

# NORTHERN ARIZONA HUNTERS' AND SHOOTERS' ATTITUDES TOWARD A SHOOTING RANGE IN NORTHERN ARIZONA

Conducted for Arizona Game and Fish Department by Responsive Management

# NORTHERN ARIZONA HUNTERS' AND SHOOTERS' ATTITUDES TOWARD A SHOOTING RANGE IN NORTHERN ARIZONA

### 2009

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Acknowledgments	
Responsive Management would like to thank Ty Gray of the Arizona Game and Fish Department for his input, support, and guidance on this project.	
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## **EXECUTIVE SUMMARY**

#### INTRODUCTION AND METHODOLOGY

This study was conducted for the Arizona Game and Fish Department (AGFD) to determine the opinions on and demand for a public outdoor shooting range among sportsmen and women who might potentially use a shooting range. The study entailed a telephone survey of Arizona hunting license holders from the Flagstaff area. A smaller group of known supporters of a shooting range identified by the AGFD were also interviewed. The results below discussed in the executive summary are of hunters only.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. The telephone survey questionnaire was developed cooperatively by Responsive Management and the AGFD. Responsive Management conducted a pre-test of the questionnaire to ensure proper wording, flow, and logic in the survey.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted in April 2009. Responsive Management obtained a total of 712 completed interviews from among licensed hunters and 62 from among supporters. The software used for data collection was Questionnaire Programming Language (QPL). The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

#### PARTICIPATION IN SHOOTING-RELATED ACTIVITIES

- A large percentage (93%) of the sample had participated in at least one of the activities listed in the survey within the past 2 years. The most popular were target shooting with a rifle (82%), sighting a centerfire rifle (77%), and target shooting with a handgun (69%)—all activities with at least a two-thirds participation rate. A middle-tier group consists of sighting a rimfire rifle (53%), sighting a handgun (53%), testing the accuracy of cartridge/shell loads for rifle (52%), clay target/shotgun shooting (51%), and archery (49%).
  - Rifles (89%) led types of equipment in popularity, followed by handguns (70%), shotguns (63%), archery (49%), and muzzleloaders (22%).

- ➤ The median number of days of participation in any of the shooting-related activities discussed above is 14 days.
- ➤ Public land is extremely important in shooting activities: 92% of participants in any of the shooting-related activities discussed above did so on public land *not* at an established outdoor range. Meanwhile, 22% shot at an established outdoor range. Private land use was at 32%.
  - Those who shot at an established outdoor range were asked the number of days they annually did so: the median number of annual days of use was 5 days.
  - One question asked any shooting participant if he/she had shot at a "wildcat" range within the past 2 years: a large majority (70%) had done so. A follow-up graph shows days of participation in shooting at "wildcat" ranges: the large majority (63%) of "wildcat" range users did so for no more than 10 days.
- Those who shot at an established outdoor range within the past 2 years were asked if they had done so as much as they had wanted: a large majority (72%) indicated that they had *not* done so.
  - Those who had *not* shot at an established outdoor range (but had otherwise participated in one of the listed shooting-related activities) were asked if they had *wanted* to shoot at an established outdoor range: a large majority (70%) indicated that they had wanted to shoot at an established outdoor range.

## SUPPORT OF OR OPPOSITION TO HAVING A MANAGED PUBLIC OUTDOOR SHOOTING RANGE IN NORTHERN ARIZONA AND LIKELIHOOD TO USE A RANGE

- The overwhelming majority of shooters in the survey (96%) indicated that they would support rather than oppose a managed public outdoor shooting range being located in northern Arizona. (Note that support, as asked in the question, was *not* taken to mean *financial* support.)
- A large majority (74%) of all survey participants indicated that they would be *very* likely to use an outdoor shooting range, if one were constructed in northern Arizona.
  - The median number of days of anticipated use is 12 days.

- ➤ Several questions explored the distance likely range users would be willing to drive to get to an outdoor range. At the 30-minute mark, 91% of likely range users would be willing to drive to an outdoor range. At the 45-minute mark, about half the sample still would be willing to drive to an outdoor range; beyond that, willingness to drive to an outdoor range diminished rapidly.
- The survey explored the general desired location of an outdoor range: other than the 30% who indicated having no preference, the most commonly named area is east of Flagstaff (26%), followed by the south or west (both at 17%), with little interest for a range in the north (8%).
  - The survey also asked about a desired highway corridor for the location of a range: Interstate 40 is the most popular corridor (44%). A further breakdown shows that the I-40 corridor east of the city is most commonly named as the preferred location.

## DESIRED AMENITIES AND FEATURES OF A PUBLIC OUTDOOR SHOOTING RANGE

- The survey asked about 15 possible amenities or features of an outdoor shooting range. For each, the survey asked how important such a feature would be in a respondent's choice of a range, using a scale of very important, somewhat important, somewhat unimportant, or very unimportant. The results were ranked.
  - The top features considered *very* important are restrooms (86%), a hunter education range (80%), a public main range (71%), and a high-power range (68%)—all with at least two-thirds considering them very important.
  - The least important features are a nearby camping area for tents and a nearby campground for RVs. Among strictly shooting-related features, trap/skeet/sporting clays and archery are the least important (although 55%, nonetheless, consider a target archery range *very* important, and 50% consider a trap/skeet range *very* important).
  - In a follow-up question, other amenities (other than the 15 asked about in the survey) mentioned as being desirable include a concession stand/vending machines and an indoor/canopied/weatherproofed shooting range.

- Those who indicated being likely to use a range that offered trap and skeet shooting were asked how many trap/skeet fields a range should have. The answers are clustered in the range of 2 to 6 fields, but the most common answer overall is "Don't know."
- ➤ Regional and local/community ranges were explained to the respondents. Respondents were than asked if they would prefer a regional or local public outdoor shooting range: they are about evenly split, with 41% preferring a regional range and 43% preferring a local range.
  - A follow-up question included a likely timeframe for building either a regional (7-10 years) or a local range (3-5 years). In this question, the large majority would prefer a local range (70%) over a regional range (21%).
- Another question asked respondents to choose between having a single larger outdoor range or several smaller outdoor ranges, with the implication being that the smaller ranges would be more limited (e.g., one range could offer skeet, another range could offer target shooting lanes). Preference is greater for a single established outdoor range (57%) than for several smaller ranges (30%).

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### INTRODUCTION AND METHODOLOGY

This study was conducted for the Arizona Game and Fish Department (AGFD) to determine the opinions on and demand for a public outdoor shooting range among sportsmen and women who might potentially use a shooting range. The study entailed a telephone survey of Arizona hunting license holders from the Flagstaff area and a smaller group of known supporters or stakeholders identified by the AGFD. The results of the survey of known supporters are shown in the graphs, but they are not discussed in the body of the report. Specific aspects of the research methodology are discussed below.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and the AGFD. Responsive Management conducted a pre-test of the questionnaire to ensure proper wording, flow, and logic in the survey.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted project briefings with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data.

After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in April 2009. Responsive Management obtained a total of 712 completed interviews from among licensed hunters and 62 completed interviews among supporters.

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

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

Note that some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when "strongly support" and "moderately support" are summed to determine the total percentage in support).

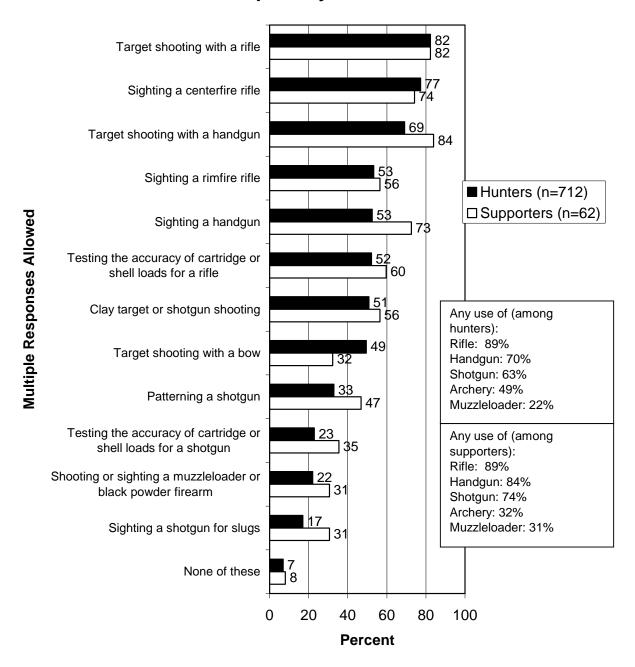
Note that all results discussed in the body of the report below are of the survey of hunters. The results of the survey of known supporters is included on the graphs but not discussed in the body of the report.

