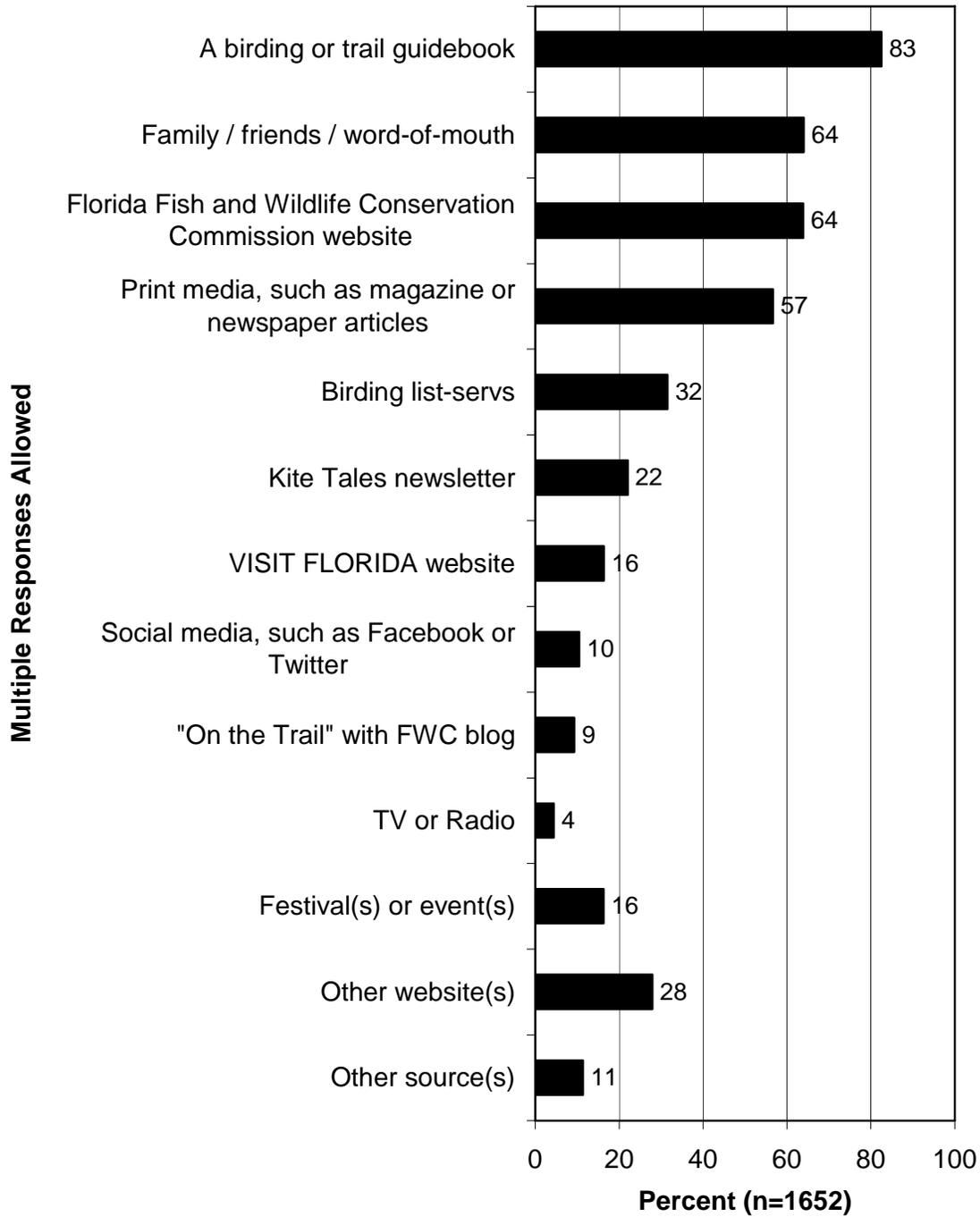
- Birding and trail guidebooks were the most common source of information regarding birding in Florida among birders surveyed (83% said they got information from this source). This was followed by family, friends, and general word-of-mouth (64%), the FWC website (64%), and print media, such as magazine or newspaper articles (57%). About a third of respondents (32%) named birding list-servs, while slightly more than a fifth (22%) named the Kite Tales newsletter.
  - Among those who said they got information from festivals or events, the Space Coast Birding Festival was by far the most commonly named source of this type.
  - Among those who said they got information from websites other than the FWC website, the Audubon Society website topped the list, followed by state or local government websites and the Great Florida Birding and Wildlife Trail website.
  - Responses to a follow-up question regarding general other sources for birding in Florida closely corresponded with the above: the Audubon Society in general (as opposed to its website specifically) topped the list, followed by state and local governments or state and local nongovernmental organizations.
  
- In a separate series of questions, respondents were asked to consider a list of information sources and other resources for birding in Florida and rate the importance of each on a scale of 0 to 10. The list included the following: the Great Florida Birding and Wildlife Trail website; the Florida Fish and Wildlife Conservation Commission website; family, friends, and word-of-mouth; birding or trail guidebooks; print media, such as magazine and newspaper articles; social media, such as Twitter and Facebook; the “On the Trail” with FWC blog; birding list-servs; the VISIT FLORIDA website; the Kite Tales newsletter; and TV or radio. In looking at the ranking by the mean ratings for each item, three items stand out as being the most important:
  - Birding or trail guidebooks (mean rating of 7.36, the top item on the list);
  - The Great Florida Birding and Wildlife Trail website (6.53);
  - Family, friends, or word-of-mouth (6.30).

At the other end of the spectrum, three items stand out as markedly less important, all with mean ratings below 2.00:

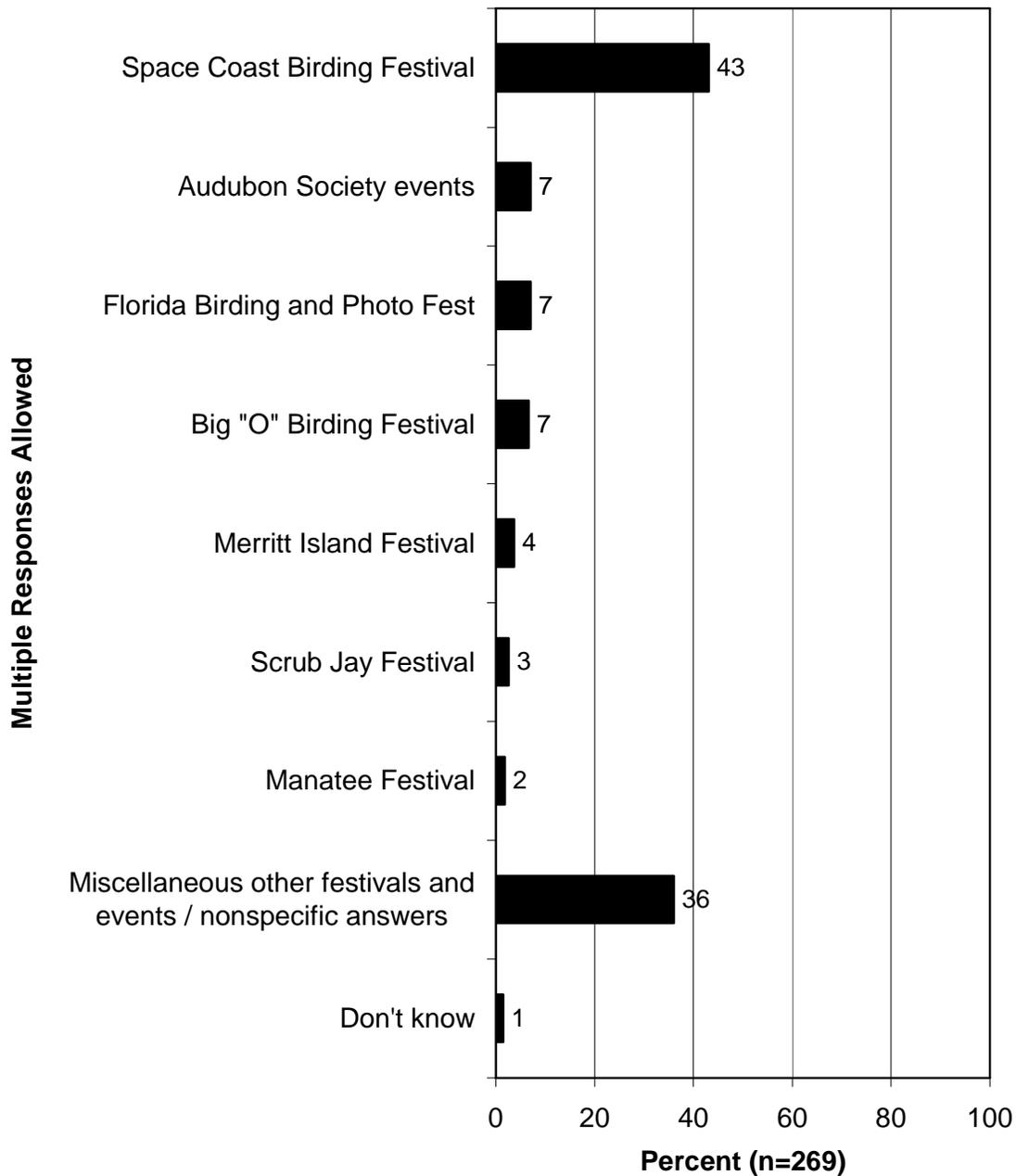
- “On the Trail” with FWC blog (mean rating of 1.84);
- Social media, such as Facebook or Twitter (1.76);
- TV or radio (1.58).

➤ A final series of questions regarding information sources was asked later in the survey *only* of those who had gone birding on the Great Florida Birding and Wildlife Trail at some point. These respondents were asked whether they used any additional festivals/events, websites, or other sources of information to decide where to go birding in Florida. Those who named additional sources were then asked to rate each additional source on a scale of 0 to 10. In general, responses to these questions mirrored many of the answers discussed previously: the Space Coast Birding Festival was the most commonly named additional festival or event among those who named other festivals and events; the Audubon Society website was the most commonly named additional website among those who named other websites; and the Audubon Society itself, as well as other national, state, or local organizations, were the most commonly named other sources of information among those who named such sources. A table showing the mean ratings for each additional source follows the graphs for this group of questions.

