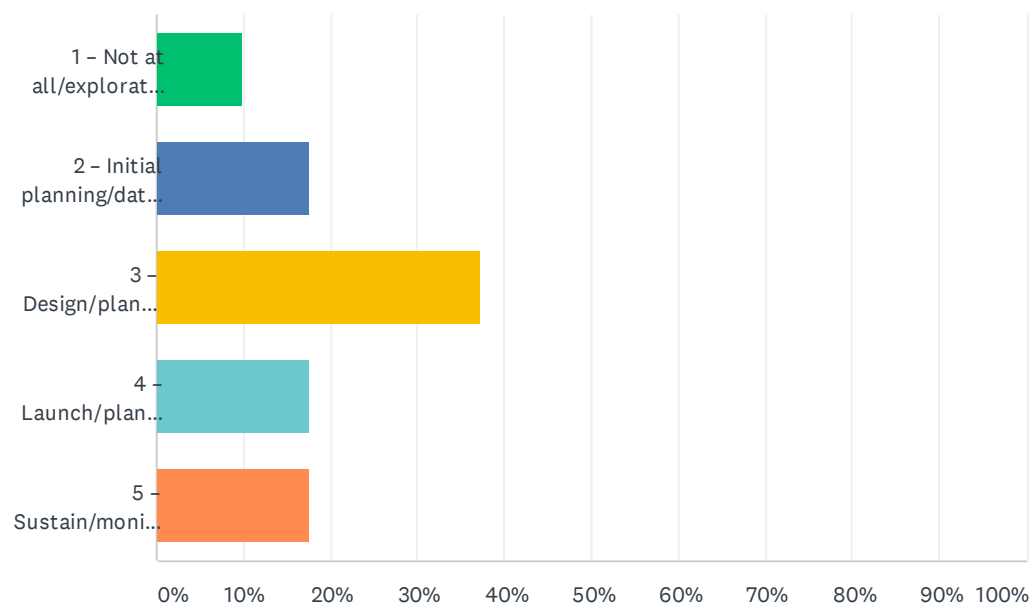


Q1 Has your agency developed an Angler R3 Plan (or R3 Plan that includes Angler R3) with objectives and desired outcomes?

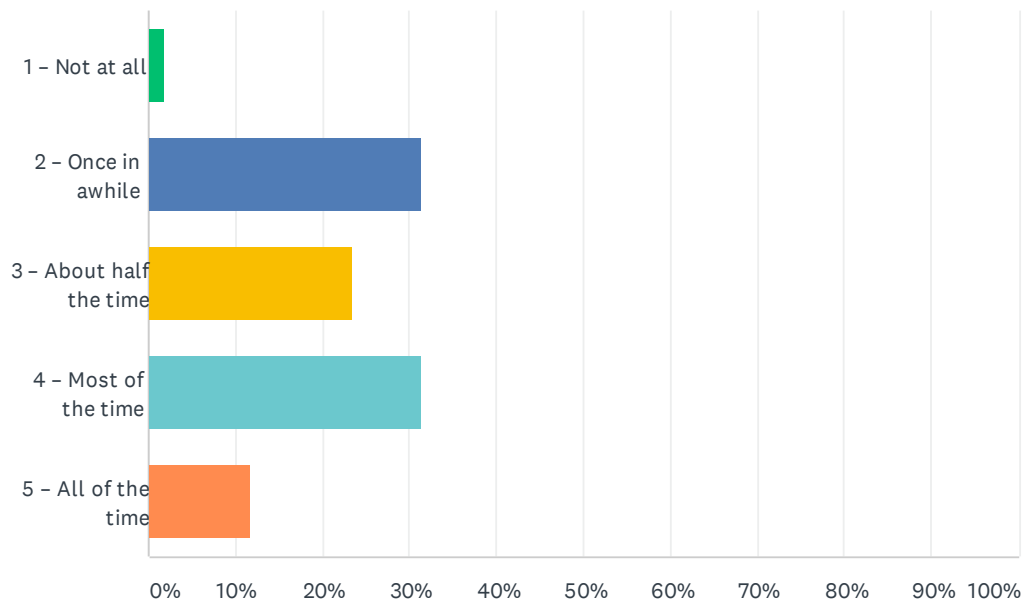
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	9.80%	5
2 – Initial planning/data gathering	17.65%	9
3 – Design/plan development	37.25%	19
4 – Launch/plan implementation	17.65%	9
5 – Sustain/monitoring phase	17.65%	9
TOTAL		51

Q2 Does your agency implement a balance of angler recruitment, retention and reactivation strategies?