## PARTICIPATION IN SHOOTING-RELATED ACTIVITIES

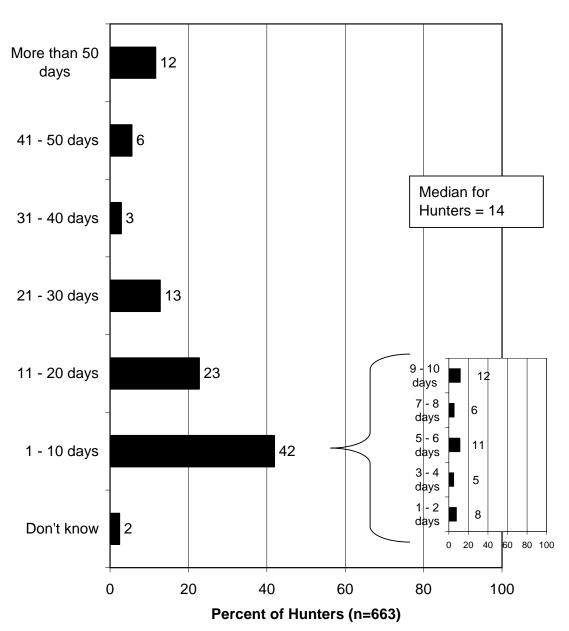
- A large percentage (93%) of the sample had participated in at least one of the activities listed in the survey within the past 2 years. The most popular were target shooting with a rifle (82%), sighting a centerfire rifle (77%), and target shooting with a handgun (69%)—all activities with at least a two-thirds participation rate. A middle-tier group consists of sighting a rimfire rifle (53%), sighting a handgun (53%), testing the accuracy of cartridge/shell loads for rifle (52%), clay target/shotgun shooting (51%), and archery (49%).
  - Rifles (89%) led types of equipment in popularity, followed by handguns (70%), shotguns (63%), archery (49%), and muzzleloaders (22%).
- ➤ The days of participation in any of the listed activities in a typical year are shown in the graph. The median number of days of participation in any of the shooting-related activities discussed above is 14 days.
- ➤ Public land is extremely important in shooting activities: 92% of participants in any of the shooting-related activities discussed above did so on public land *not* at an established outdoor range. Meanwhile, 22% shot at an established outdoor range. Private land use was at 32% (friend's property: 22%; own property: 17%). Note that multiple answers were allowed.
  - Those who shot at an established outdoor range were asked the number of days they
    annually did so, and the results are shown. The median number of annual days of use
    was 5 days.
  - One question asked any shooting participant if he/she had shot at a "wildcat" range within the past 2 years: a large majority (70%) had done so. A follow-up graph shows days of participation in shooting at "wildcat" ranges: the large majority (63%) of "wildcat" range users did so for no more than 10 days. For this survey, "wildcat" ranges are defined as informal shooting areas, such as areas that have large trash items, such as furniture or appliances, being used as targets.

- Those who shot at an established outdoor range within the past 2 years were asked if they had done so as much as they had wanted: a large majority (72%) indicated that they had *not* done so.
  - Those who had *not* shot at an established outdoor range (but had otherwise participated in one of the listed shooting-related activities) were asked if they had *wanted* to shoot at an established outdoor range: a large majority (70%) indicated that they had wanted to shoot at an established outdoor range.

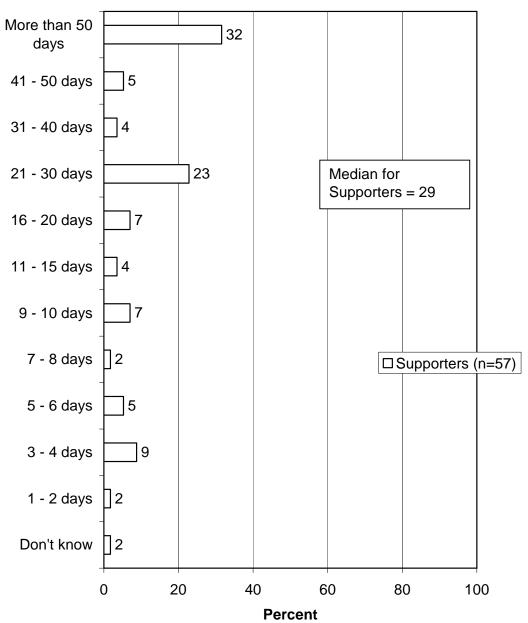
Q9. First, I'm going to read a list of shooting-related activities, and I'd like to know if you have participated in each one in the past 2 years?



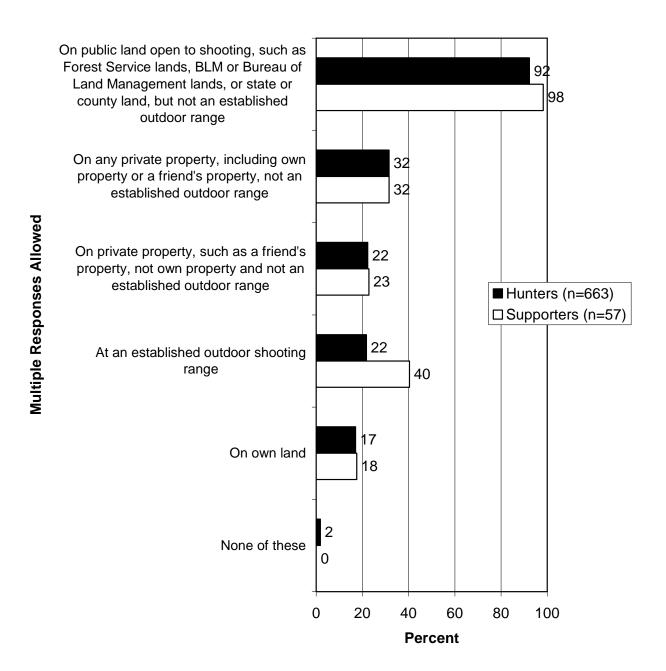
Q11. In the past 2 years, about how many days per year did you do any of those shooting-related activities? (Asked of those who participated in at least one of the listed shooting-related activities within the past 2 years.)



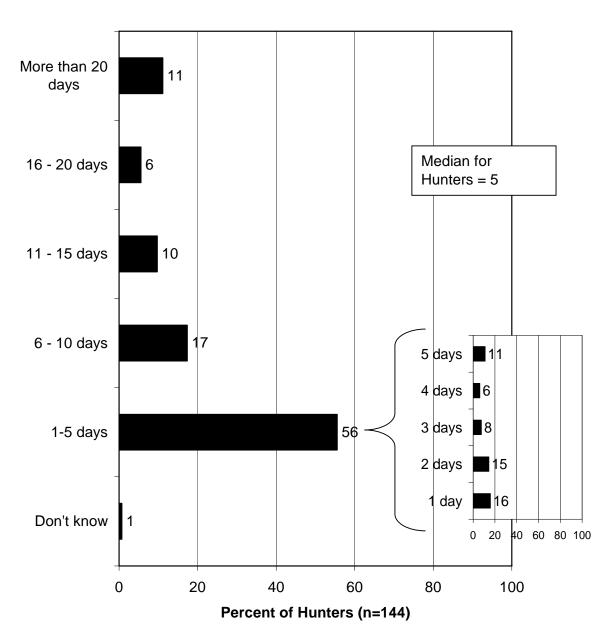
Q11. In the past 2 years, about how many days per year did you do any of those shooting-related activities? (Asked of those who participated in at least one of the listed shooting-related activities within the past 2 years.)



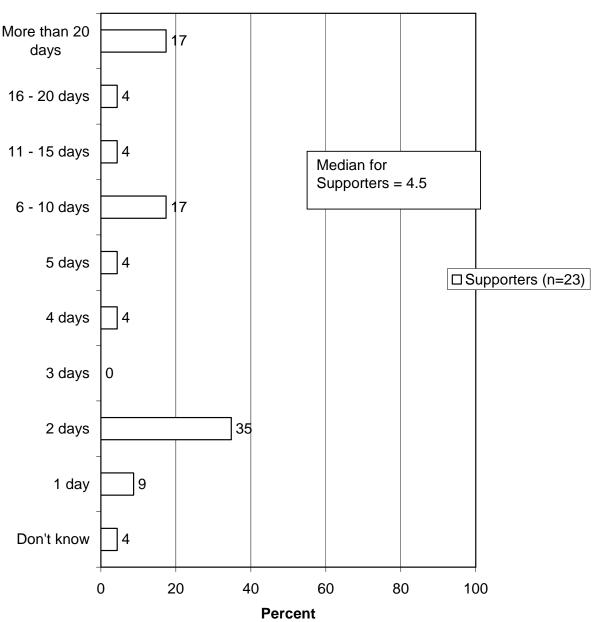
Q16. Did you do any of those shooting-related activities at any of the following places? (Asked of those who participated in one of the listed shooting-related activities within the past 2 years.)