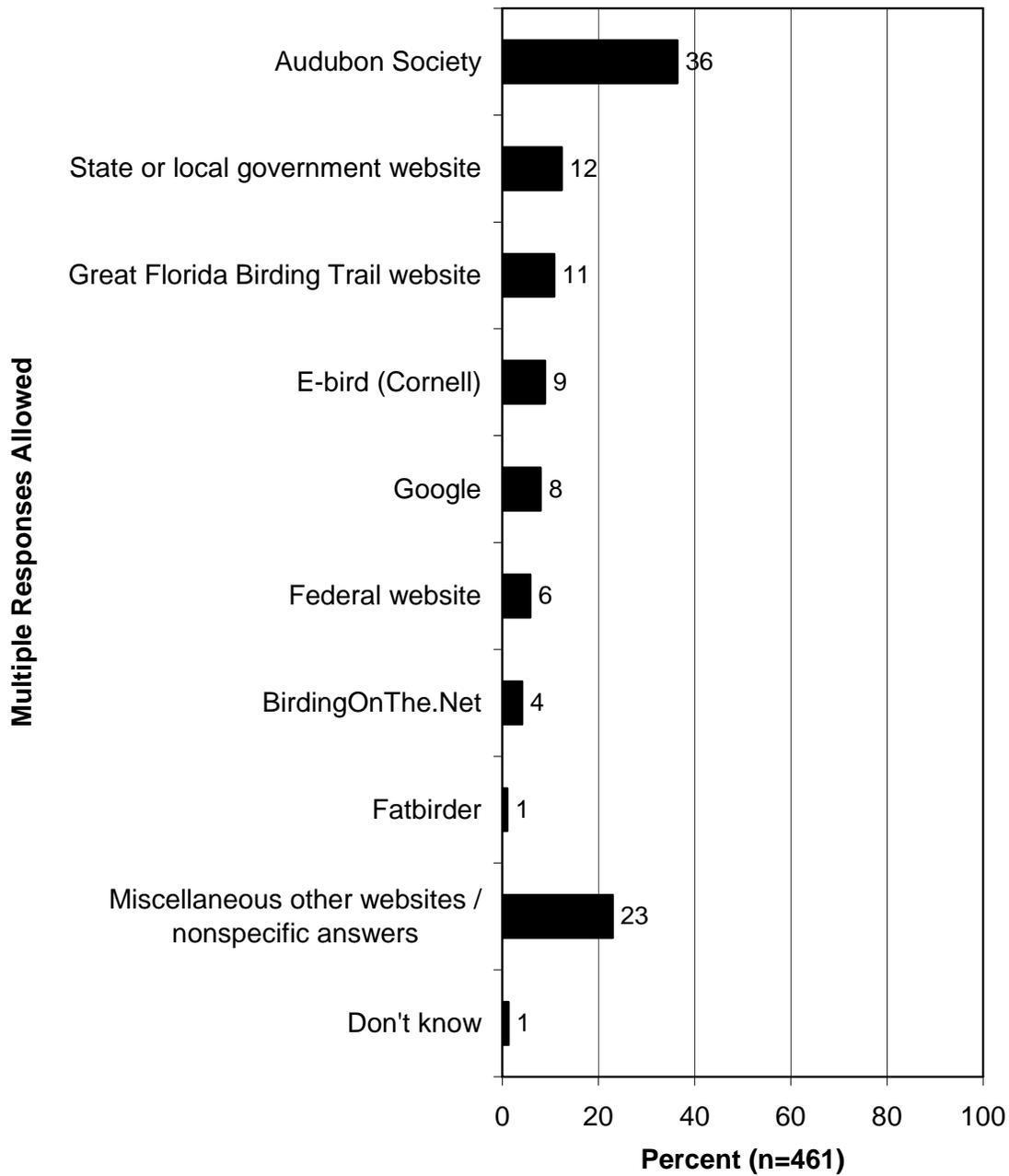
### Q23. Where do you get information about birding in Florida?



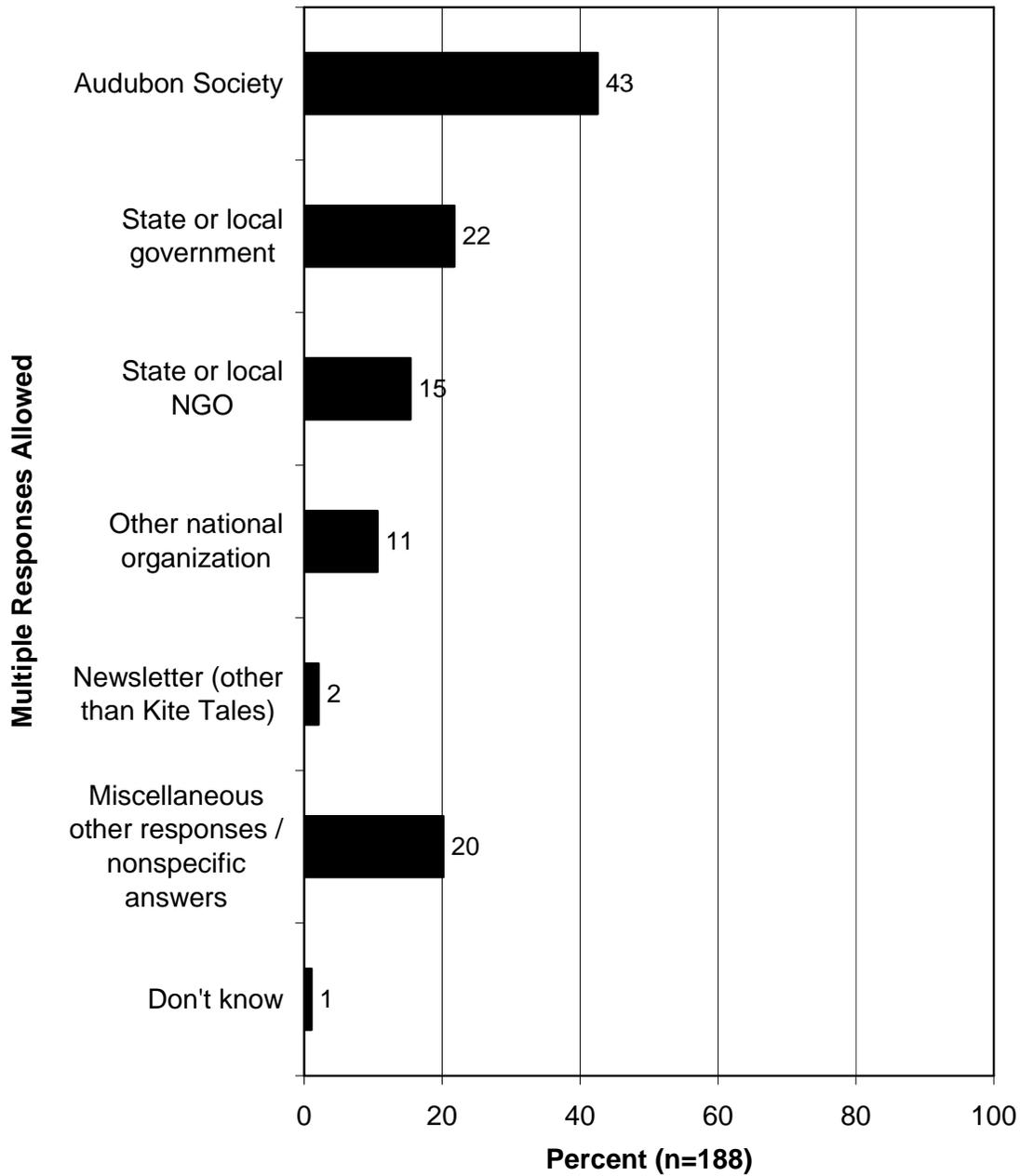
**Q24. From which festivals or events do you get information about birding in Florida? (Asked of those who get information about birding in Florida from festivals or events.)**



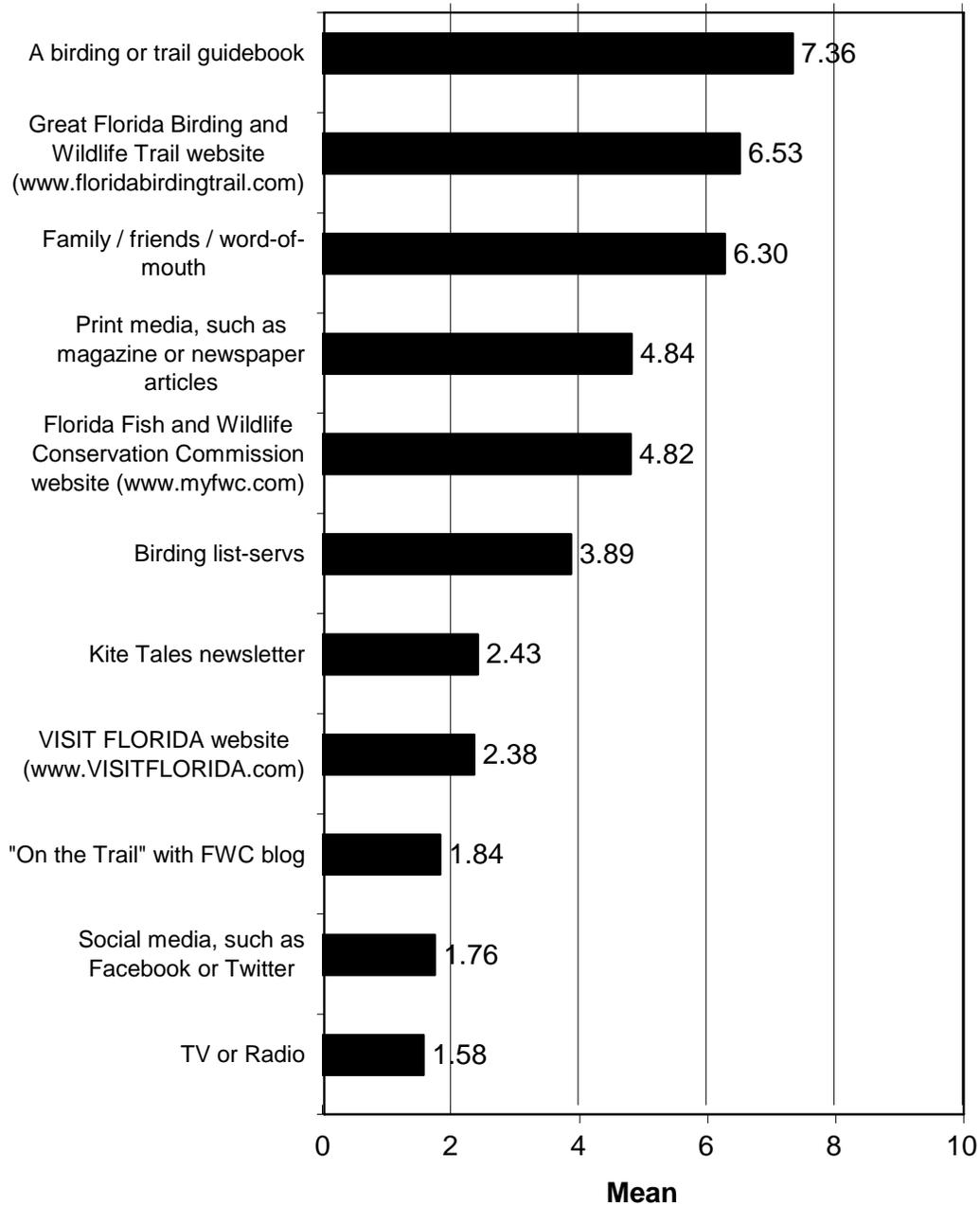
**Q25. From which other website(s) do you get information about birding in Florida? (Asked of those who get information about birding in Florida from other websites.)**