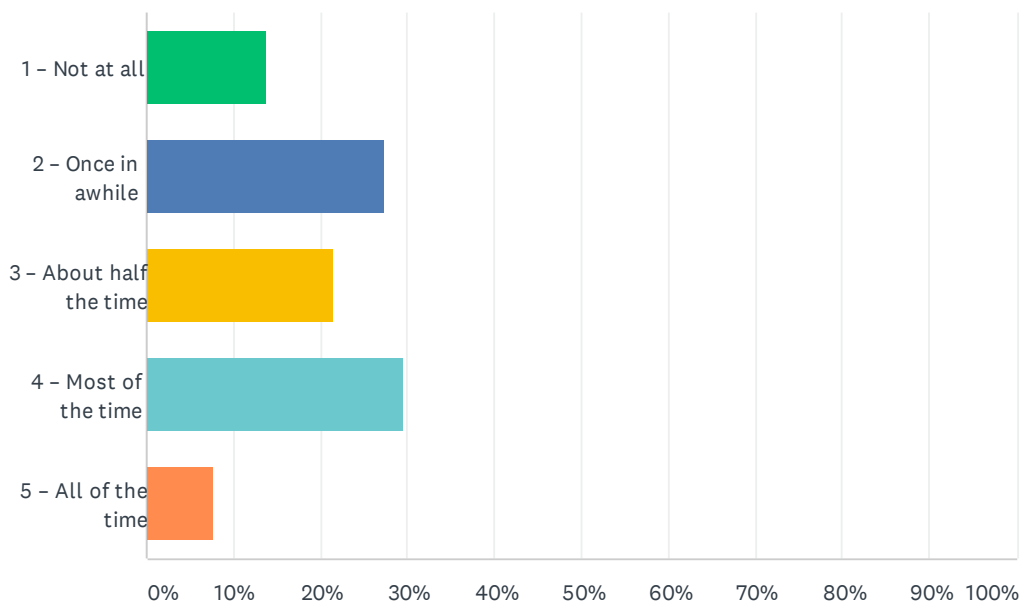
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all	1.96%	1
2 – Once in awhile	31.37%	16
3 – About half the time	23.53%	12
4 – Most of the time	31.37%	16
5 – All of the time	11.76%	6
TOTAL		51

Q3 Has your agency established program evaluation measures to assess outcomes of angler R3 efforts?

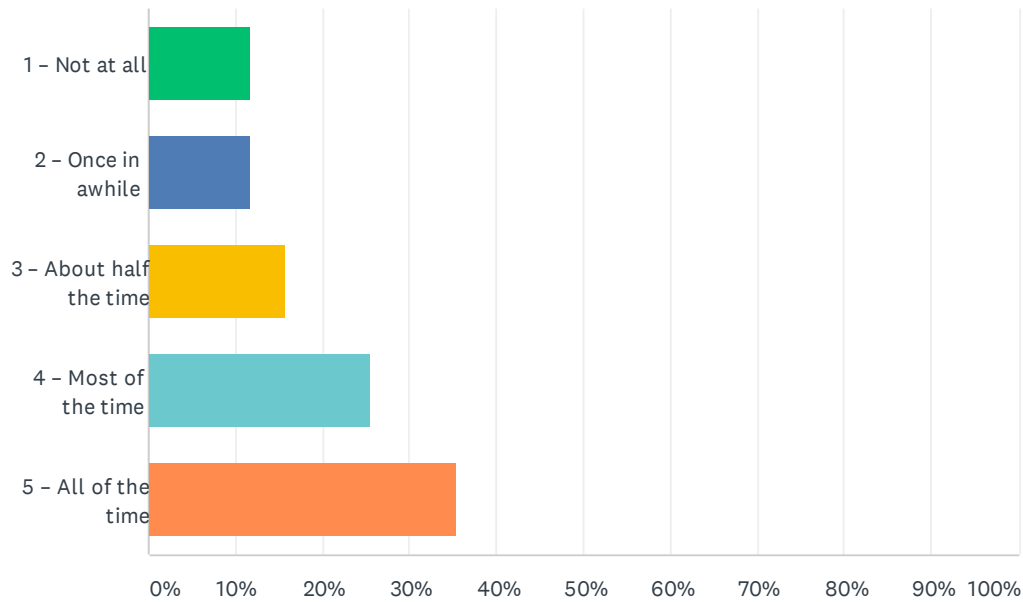
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all	13.73%	7
2 – Once in awhile	27.45%	14
3 – About half the time	21.57%	11
4 – Most of the time	29.41%	15
5 – All of the time	7.84%	4
TOTAL		51

Q4 Does your agency implement angler retention and/or reactivation email/direct mail strategies?