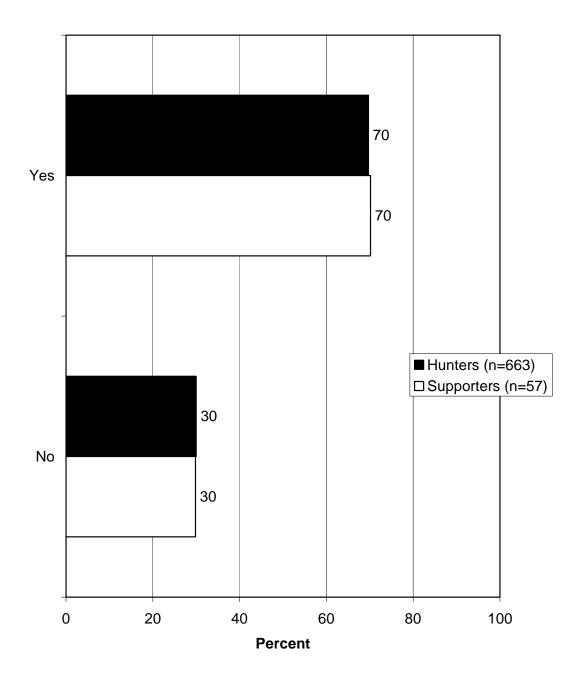
Q18. In the past 2 years, about how many days per year did you do any of those shooting-related activities at an established outdoor shooting range? (Asked of those who shot at an established outdoor range in the past 2 years.)



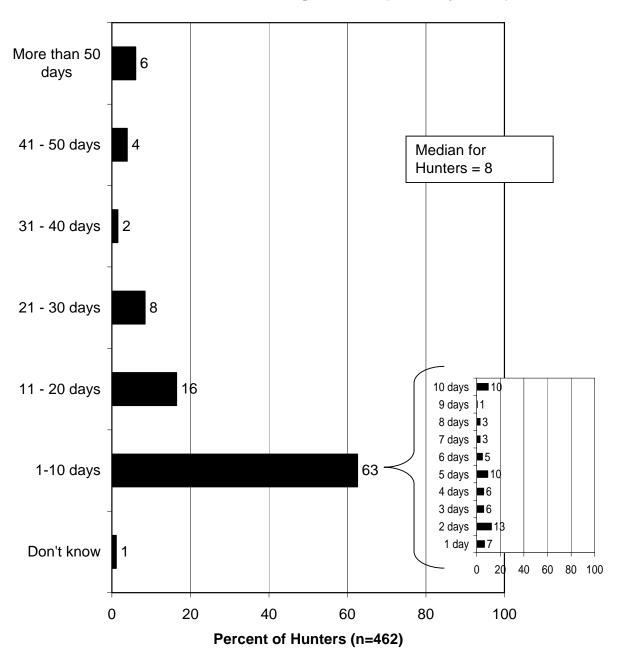
Q18. In the past 2 years, about how many days per year did you do any of those shooting-related activities at an established outdoor shooting range? (Asked of those who shot at an established outdoor range in the past 2 years.)



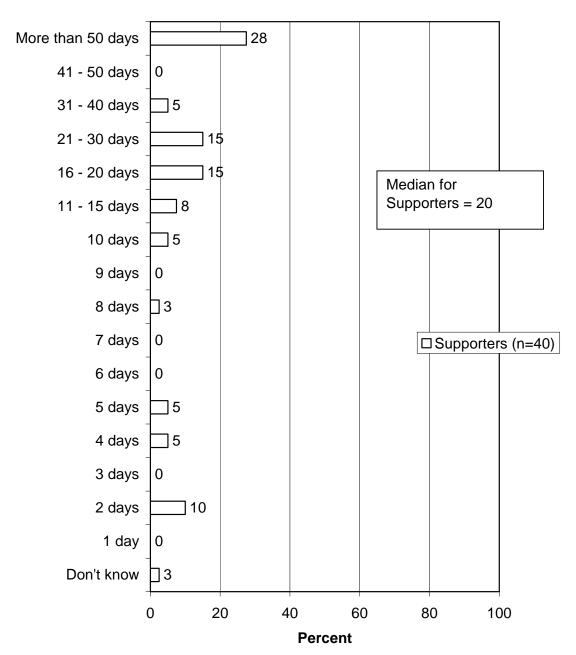
Q22. Did you do any shooting-related activities at an informal or "wildcat" range in the past 2 years? (Asked of those who participated in one of the listed shooting-related activities within the past 2 years.)



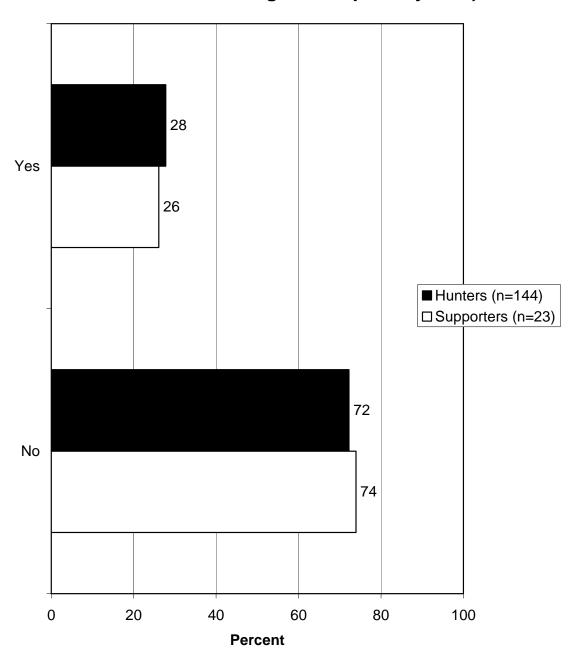
Q23. In the past 2 years, about how many days per year did you do shooting-related activities at an informal or "wildcat" range? (Asked of those who shot at a "wildcat" range in the past 2 years.)



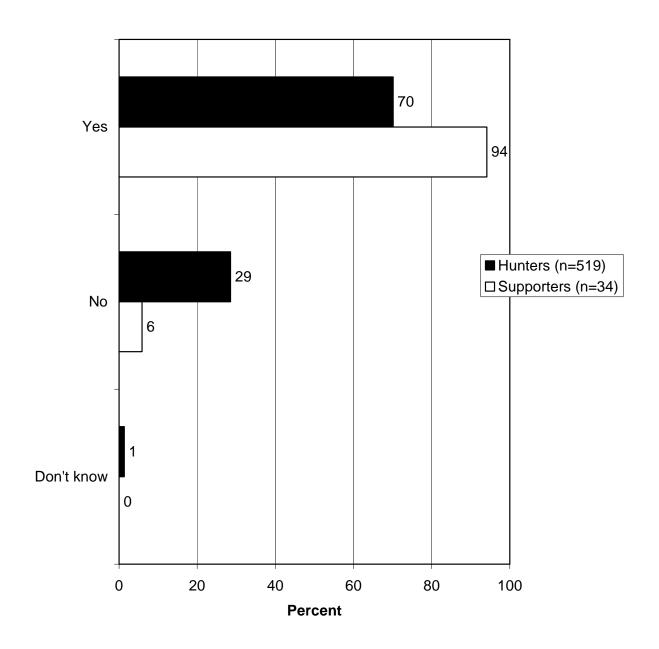
Q23. In the past 2 years, about how many days per year did you do shooting-related activities at an informal or "wildcat" range? (Asked of those who shot at a "wildcat" range in the past 2 years.)



Q17. Did you shoot at an established outdoor shooting range as much as you wanted in the past 2 years? (Asked of those who shot at an established outdoor range in the past 2 years.)