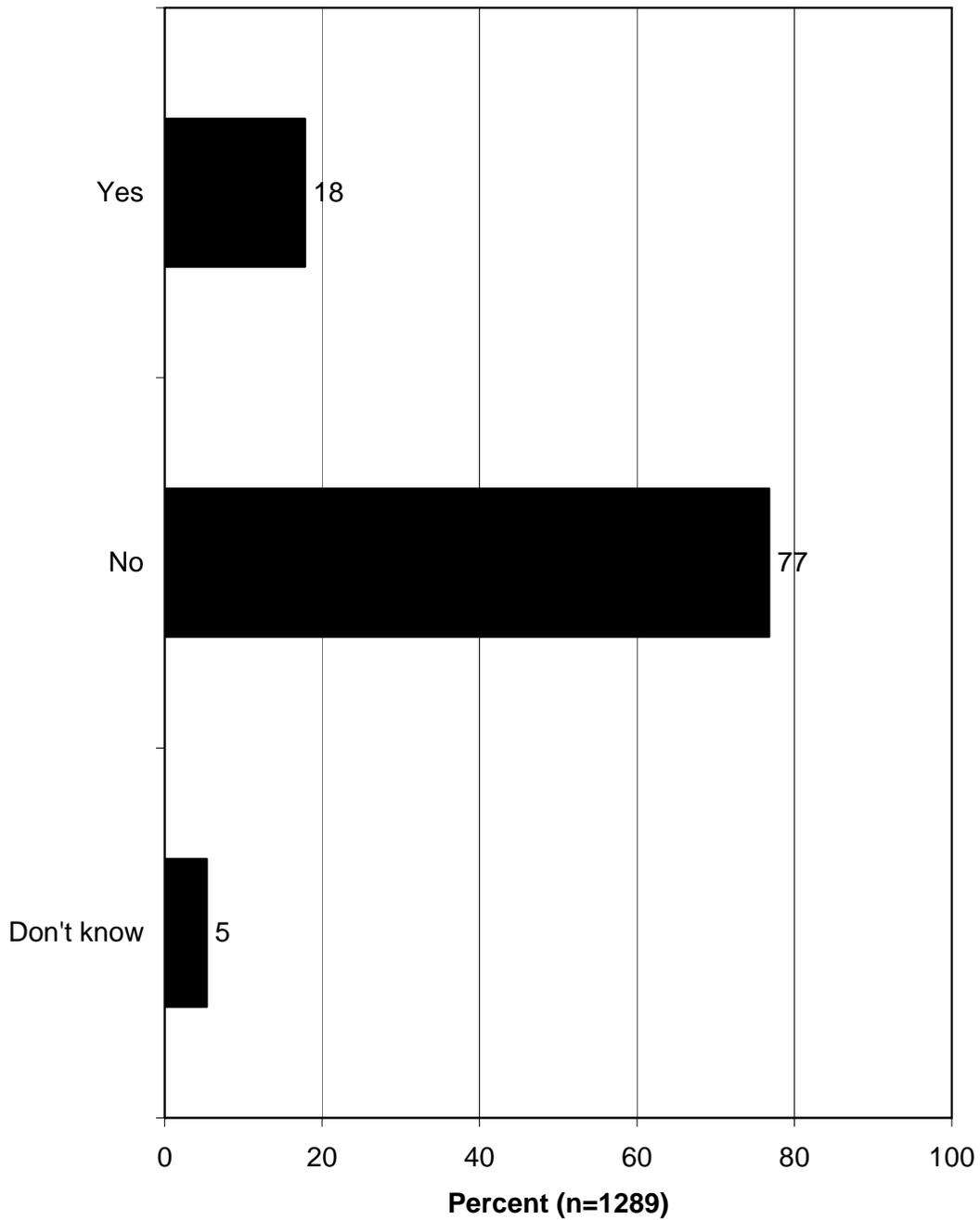
**Q26. From which other source(s) do you get information about birding in Florida? (Asked of those who get information about birding in Florida from other sources.)**



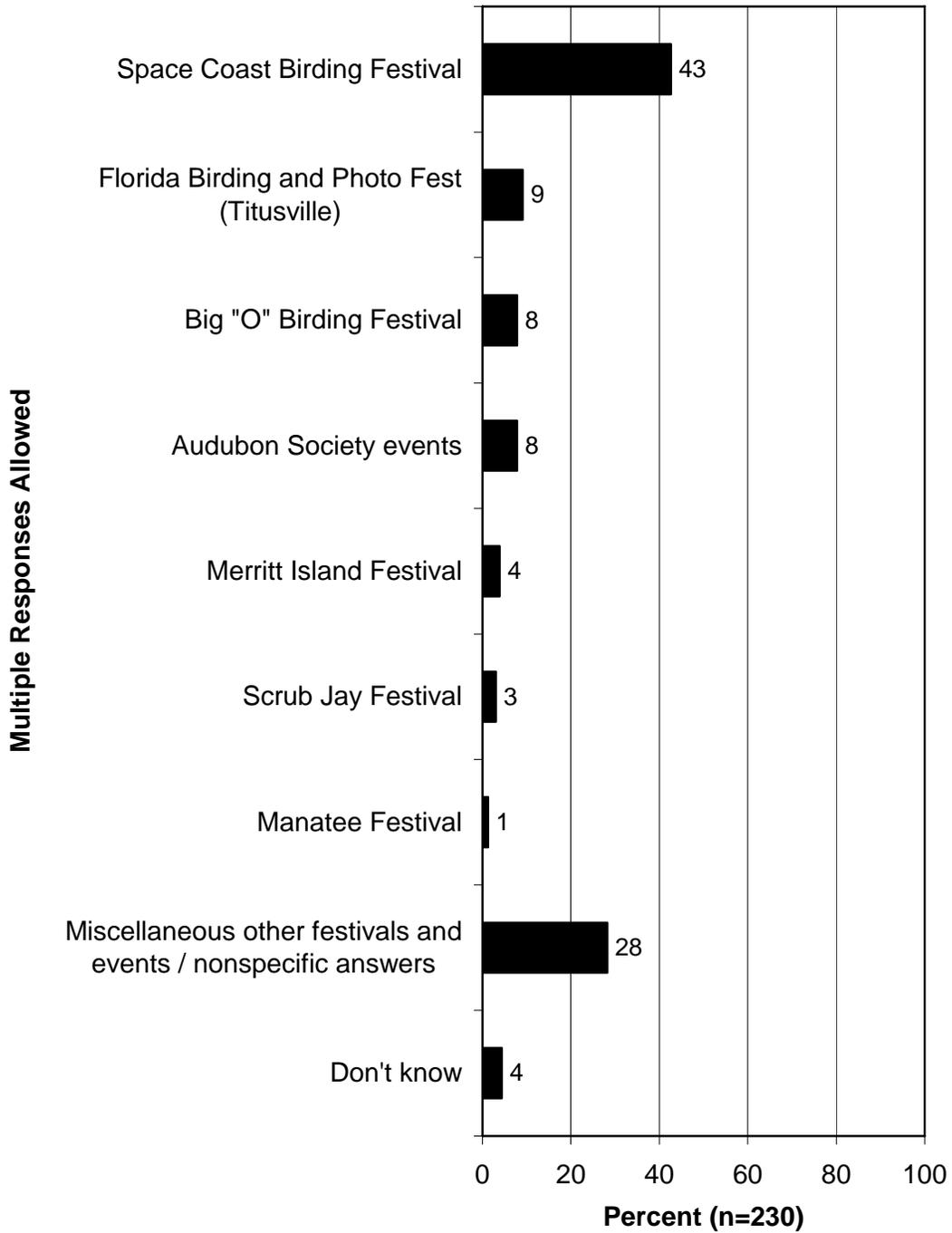
**Q52. Mean importance of each of the following factors in helping respondents decide where to go birding in Florida, on a scale of 0 to 10:**



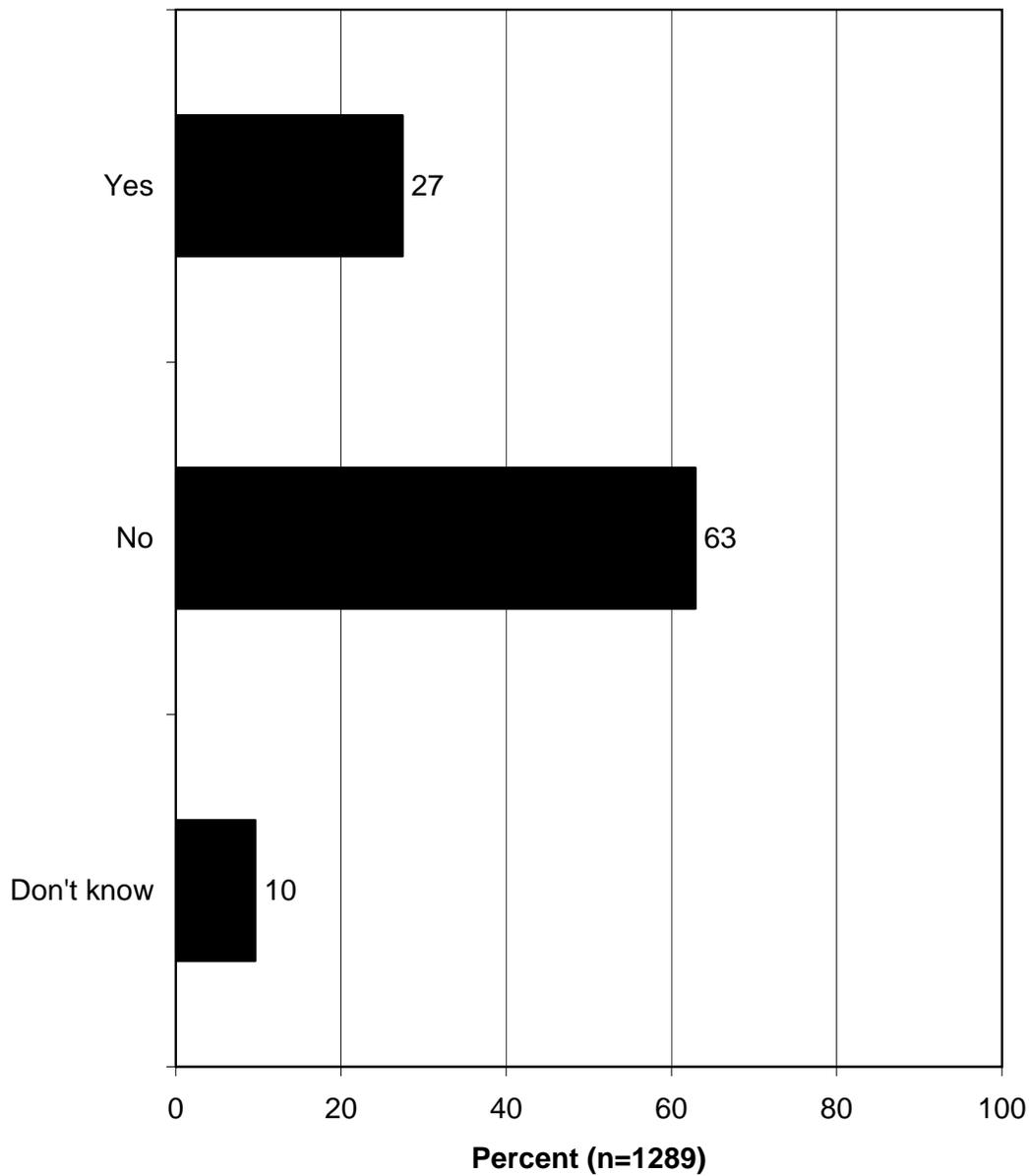
**Q53. Do you use any festivals or events when deciding where to go birding in Florida? (Asked of those who have ever gone birding on the GFBWT.)**