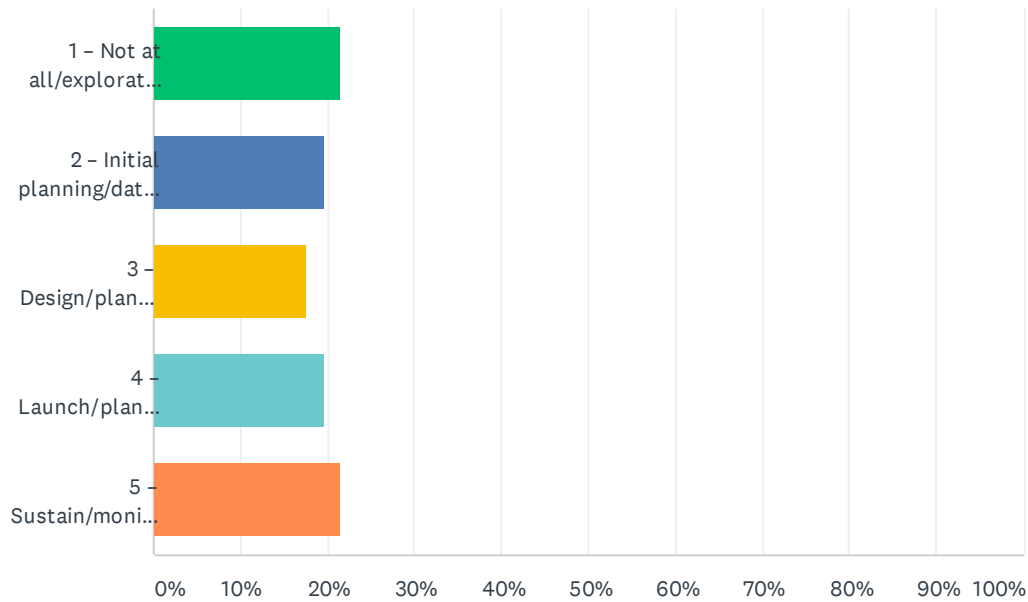
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all	11.76%	6
2 – Once in awhile	11.76%	6
3 – About half the time	15.69%	8
4 – Most of the time	25.49%	13
5 – All of the time	35.29%	18
TOTAL		51

Q5 Does your agency have a developed marketing plan that supports angler R3 programs?

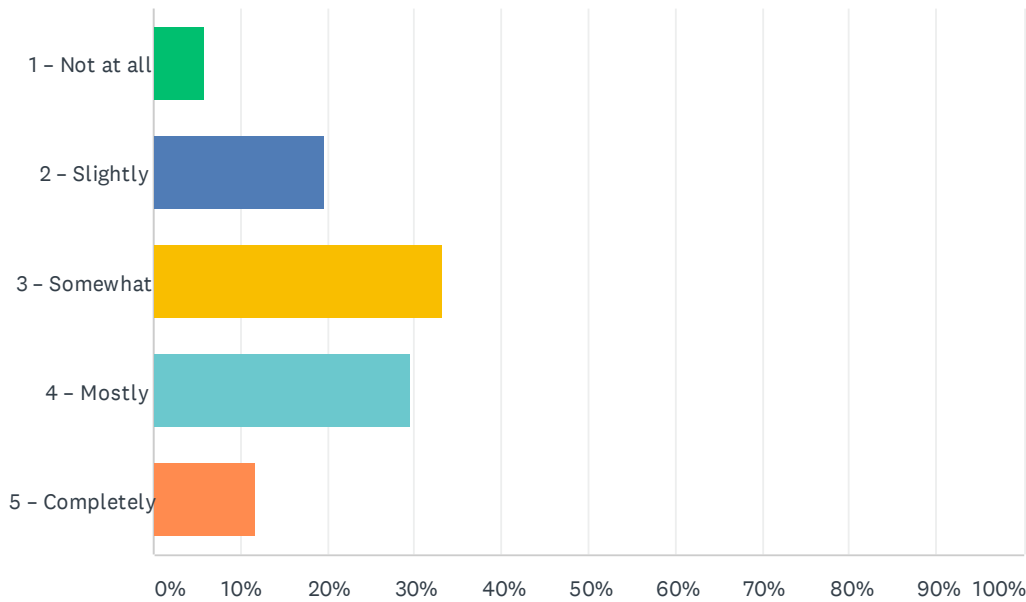
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	21.57%	11
2 – Initial planning/data gathering	19.61%	10
3 – Design/plan development	17.65%	9
4 – Launch/plan implementation	19.61%	10
5 – Sustain/monitoring phase	21.57%	11
TOTAL		51

Q6 Has your agency allocated or reallocated agency resources to ensure angler R3 success?