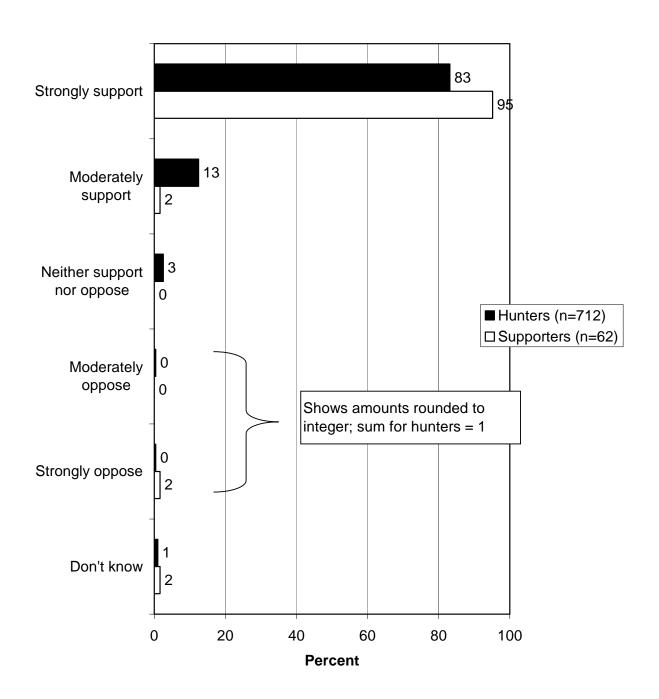
Q21. Did you want to shoot at an established outdoor shooting range in the past 2 years? (Asked of those who participated in one of the listed shooting-related activities but did *not* shoot at an established outdoor range in the past 2 years.)



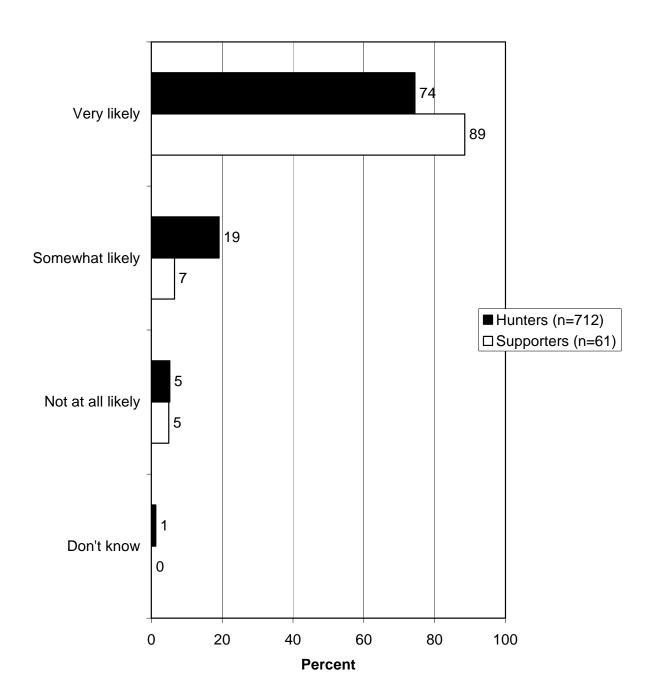
# SUPPORT OF OR OPPOSITION TO HAVING A MANAGED PUBLIC OUTDOOR SHOOTING RANGE IN NORTHERN ARIZONA AND LIKELIHOOD TO USE A RANGE

- The overwhelming majority of shooters in the survey (96%) indicated that they would support rather than oppose a managed public outdoor shooting range being located in northern Arizona. (Note that support, as asked in the question, was *not* taken to mean *financial* support.)
- A large majority (74%) of all survey participants indicated that they would be *very* likely to use an outdoor shooting range, if one were constructed in northern Arizona.
  - A graph shows the annual days of anticipated use of an outdoor range, if one were built. The median number of days of anticipated use is 12 days.
  - The survey asked about likelihood to use a range that included the amenities discussed in the survey: 82% indicated being *very* likely to use such a range.
- ➤ Several questions explored the distance likely range users would be willing to drive to get to an outdoor range. At the 30-minute mark, 91% of likely range users would be willing to drive to an outdoor range. At the 45-minute mark, about half the sample still would be willing to drive to an outdoor range; beyond that, willingness to drive to an outdoor range diminished rapidly.
- The survey explored the general desired location of an outdoor range: other than the 30% who indicated having no preference, the most commonly named area is east of Flagstaff (26%), followed by the south or west (both at 17%), with little interest for a range in the north (8%). The data are shown in a bar graph and schematically.
  - The survey also asked about a desired highway corridor for the location of a range: Interstate 40 is the most popular corridor (44%). A further breakdown shows that the I-40 corridor east of the city is most commonly named as the preferred location.

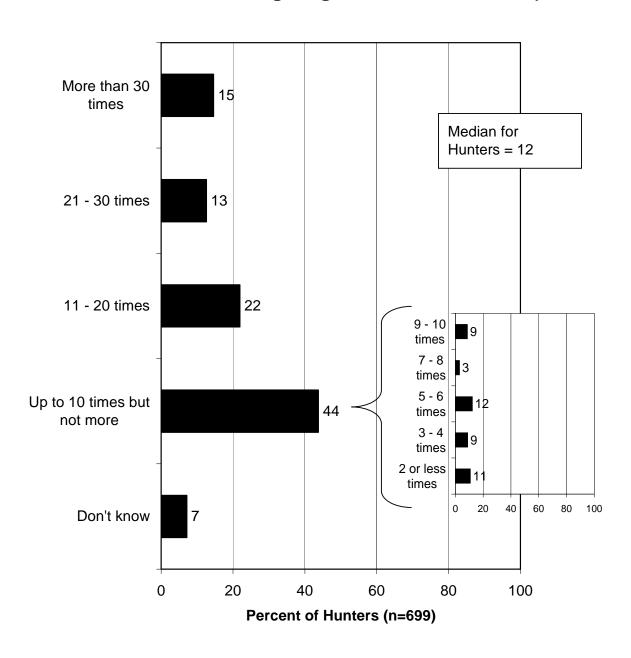
Q26. Overall, would you support or oppose a managed public outdoor shooting range located in northern Arizona?



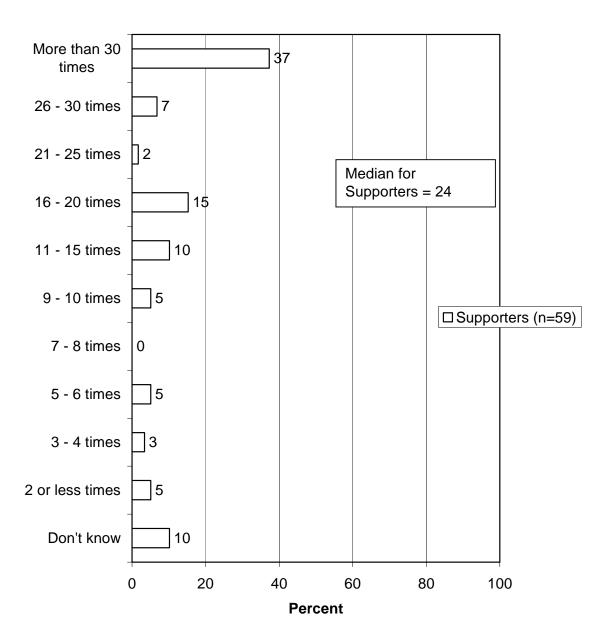
## Q29. If such an outdoor shooting range were constructed in northern Arizona, how likely would you be to use the range?



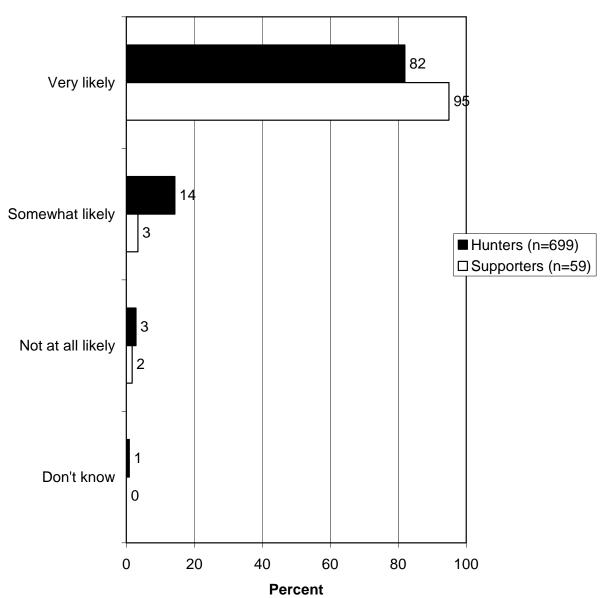
Q30. Approximately how many times per year do you think you would use an outdoor shooting range if one were constructed in northern Arizona? (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)