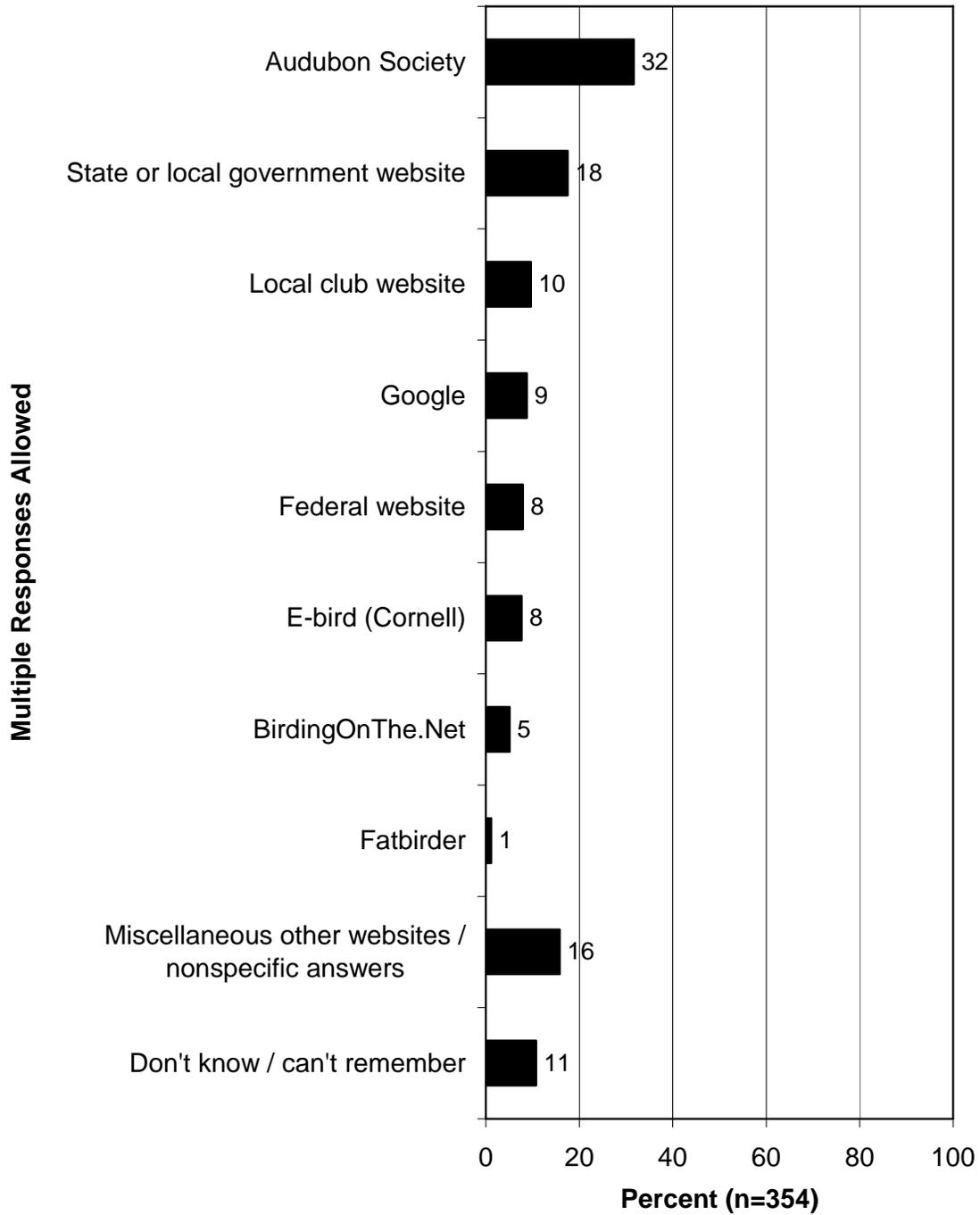
**Q54/56/58. Festivals or events used when deciding where to go birding in Florida.**



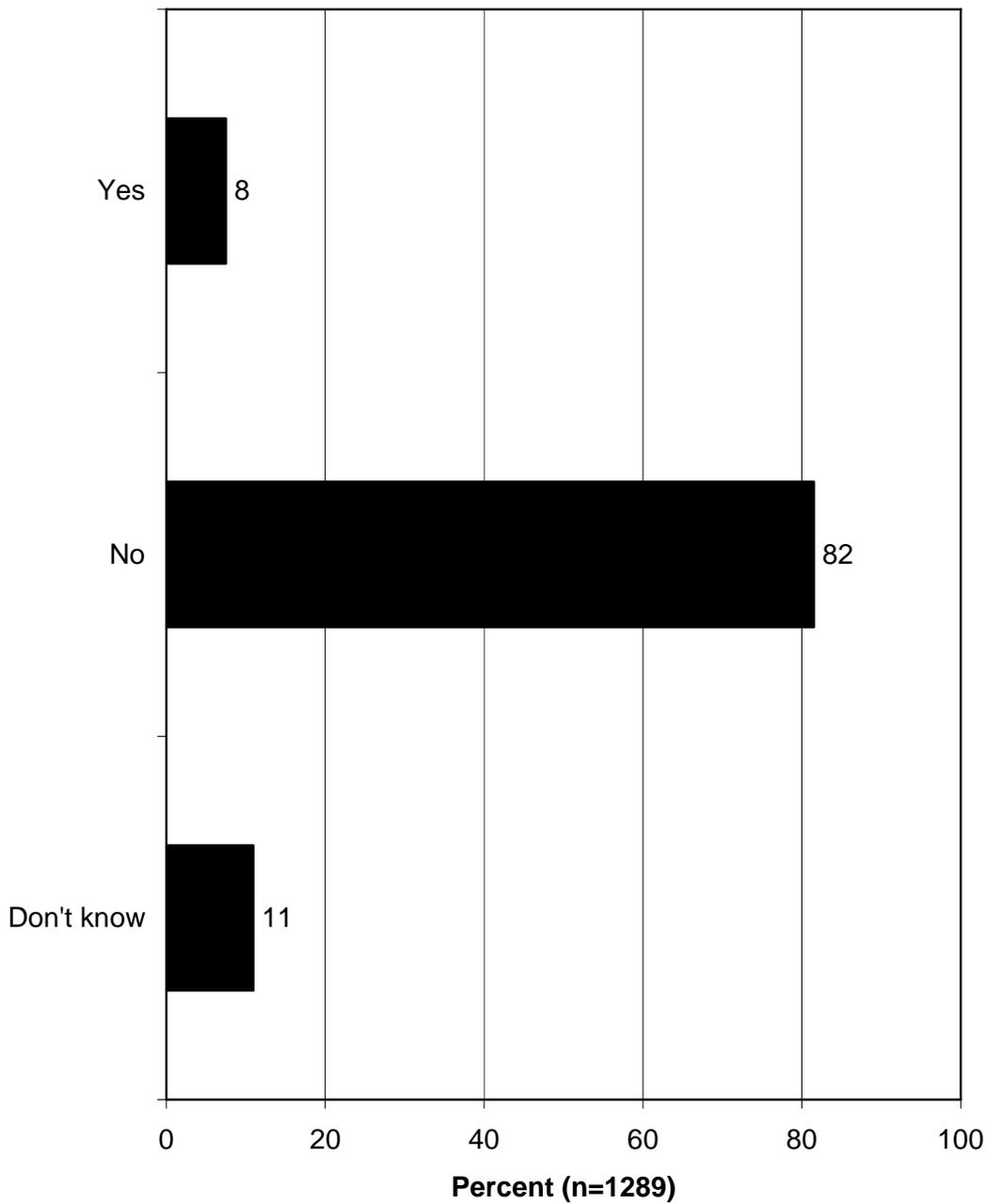
**Q60. Do you use any other websites when deciding where to go birding in Florida? (Websites other than [www.floridabirdingtrail.com](http://www.floridabirdingtrail.com), [www.myfwc.com](http://www.myfwc.com), and [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com).) (Asked of those who have ever gone birding on the GFBWT.)**



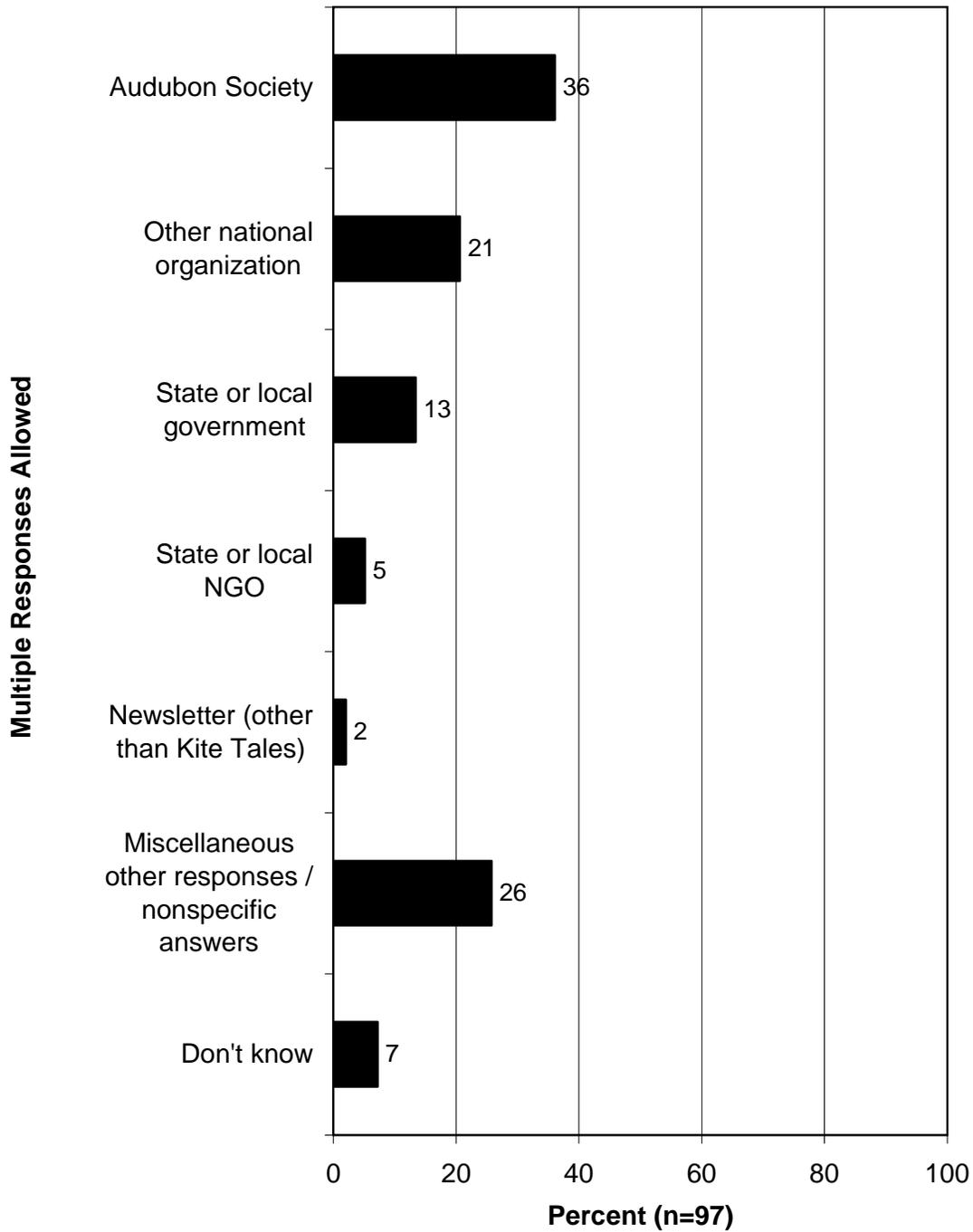
**Q61/63/65. Other websites used when deciding where to go birding in Florida.**



**Q67. Do you use any other sources of information when deciding where to go birding in Florida?  
(Asked of those who have ever gone birding on the GFBWT.)**