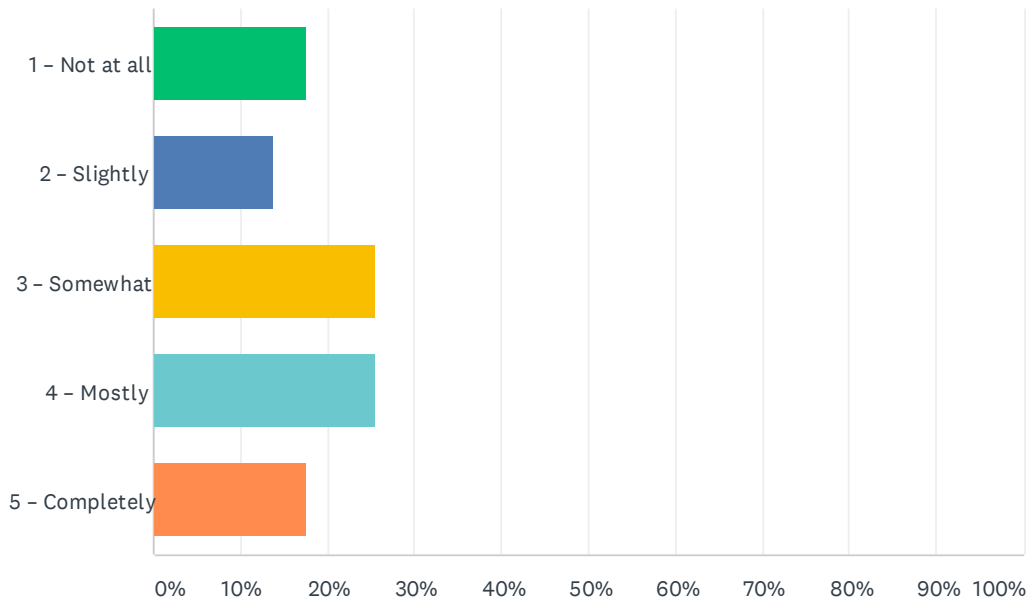
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all	5.88%	3
2 – Slightly	19.61%	10
3 – Somewhat	33.33%	17
4 – Mostly	29.41%	15
5 – Completely	11.76%	6
TOTAL		51

Q7 Does your agency have a dedicated budget to support angler R3 efforts?

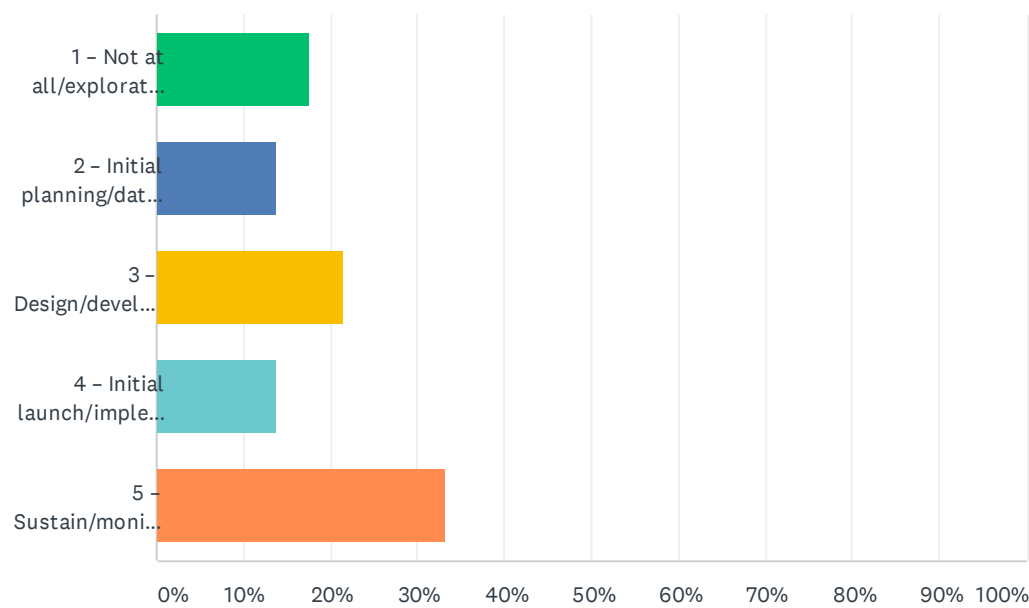
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all	17.65%	9
2 – Slightly	13.73%	7
3 – Somewhat	25.49%	13
4 – Mostly	25.49%	13
5 – Completely	17.65%	9
TOTAL		51

Q8 Does your agency have an intra-agency coordination or interdivisional R3 committee?

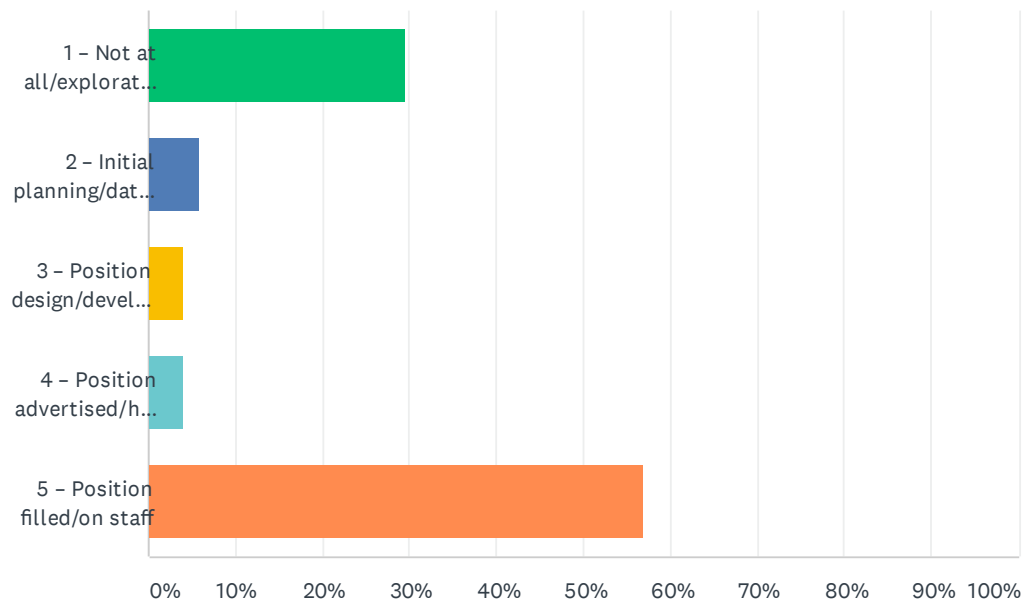
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	17.65%	9
2 – Initial planning/data gathering	13.73%	7
3 – Design/development phase	21.57%	11
4 – Initial launch/implementation	13.73%	7
5 – Sustain/monitoring phase	33.33%	17
TOTAL		51

Q9 Does your agency have a full-time Angler R3 Coordinator/Manager or a full-time R3 Coordinator/Manager responsible for Angler R3?

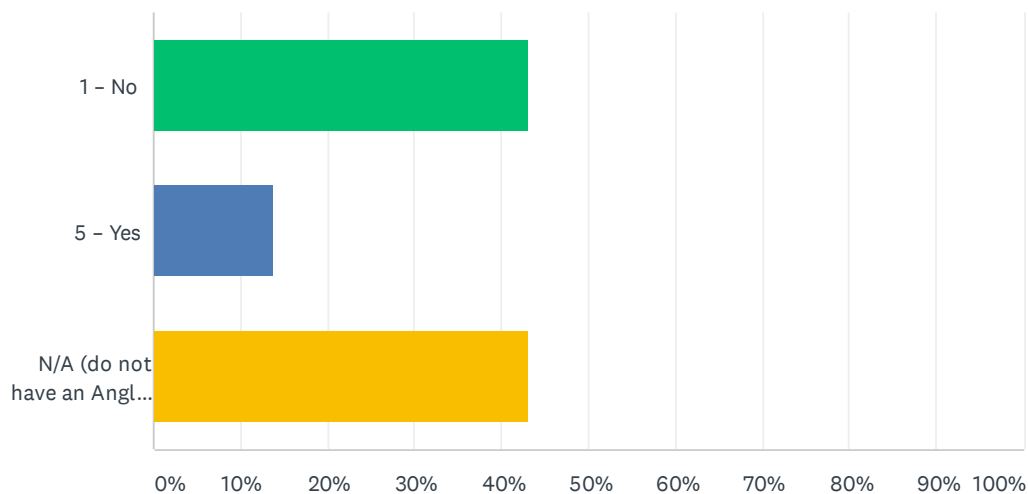
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	29.41%	15
2 – Initial planning/data gathering	5.88%	3
3 – Position design/development phase	3.92%	2
4 – Position advertised/hiring process	3.92%	2
5 – Position filled/on staff	56.86%	29
TOTAL		51

Q10 Does your agency's Angler R3 Coordinator/Manager report to your agency's Assistant/Deputy Director(s) or is s/he part of the agency's top-level management team?

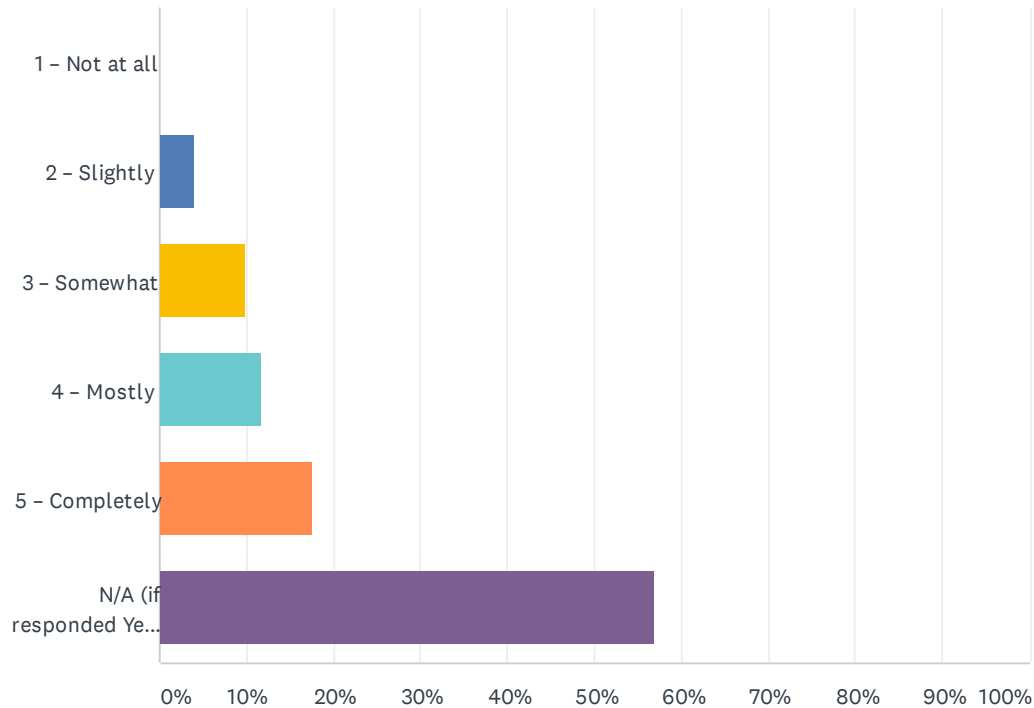
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 - No	43.14%	22
5 - Yes	13.73%	7
N/A (do not have an Angler R3 Coordinator/Manager)	43.14%	22
TOTAL		51