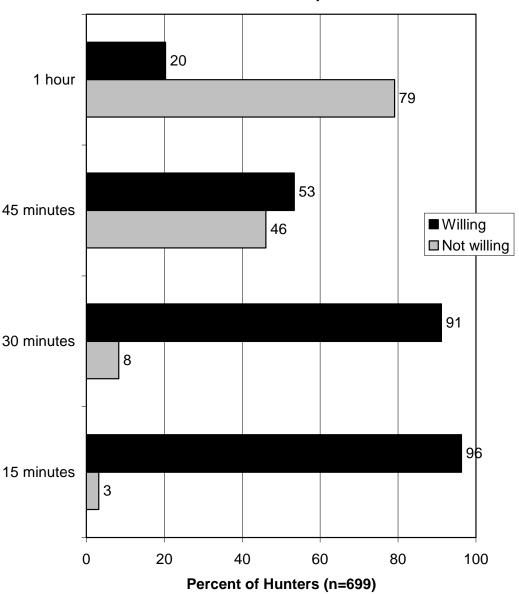
Q30. Approximately how many times per year do you think you would use an outdoor shooting range if one were constructed in northern Arizona? (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)



Q60. If an outdoor shooting range with these amenities and features were constructed in northern Arizona, how likely would you be to use the range? (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)

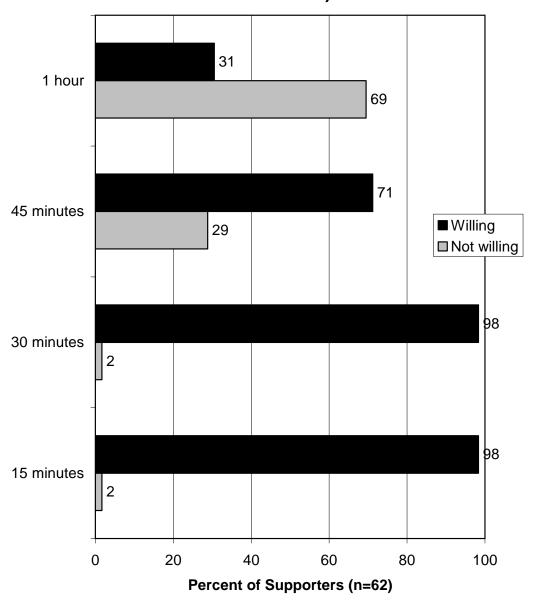


Q33-36. Percent willing/not willing to drive the given distance, if an outdoor shooting range were constructed in northern Arizona. (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)



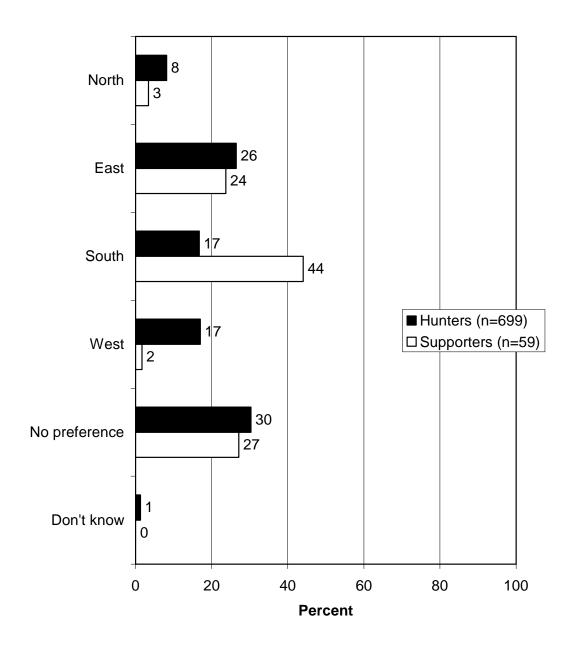
Note: 1% answered "Don't know"

Q33-36. Percent willing/not willing to drive the given distance, if an outdoor shooting range were constructed in northern Arizona. (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)

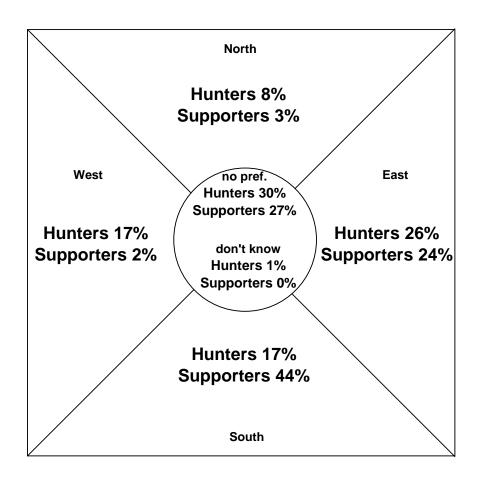


Note: 0% answered "Don't know"

Q37. Where would you most like to see the outdoor shooting range located? Would you most like to see it north, south, east, or west of Flagstaff? (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)

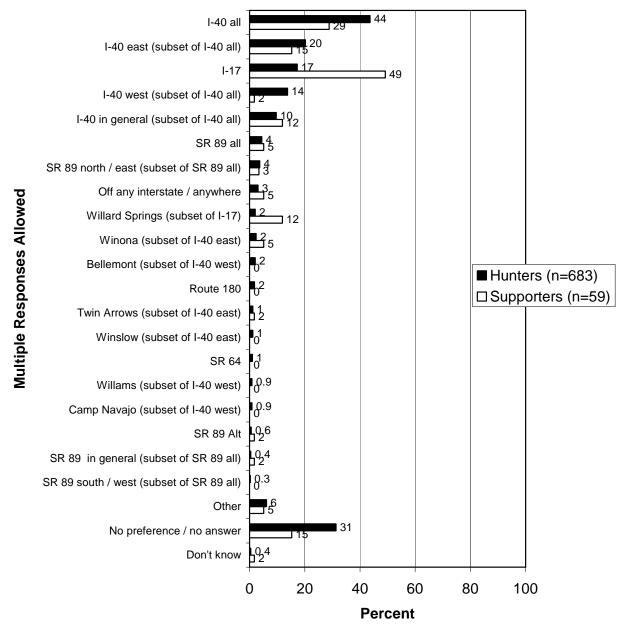


Q37. Where would you most like to see the outdoor shooting range located? Would you most like to see it north, south, east, or west of Flagstaff? (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)



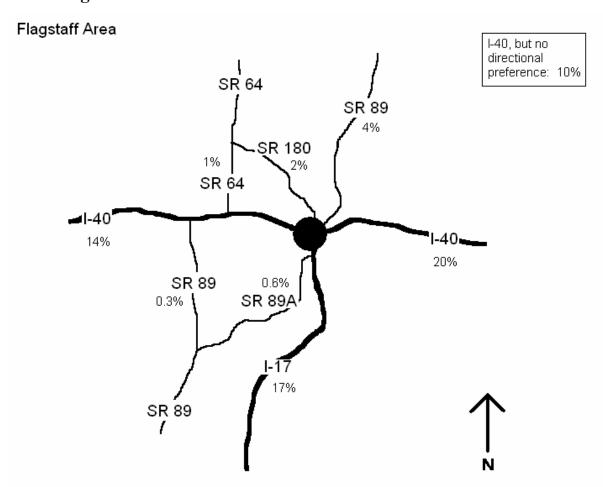
Hunters (n=699) Supporters (n=59)

Q38. Is there a specific freeway corridor or other location you would most like to see the outdoor shooting range located near? (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)



The map below shows the percentage of hunters saying that they prefer the given corridor/location for a shooting range in northern Arizona. For example, 20% of the sample indicated that their corridor of preference was I-40 *and* they indicated that they preferred a range to the east of Flagstaff (or they mentioned a community to the east of Flagstaff).

### **Percentage of Hunters**



This map shows the results of two questions: directional preference (e.g., east of Flagstaff) and corridor of preference.

## DESIRED AMENITIES AND FEATURES OF A PUBLIC OUTDOOR SHOOTING RANGE

- The survey asked about 15 possible amenities or features of an outdoor shooting range. For each, the survey asked how important such a feature would be in a respondent's choice of a range, using a scale of very important, somewhat important, somewhat unimportant, or very unimportant. The results were ranked. Four graphs are shown: the percentages saying *very* important; the percentages saying *very* or *somewhat* important; the percentage saying *somewhat* or *very* unimportant; and, finally, the percentage saying *very* unimportant.
  - The top features considered *very* important are restrooms (86%), a hunter education range (80%), a public main range (71%), and a high-power range (68%)—all with at least two-thirds considering them very important.
  - The least important features are a nearby camping area for tents and a nearby campground for RVs. Among strictly shooting-related features, trap/skeet/sporting clays and archery are the least important (although 55%, nonetheless, consider a target archery range *very* important, and 50% consider a trap/skeet range *very* important).
  - In a follow-up question, other amenities (other than the 15 asked about in the survey)
    mentioned as being desirable include a concession stand/vending machines and an
    indoor/canopied/weatherproofed shooting range.
- Those who indicated being likely to use a range that offered trap and skeet shooting were asked how many trap/skeet fields a range should have. The answers are clustered in the range of 2 to 6 fields, but the most common answer overall is "Don't know."