**Q68/70/72. Other sources of information used when deciding where to go birding in Florida.**

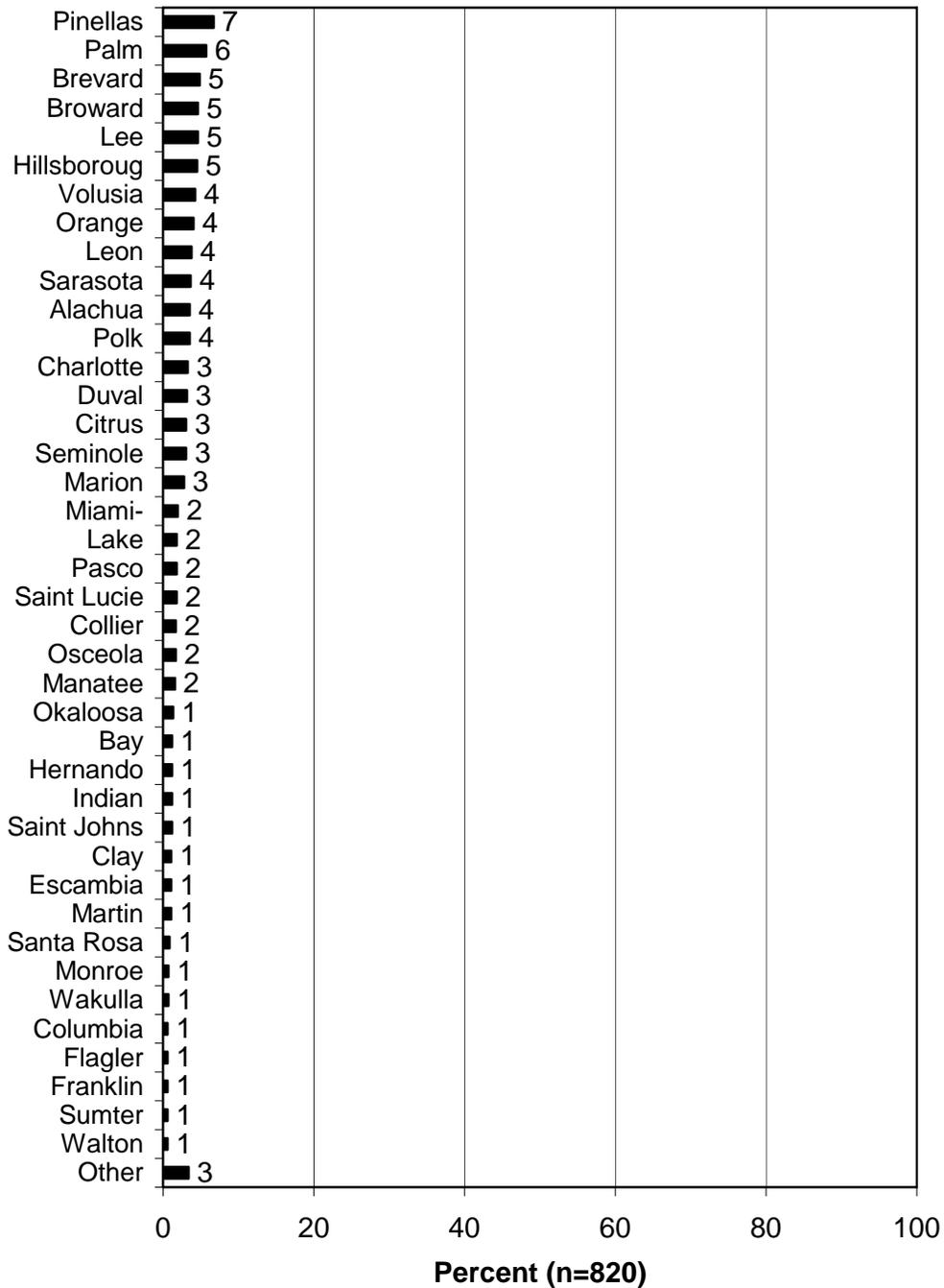


<b>Mean ratings of importance for other major events named</b>	
Big "O" Birding Festival	8.00
Audubon Society events	7.10
Space Coast birding festival	7.00
Scrub Jay Festival	7.00
Florida Birding and Photo fest (Titusville)	6.70
Merritt Island Festival	6.70
Manatee Festival	5.50
<b>Mean ratings of importance for other major websites named</b>	
E-bird (Cornell)	8.80
BirdingOnThe.Net	8.60
Google	8.30
Audubon Society	7.90
Federal website	7.70
Local club website	7.40
State or local government website	7.20
Fatbirder	6.30
<b>Mean ratings of importance for other major sources named</b>	
Other national organization	8.62
State or local government	8.60
Newsletters (other than Kite Tales)	8.00
State or local NGO	8.00
Audubon society	7.62

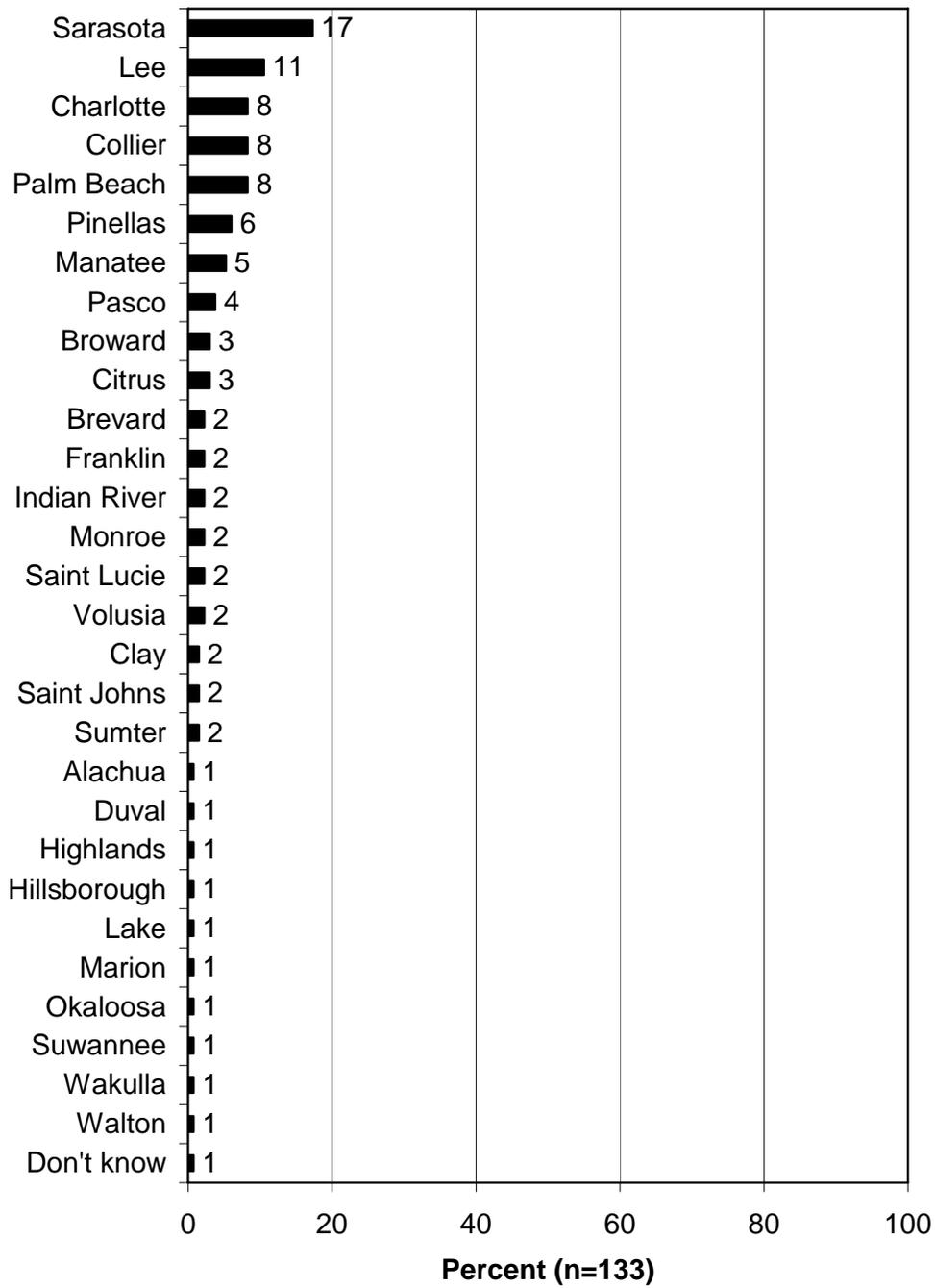
## **RESIDENCE AND DEMOGRAPHIC DATA**

- Four graphs in this section show the various residence categories as measured by early questions in the survey:
  - County of primary residence in Florida (among those who live year-round in Florida);
  - County of seasonal residence in Florida (among those who live part-time in Florida);
  - State or territory of primary residence (among those who live outside of Florida year-round);
  - Country of primary residence (among those who live outside of Florida year-round and who indicated that their primary residence is not in the United States).
  
- About three-quarters of the birders surveyed (74%) were married; about one in ten (12%) were single.
  
- Levels of education completed, employment status, and household annual income levels are shown.
  
- Most respondents to the survey considered themselves white or Caucasian.
  
- The mean age of survey respondents was 59.86, while the median age was 62 years old.
  
- The gender split of survey respondents was fairly even.

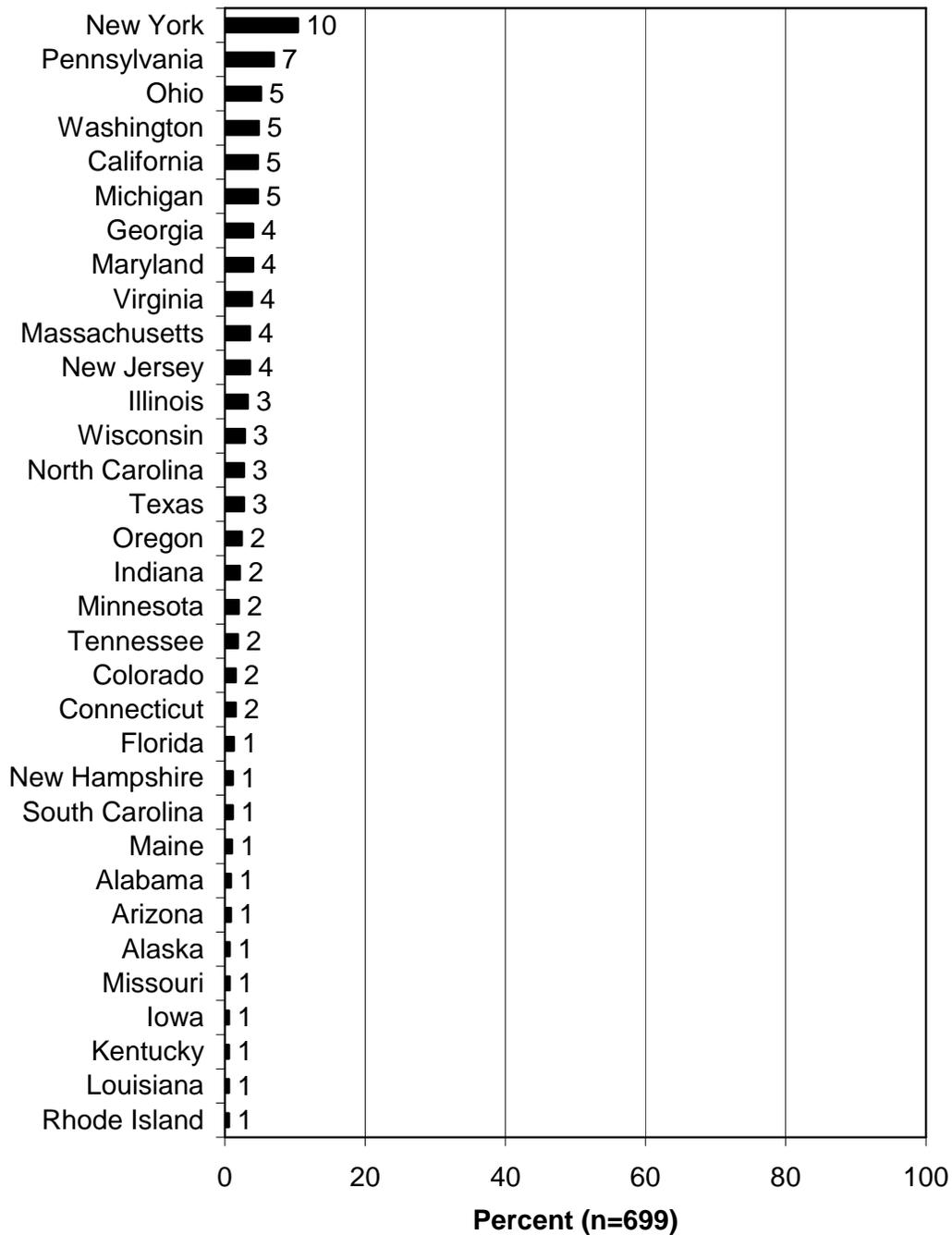
**Q5. In which county is your primary residence located in Florida? (Asked of those who live in Florida year-round.)**



