Different Generations interacting with wildlife:
A quantification of a Broad Societal Shift away from Consumptive uses of Wildlife

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Mark Duda, Responsive Management
Our Background

Wildlife Viewing

Fishing

Hunting

Participation Trends

- Fishing
  - 1992: 10%
  - 1994: 20%
  - 1996: 30%
  - 2000: 50%
  - 2002: 60%
  - 2004: 55%
  - 2006: 40%
  - 2008: 30%
  - 2010: 20%
  - 2012: 10%

- Hunting
  - 1992: 10%
  - 1994: 20%
  - 1996: 30%
  - 2000: 30%
  - 2002: 20%
  - 2004: 10%
  - 2006: 5%
  - 2008: 5%
  - 2010: 10%
  - 2012: 5%

- Wildlife Viewing
  - 1992: 5%
  - 1994: 10%
  - 1996: 20%
  - 2000: 30%
  - 2002: 40%
  - 2004: 50%
  - 2006: 60%
  - 2008: 70%
  - 2010: 60%
  - 2012: 50%
Utilitarian

Wildlife exists for human use & enjoyment
Manage wildlife so that humans benefit
Needs of humans take priority over wildlife

Mutualism

Ideology: Egalitarianism
Emotional bonding and companionship
No animal suffering
Animals should have rights like humans
Prevent cruelty to animals
Index of WVO strength vs Birth Year
Modernization is the underlying factor
Generations experience modernization differently

- Prewar generations ('38-'45)
- Baby Boomers ('46-'60)
- Generation X ('61-'81)
- Millennial generation ('82-'03)
Why it’s important to Agencies?

Maturation Environment → Values → Wildlife Value Orientations → Attitudes about wildlife → Behaviors regarding wildlife
Fish
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The table represents data for different categories (Fish, Hunt, Combo) for residents and nonresidents. The diagram visually compares these categories across different data points (20 to 80).
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Next Steps:

- Include more states
- UIDs will make this a MLM
- Regress on Macro factors
- Strategic planning to be relevant in the future
Take Home

• Attrition ≈ 68-72
• 2020-2032 cessation
• Distribution ≈ 50
• Our public has a passion for wildlife, the difference is HOW they connect
• User-pay model is viable for another decade or two
People & Wildlife
Human Dimensions Research Program
Arizona Game and Fish Department

Questions / Comments?

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Special Thanks to: