

Kodiak Bear Viewing Survey

Summary of 2016 Public Use Survey

With Utah State University, the Kodiak National Wildlife Refuge conducted a two-year study that utilized "rigorous social science methods" to assess the nature of current bear viewing opportunities, significant influences on those opportunities, and public acceptability of potential changes to bear viewing management (Comprehensive Conservation Plan, 2007). Following a series of stakeholder interviews in the summer of 2015, a survey was developed and administered to visitors who traveled to the Refuge to view bears in the summer of 2016.



Survey cards were received from approximately 60% of all bear viewers in 2016 through float plane operators, guides, visitor centers, and refuge rangers. Cards asked visitors to indicate their viewing location, country of residence, trip satisfaction, and willingness to complete an online survey. Those that were willing provided an email address to receive the full survey. Cards were completed by 506 visitors who went bear viewing at Frazer Lake, and 102 visitors who went to other bear viewing locations.

Online Survey

The average completion time for the online survey was approximately 15 minutes. **43%** of all bear viewers who were contacted about the project took the survey, resulting in 260 complete online surveys (219 Frazer viewers and 41 viewers from other sites). The total online survey responses represent **25%** of the bear viewers for the 2016 season.



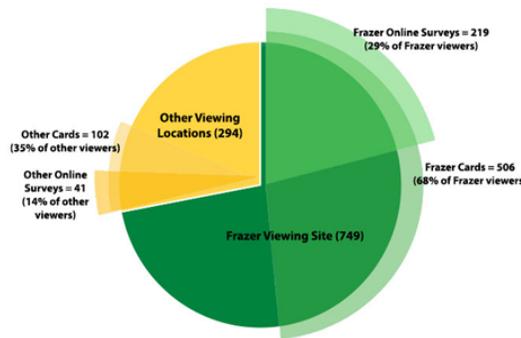
Key Findings

- The number of bears seen and composition of bears were associated with trip satisfaction
- Closer proximity to bears was associated with specific learning outcomes
- Visitors reported overall positive changes in attitudes towards bears, intention to perform behavior that benefits bears, and knowledge about bears and habitat
- 93% of respondents reported that their trip met or exceeded their expectations
- Visitors were more likely to express negative opinions towards the Frazer fish pass if they had previous bear viewing experiences at other sites, especially Denali and Katmai National Parks

For more information on this study, results, and future planning, see full Refuge Report (June 2017)

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2016 Permitted Bear Viewing Use and Survey Response Rates



Respondent Characteristics

Male	49.5%	(107)
Female	50.5%	(109)
18-24 years	3.8%	(8)
25-34 years	7.2%	(15)
35-44 years	13.4%	(28)
45-54 years	29.2%	(61)
55-64 years	23.4%	(49)
65+ years	23.0%	(48)
White	95.4%	(203)
Asian	2.3%	(5)
Hawaiian	0.9%	(2)
Native	1.4%	(3)
U.S. Resident	83.4%	(181)

Special thanks to the stakeholders who made this research possible.