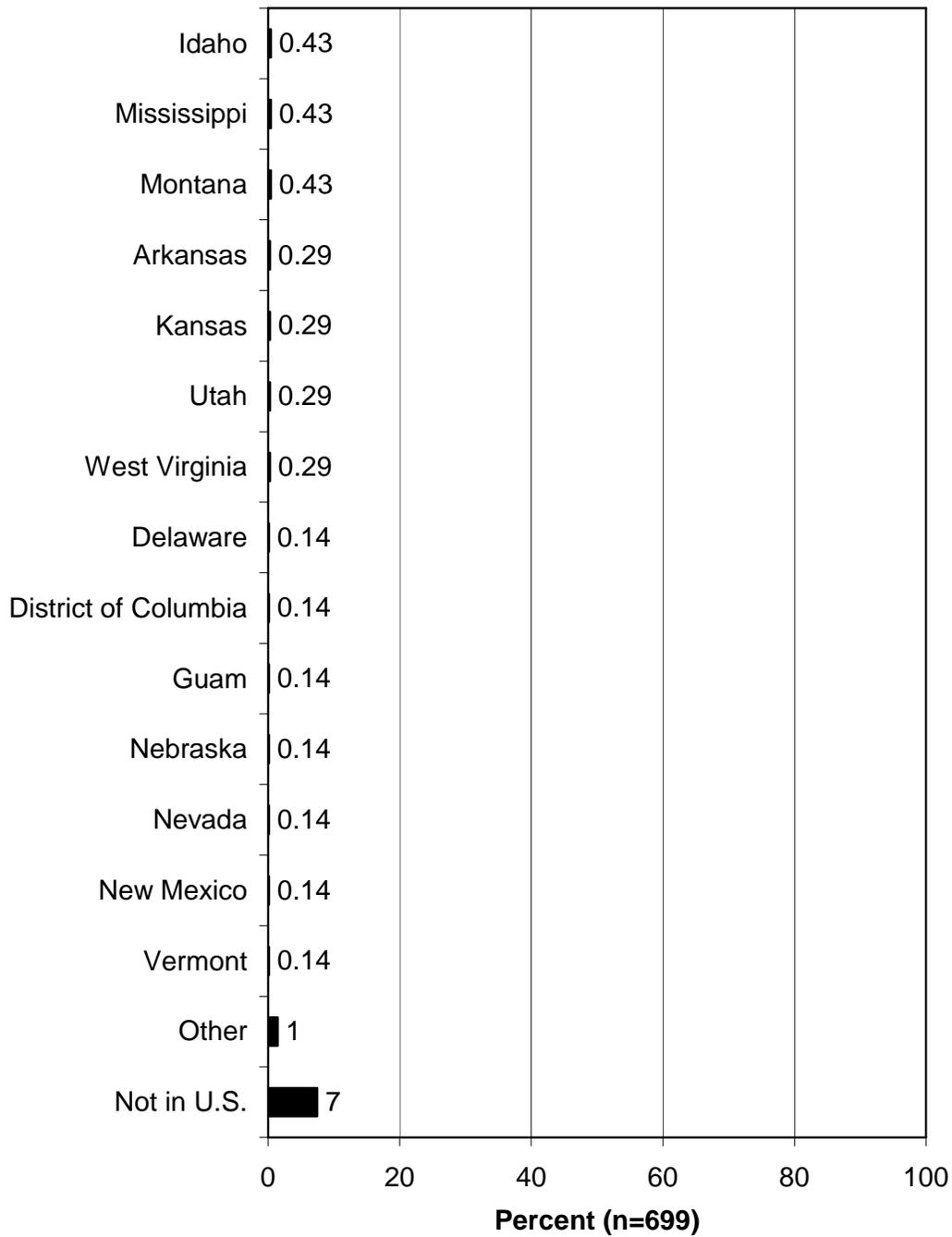
**Q6. In which county is your seasonal residence located in Florida? (Asked of those who live part-time in Florida.)**



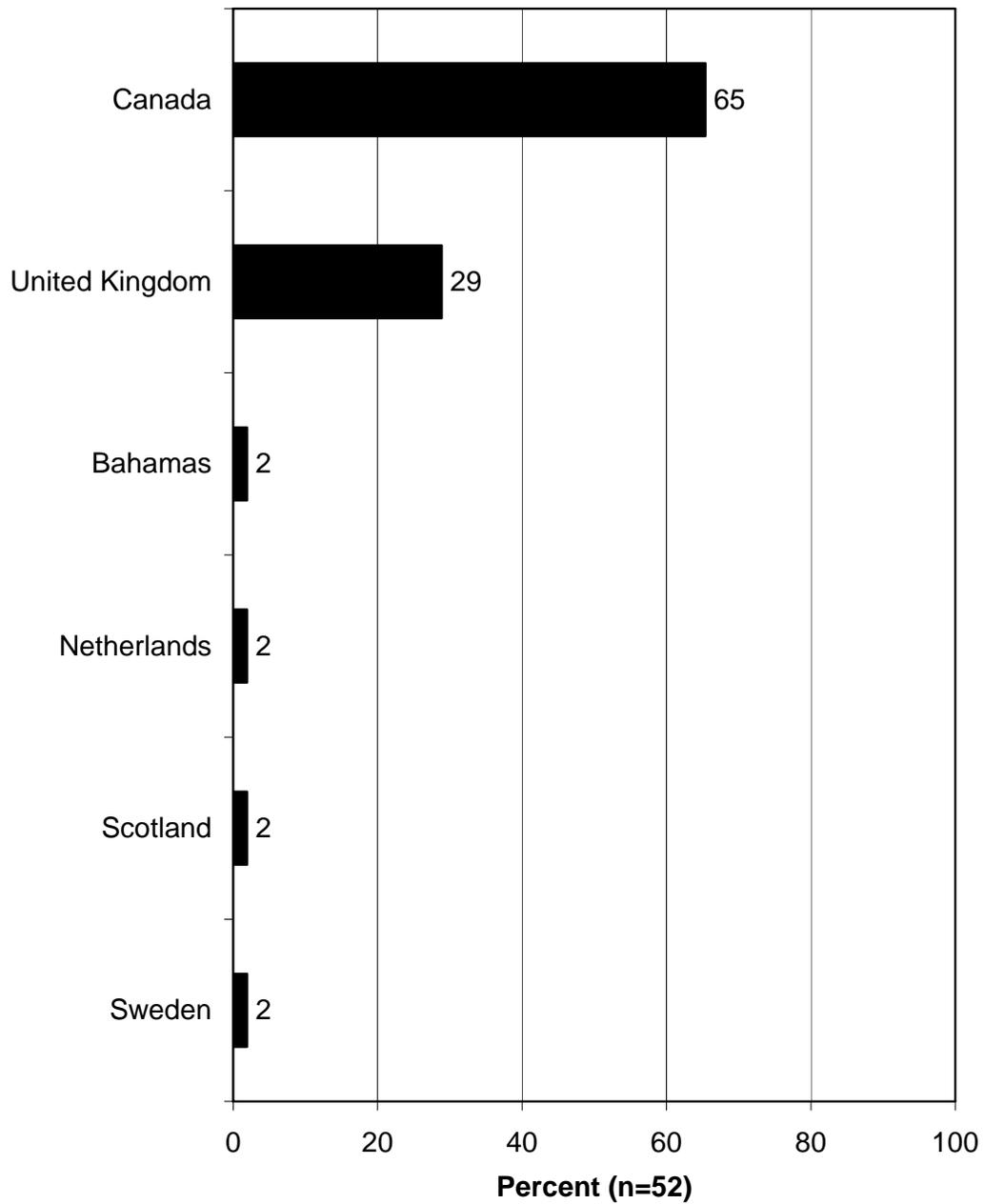
**Q7. In what state or U.S. territory is your primary residence located? (Asked of those who live outside of Florida year-round.) (Part 1.)**



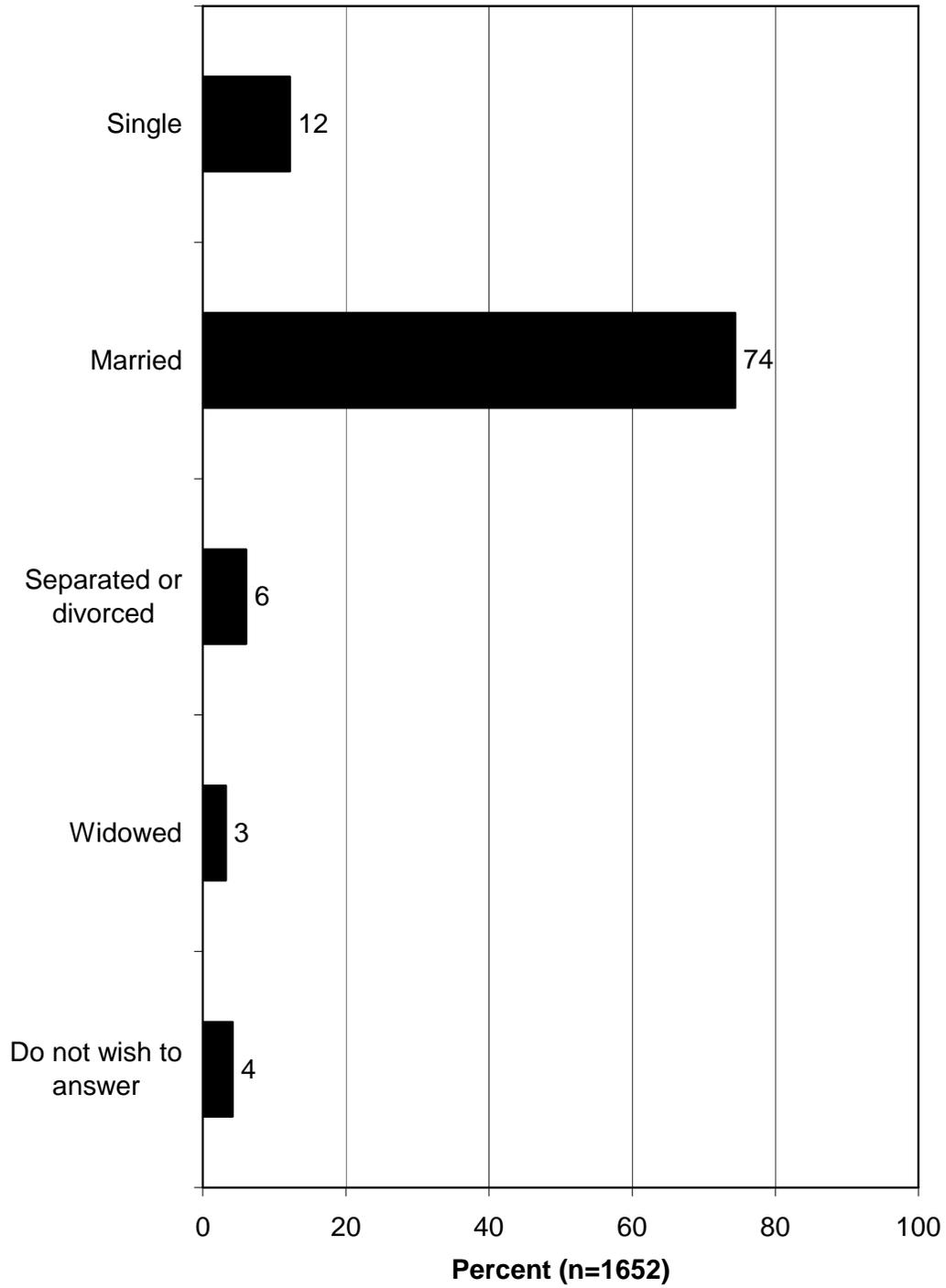
**Q7. In what state or U.S. territory is your primary residence located? (Asked of those who live outside of Florida year-round.) (Part 2.)**