Q11 If No to Question 10, does your Angler R3 Coordinator/Manager have direct access to your agency's Director/Assistant Director or top-level management?

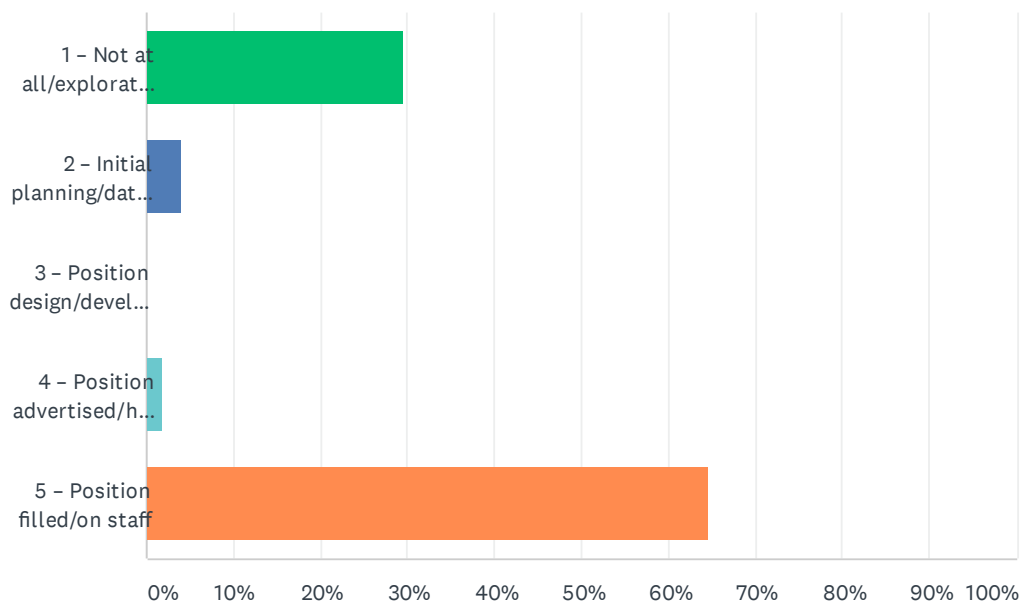
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all	0.00%	0
2 – Slightly	3.92%	2
3 – Somewhat	9.80%	5
4 – Mostly	11.76%	6
5 – Completely	17.65%	9
N/A (if responded Yes or N/A to Question 10)	56.86%	29
TOTAL		51

Q12 Does your agency have a full-time Marketing Manager/Director and/or marketing team?

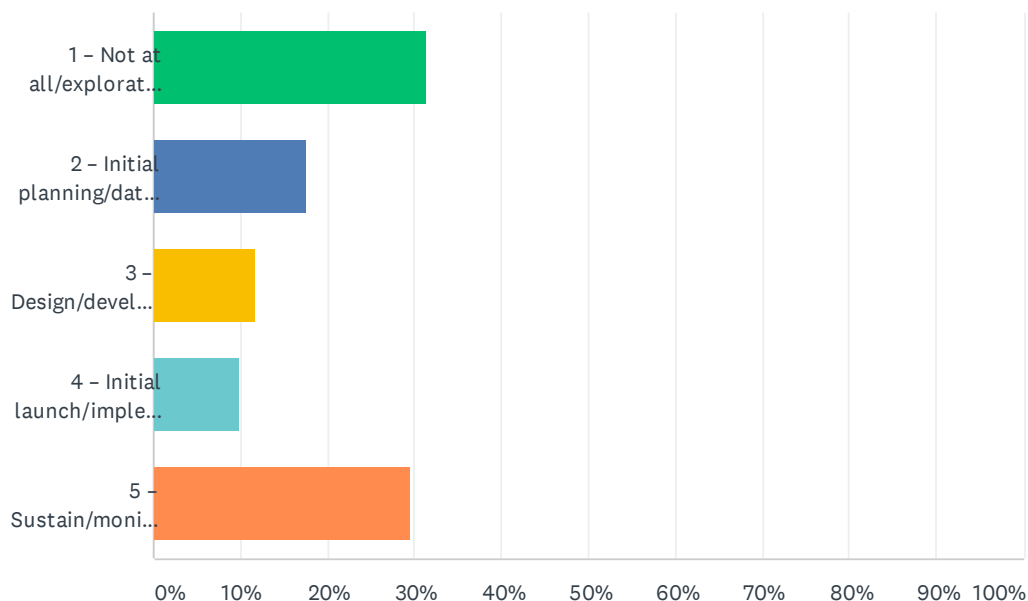
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	29.41%	15
2 – Initial planning/data gathering	3.92%	2
3 – Position design/development phase	0.00%	0
4 – Position advertised/hiring process	1.96%	1
5 – Position filled/on staff	64.71%	33
TOTAL		51