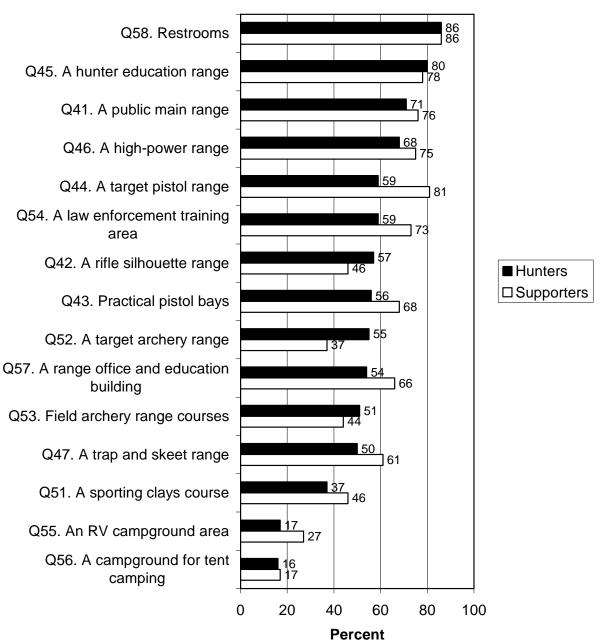
- Regional and local/community ranges were explained to the respondents (shown in the first text box below). Respondents were than asked if they would prefer a regional or local public outdoor shooting range: they are about evenly split, with 41% preferring a regional range and 43% preferring a local range.
  - A follow-up question included a likely timeframe for building either a regional (7-10 years) or a local range (3-5 years), as shown in the second text box below. In this question, the large majority would prefer a local range (70%) over a regional range (21%).

There are different types of shooting ranges. A REGIONAL outdoor shooting range is a multi-purpose recreational facility intended for public use. The range would be professionally managed and would likely include some or all of the following: rifle and pistol ranges, shotgun ranges, archery ranges, a law enforcement training area, and other public use areas. REGIONAL ranges are equipped to host large numbers of users, competition shooting, and such programs as Hunter Education camps. A LOCAL or COMMUNITY outdoor shooting range is a multi-purpose shooting facility but is smaller in size and scope than a regional range. The range would be cooperatively managed by staff of local user groups through agreements and leases. The range would likely include rifle and pistol ranges, shotgun ranges, clay target areas, and archery proficiencies. LOCAL or COMMUNITY ranges typically serve those in the immediate area, hunter education groups, and local law enforcement.

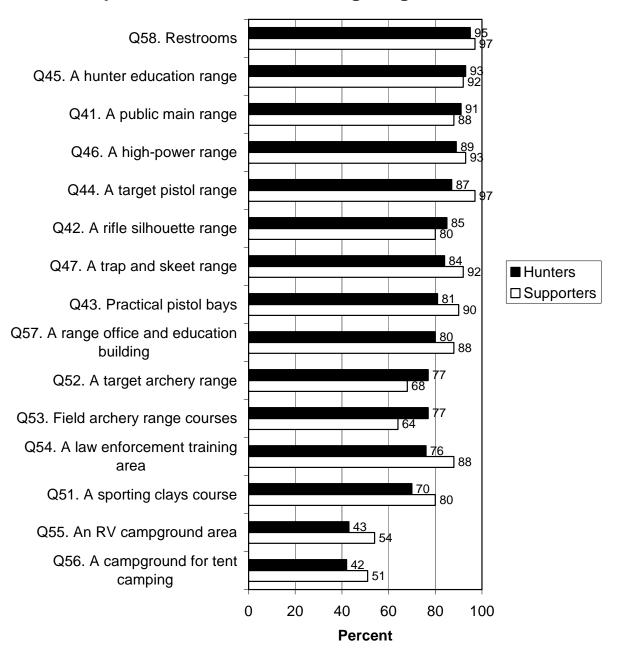
Studies of the northern Arizona area estimate that building a regional range would require about 7 to 10 years for completion and that building a local range would require about 3 to 5 years for completion.

Another question asked respondents to choose between having a single larger outdoor range or several smaller outdoor ranges, with the implication being that the smaller ranges would be more limited (e.g., one range could offer skeet, another range could offer target shooting lanes). Preference is greater for a single established outdoor range (57%) than for several smaller ranges (30%).

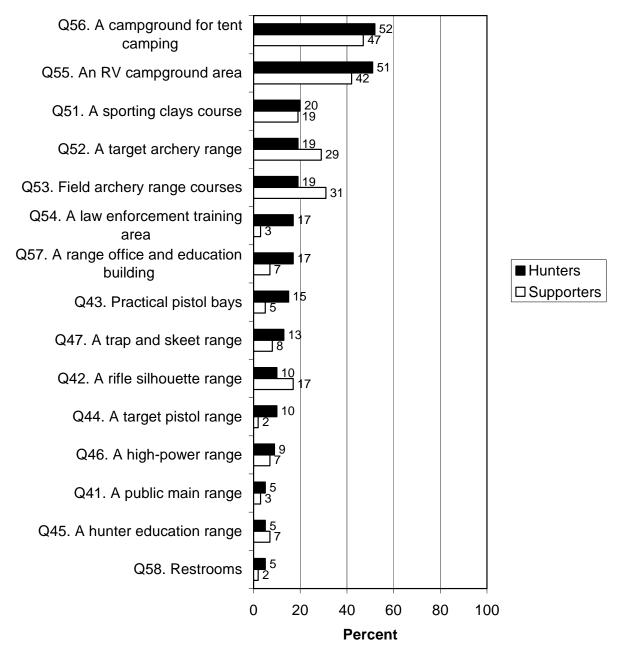
The percent who indicated being likely to use an outdoor shooting range in northern Arizona who said that the following amenities and features are very important when choosing a particular outdoor shooting range to use.



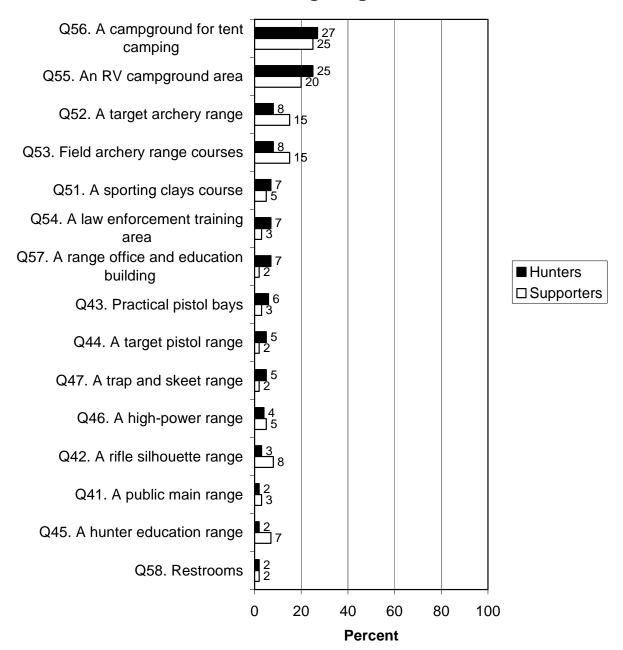
The percent who indicated being likely to use an outdoor shooting range in northern Arizona who said that the following amenities and features are very or somewhat important when choosing a particular outdoor shooting range to use.



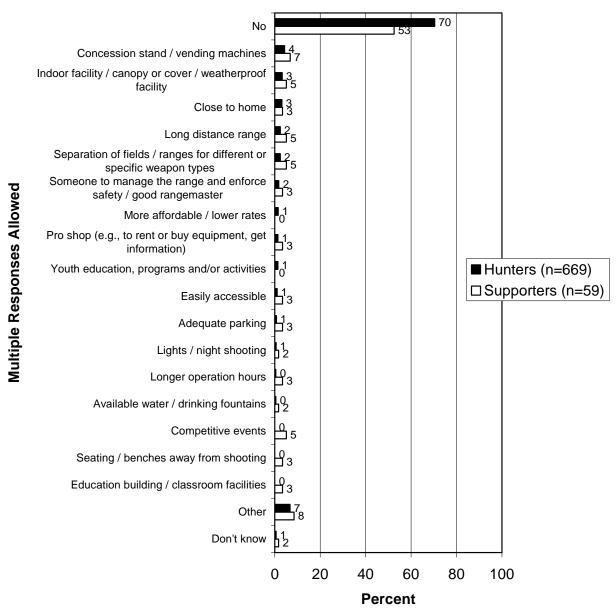
The percent who indicated being likely to use an outdoor shooting range in northern Arizona who said that the following amenities and features are somewhat or very unimportant when choosing a particular outdoor shooting range to use.



The percent who indicated being likely to use an outdoor shooting range in northern Arizona who said that the following amenities and features are very unimportant when choosing a particular outdoor shooting range to use.

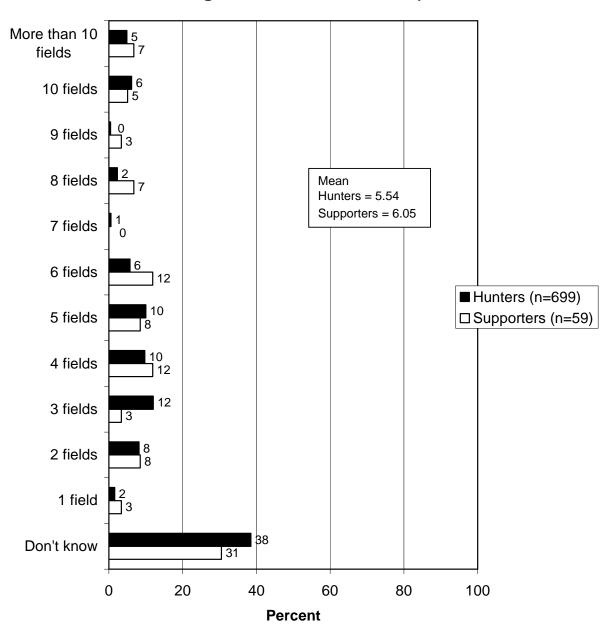


Q61. Are there any other\* amenities or features that would encourage you to select a particular shooting range? (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)

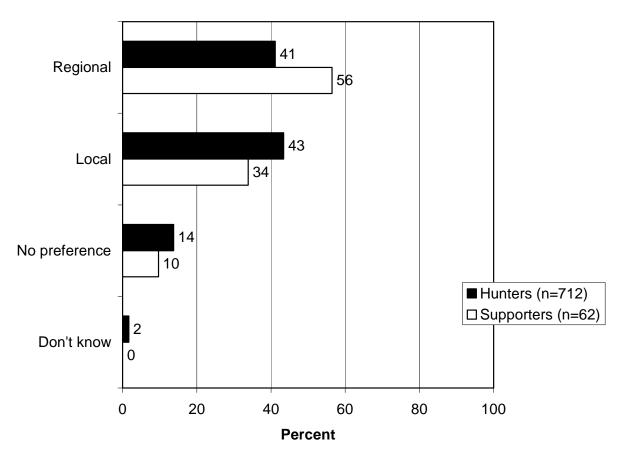


<sup>\*</sup>Other than those previously and specifically discussed in the survey.

Q48. If the shooting range were to have a trap and skeet range, how many fields do you think the trap and skeet range should have? (Asked of those who indicated being likely to use an outdoor shooting range in northern Arizona.)



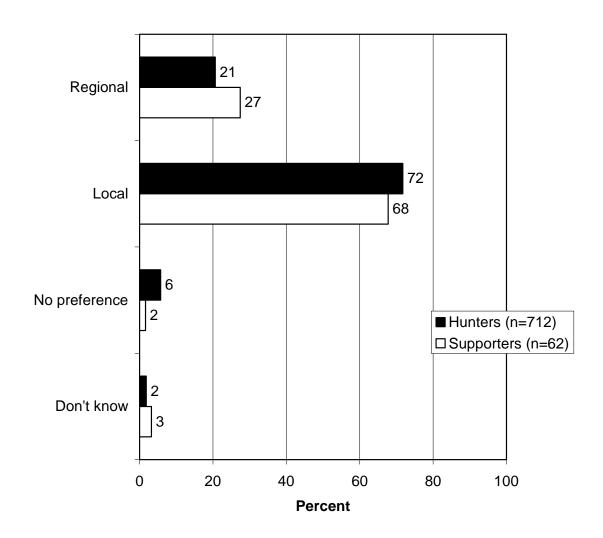
## Q62. (Explanation shown below.) / Q63. If a managed public outdoor shooting range was built in northern Arizona, would you most prefer a regional or a local range?



Previously, the survey explained:

Q62. There are different types of shooting ranges. A REGIONAL outdoor shooting range is a multi-purpose recreational facility intended for public use. The range would be professionally managed and would likely include some or all of the following: rifle and pistol ranges, shotgun ranges, archery ranges, a law enforcement training area, and other public use areas. REGIONAL ranges are equipped to host large numbers of users, competition shooting, and such programs as Hunter Education camps. A LOCAL or COMMUNITY outdoor shooting range is a multi-purpose shooting facility but is smaller in size and scope than a regional range. The range would be cooperatively managed by staff of local user groups through agreements and leases. The range would likely include rifle and pistol ranges, shotgun ranges, clay target areas, and archery proficiencies. LOCAL or COMMUNITY ranges typically serve those in the immediate area, hunter education groups, and local law enforcement.

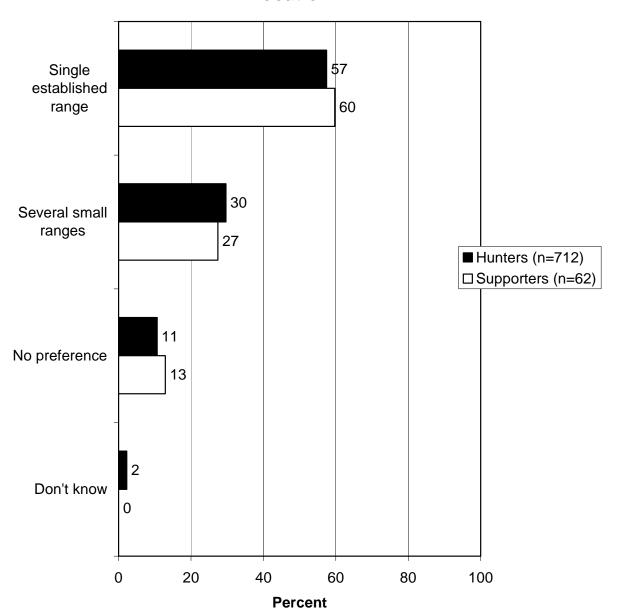
Q64. (Explanation shown below.) / Q65. Knowing this, if a managed public outdoor shooting range was built in northern Arizona, would you most prefer a regional range that takes 7 to 10 years to complete or a local range that will take 3 to 5 years to complete?



Previously, the survey explained:

Q64. Studies of the northern Arizona area estimate that building a regional range would require about 7 to 10 years for completion and that building a local range would require about 3 to 5 years for completion.

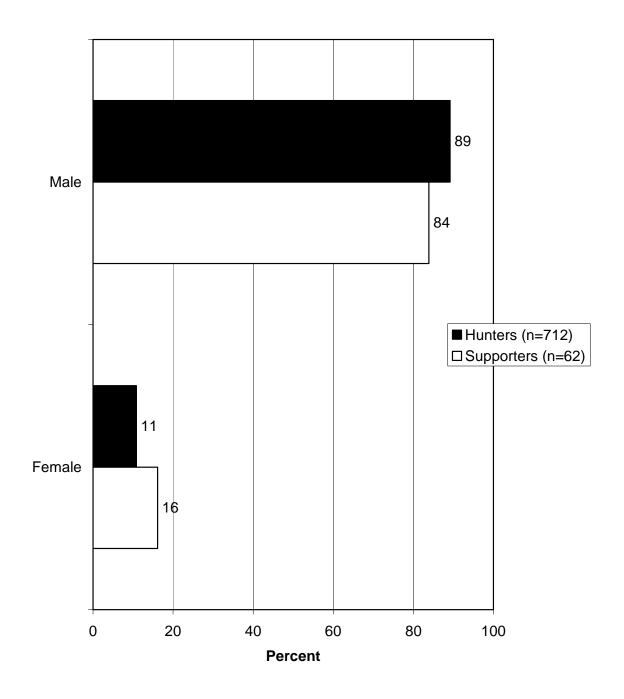
Q66. If a managed public outdoor shooting range was built in northern Arizona, would you most prefer a single established range, such as a regional or local range, or several small ranges, such as a small range for trap and skeet in one location and a small range for rifle shooting in another location?



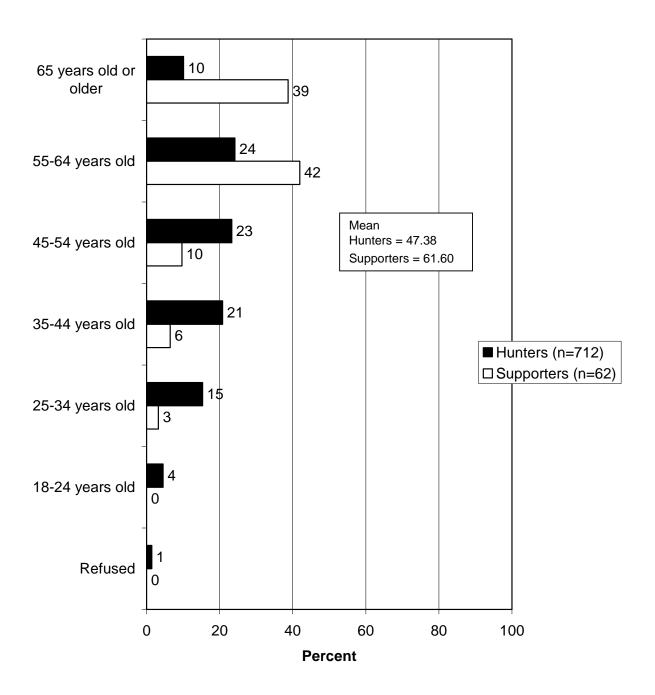
## **DEMOGRAPHIC DATA**

- ➤ The gender of the sample was predominantly male (89%).
- ➤ The ages of the sample are shown, following a bell curve slightly skewed to the older age categories. The mean age was 47.4 years.
- ➤ The counties of residence of those in the sample are shown. Most of the sample resides in Coconino County.
  - Most commonly, respondents in the sample consider their place of residence to be in a small city/town (44%), followed by rural area (30%).
  - The years of residence in their county of residence is shown, with the sample widely spread out among the categories. While 28% have lived in their present county of residence for no more than 10 years, 30% have lived there for more than 30 years.
- Educational attainment is shown: 44% of the respondents have a bachelor's degree (with or without a higher degree).

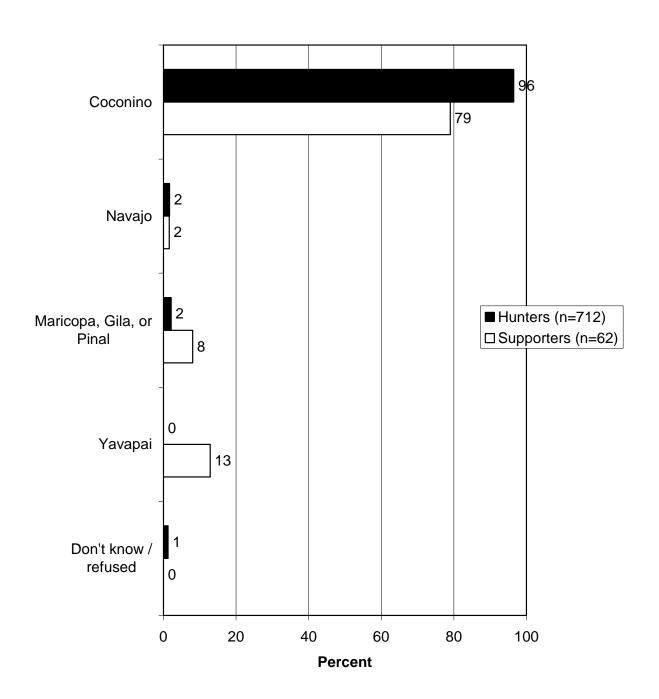
Q80. Respondent's gender (observed, not asked, by interviewer).



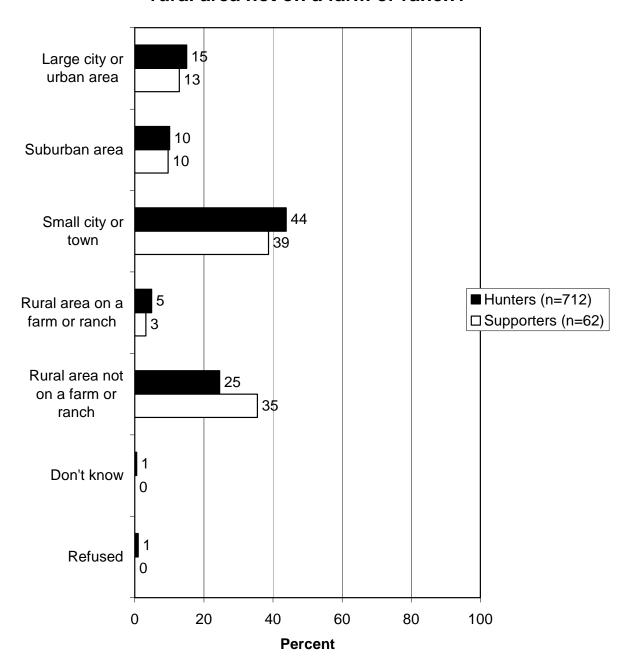
Q74. Respondent's age.



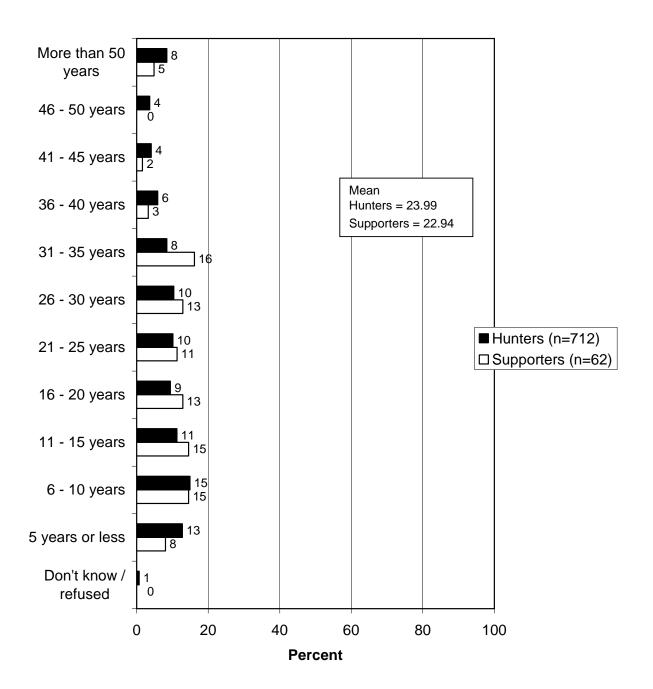
## Q68. What county do you live in?



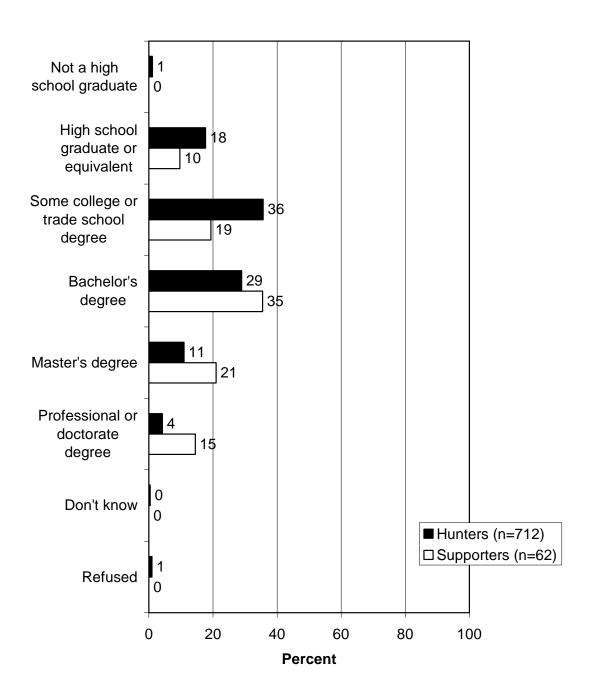
Q72. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



Q70. How many years have you lived in your county?



Q73. What is the highest level of education you have completed?



## ABOUT RESPONSIVE MANAGEMENT

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

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed websites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

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 routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN, ESPN, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front pages of *The Washington Post* and *USA Today*.

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