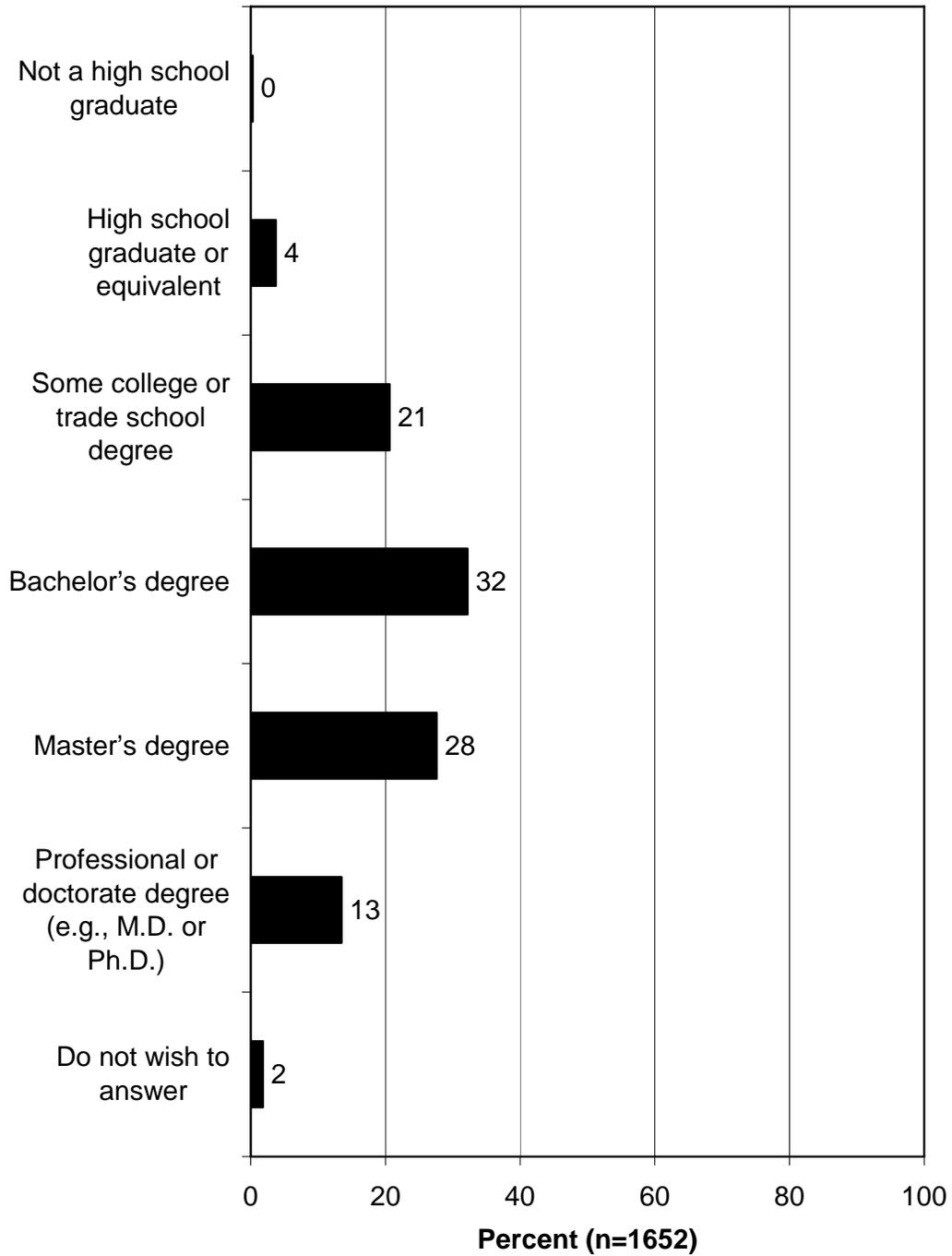
**Q8. In what country is your primary residence located? (Asked of those who live outside of Florida year-round and indicated that their primary residence is not in the United States.)**



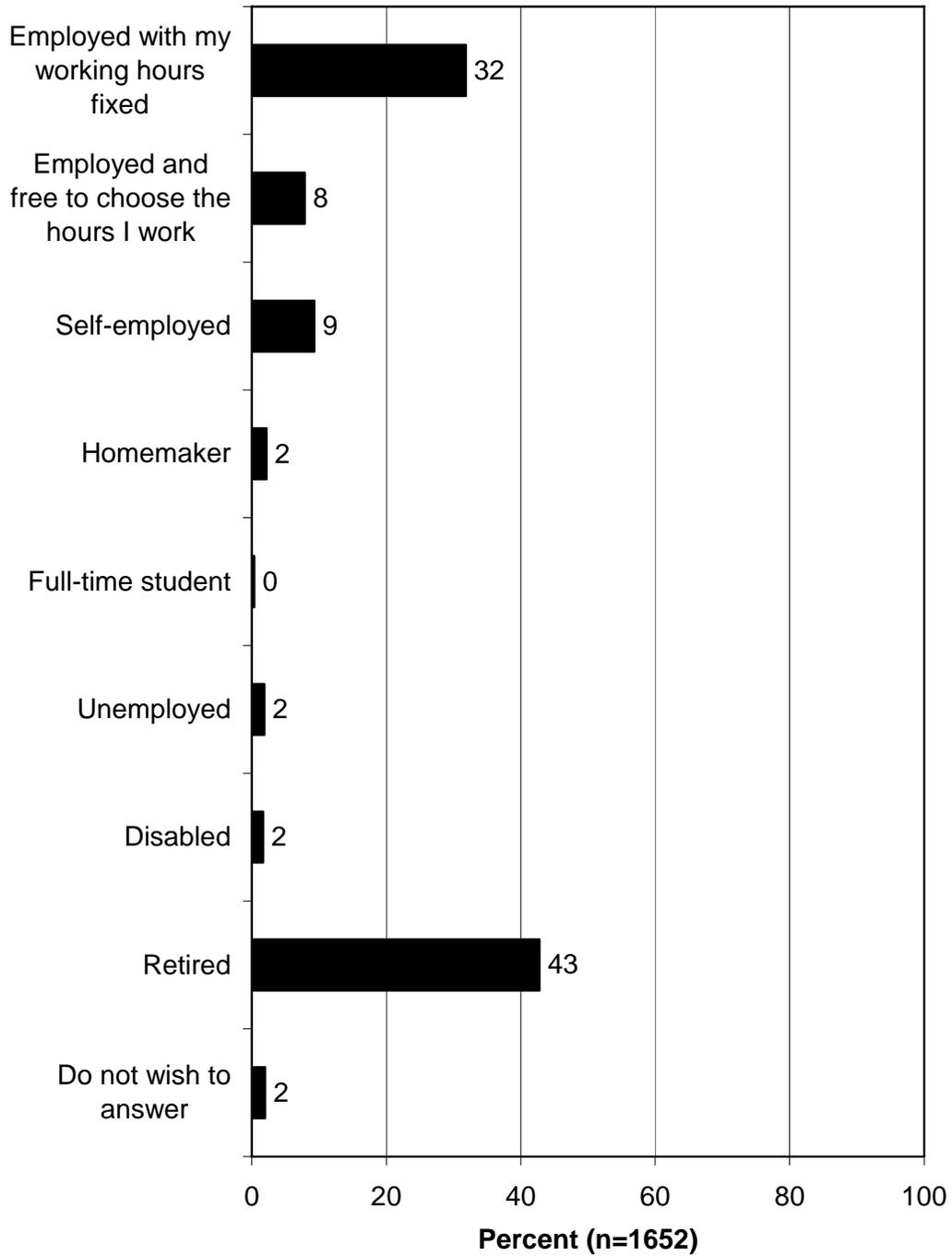
### Q87. What is your marital status?



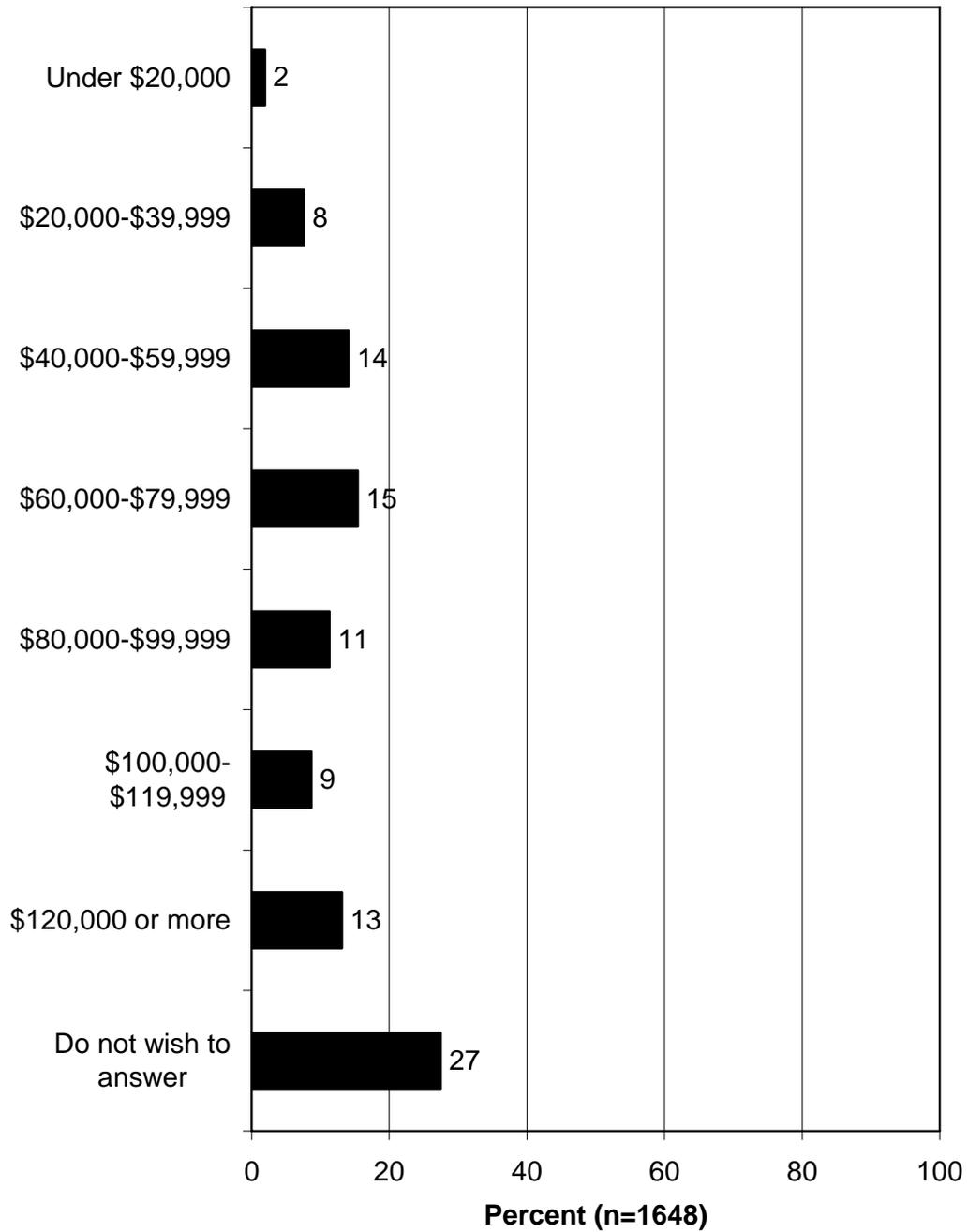
**Q88. What is the highest level of education you have completed?**



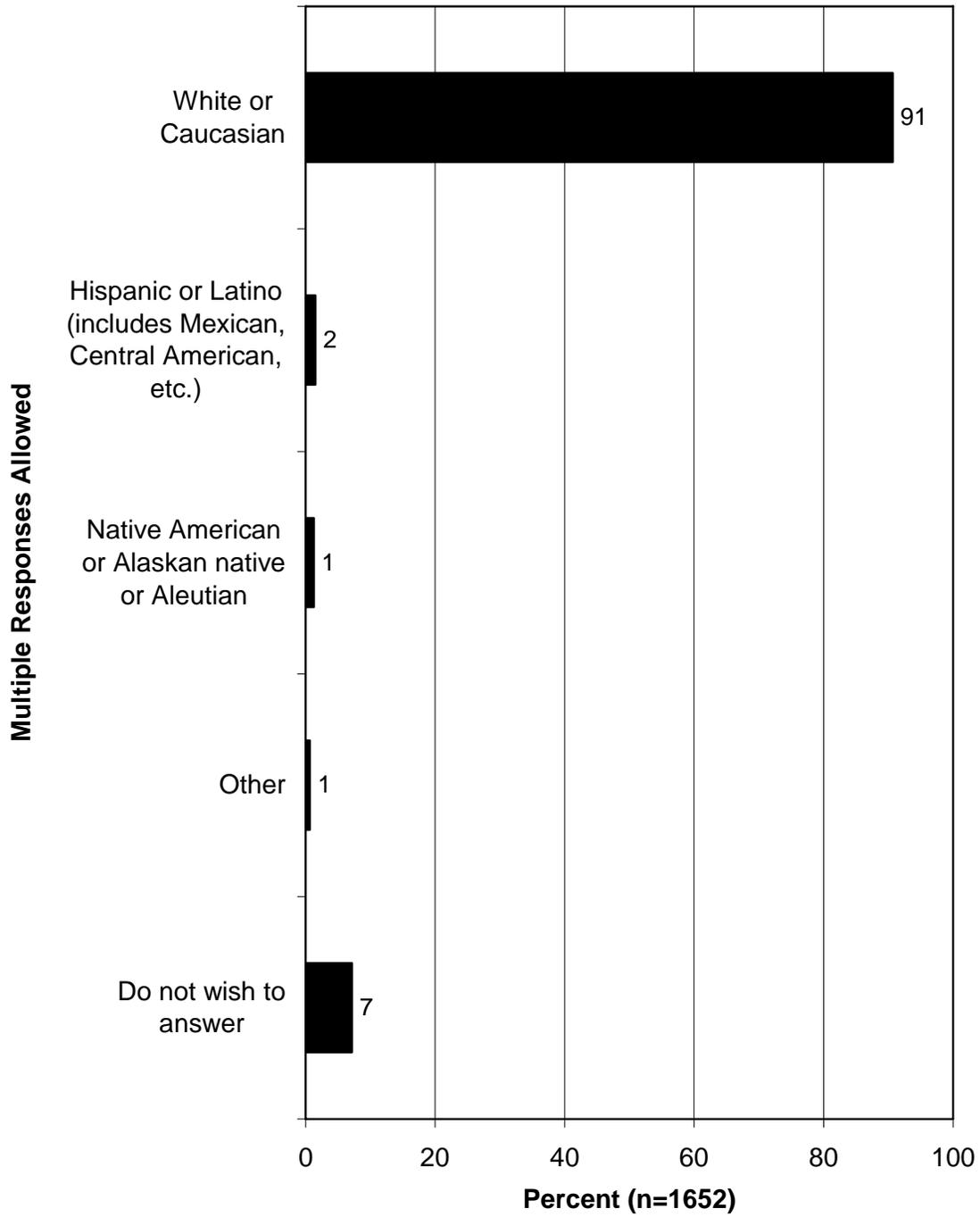
**Q89. Which of the following best describes your employment or occupation status?**

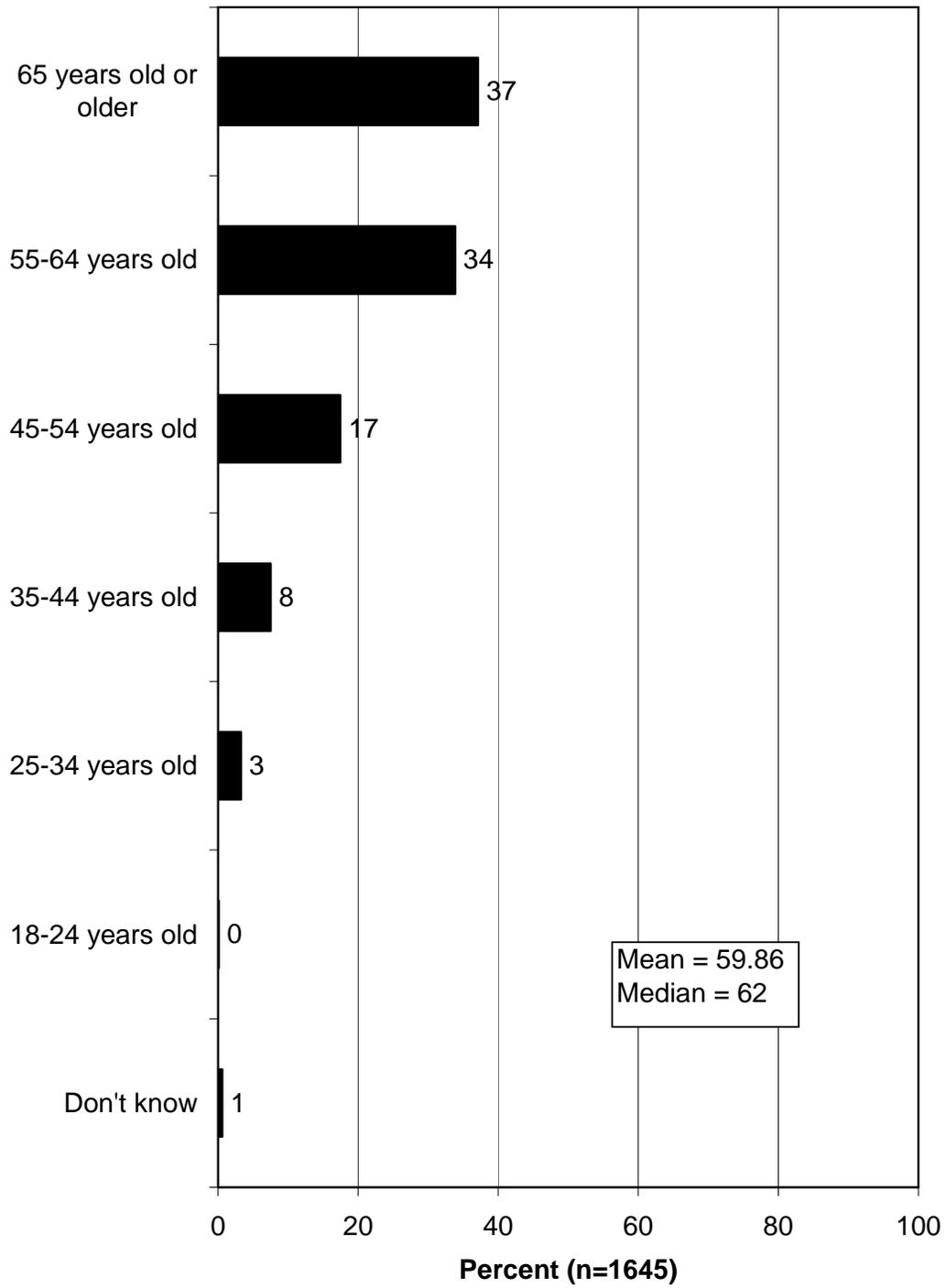


**Q90. Which of the following categories best describes your household's annual income before taxes last year?**

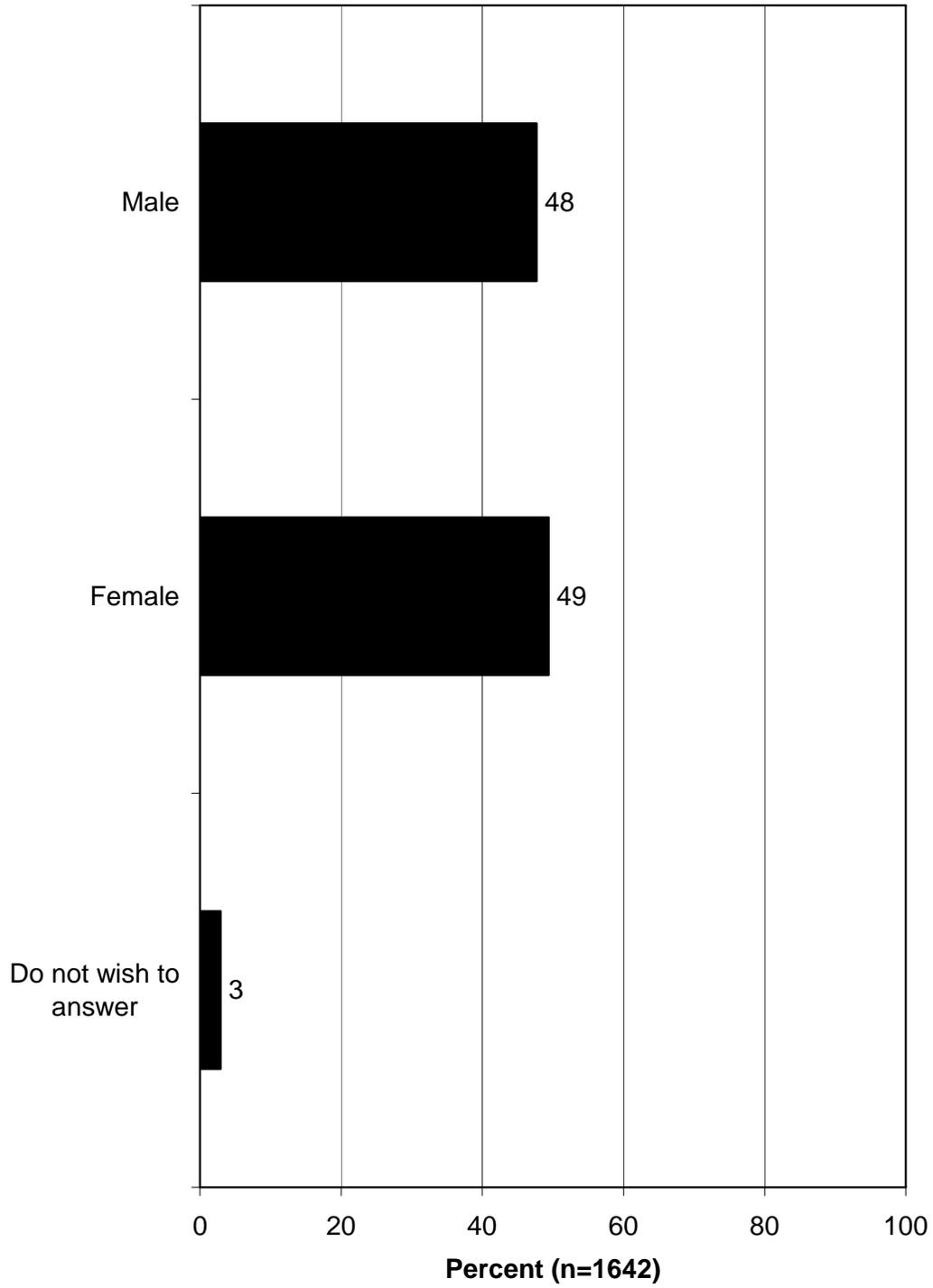


### Q91. What races or ethnic backgrounds do you consider yourself?



**Q92. What is your age?**

### Q93. What is your gender?



## **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 22 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.

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