Q13 Does your agency have a customer relationship management (CRM) system?

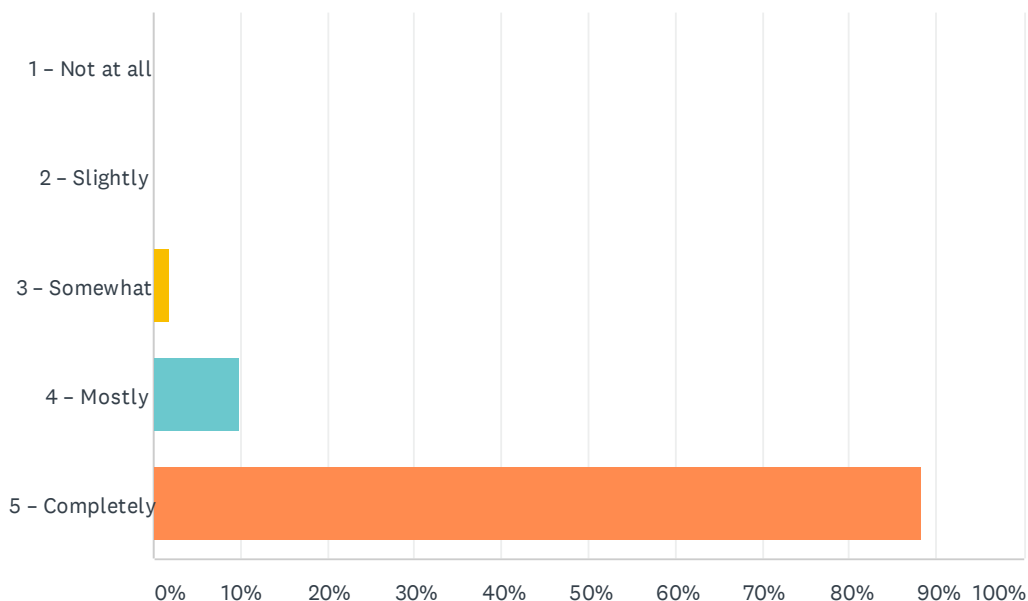
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	31.37%	16
2 – Initial planning/data gathering	17.65%	9
3 – Design/development phase	11.76%	6
4 – Initial launch/implementation	9.80%	5
5 – Sustain/monitoring phase	29.41%	15
TOTAL		51

Q14 Has your agency established a fully electronic (including online, POS, etc.) fishing license system?

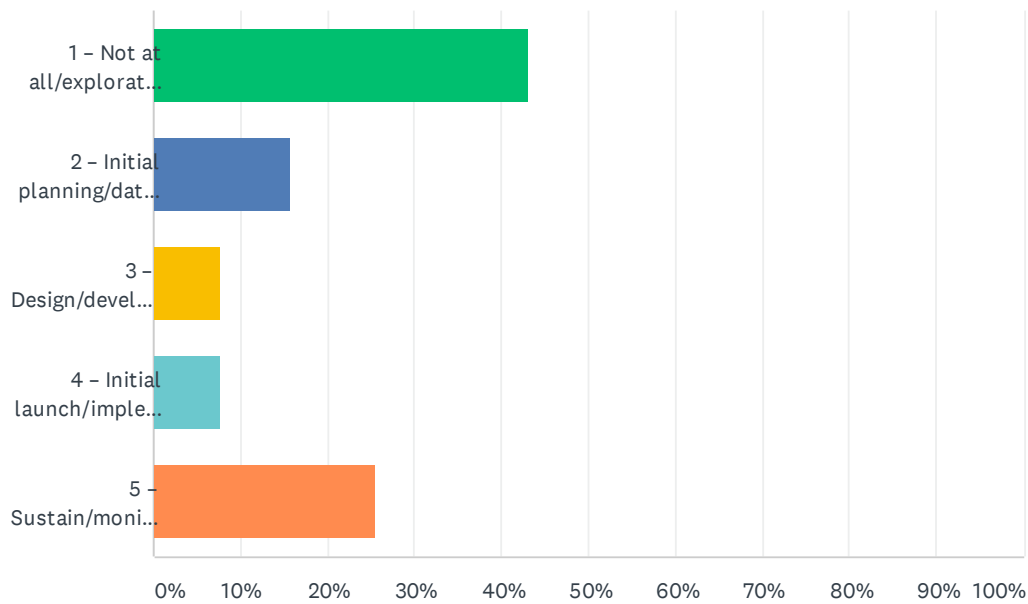
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all	0.00%	0
2 – Slightly	0.00%	0
3 – Somewhat	1.96%	1
4 – Mostly	9.80%	5
5 – Completely	88.24%	45
TOTAL		51

Q15 Has your agency gone through a license simplification process to simplify/reduce the fishing licenses offered?

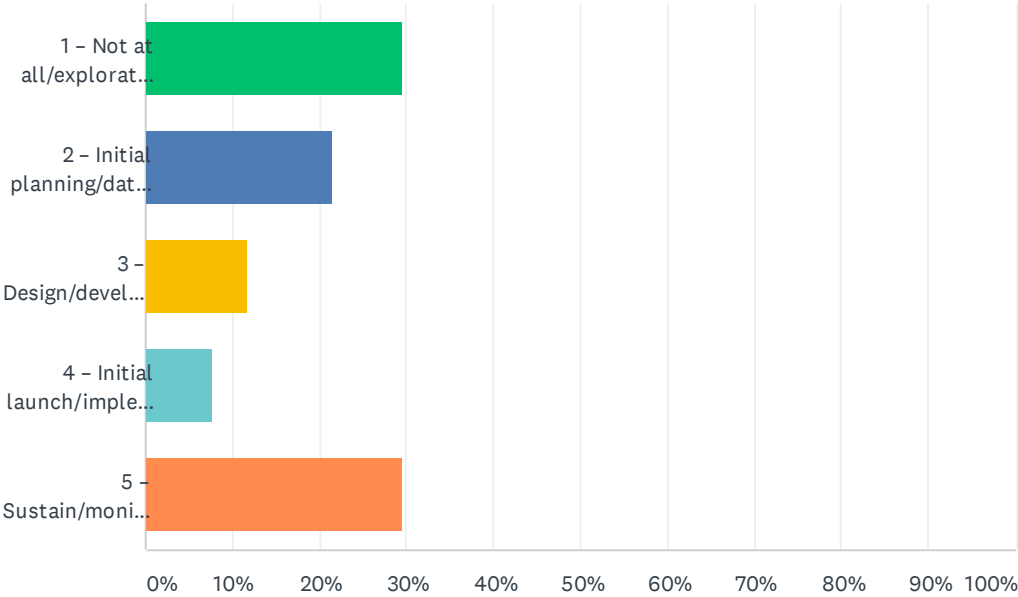
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	43.14%	22
2 – Initial planning/data gathering	15.69%	8
3 – Design/development phase	7.84%	4
4 – Initial launch/implementation	7.84%	4
5 – Sustain/monitoring phase	25.49%	13
TOTAL		51

Q16 Has your agency gone through a process to simplify your fishing license regulations?

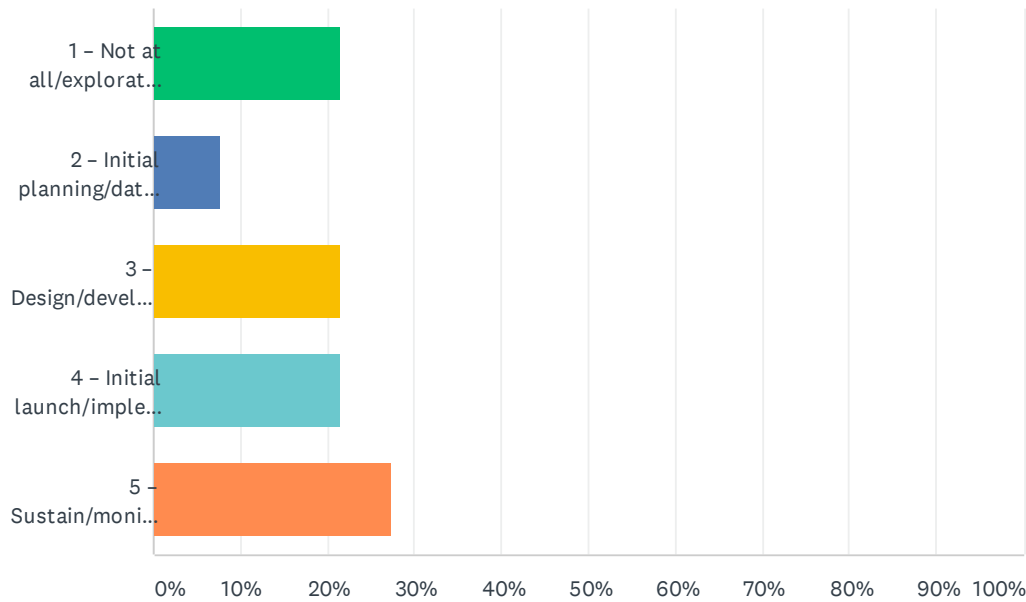
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	29.41%	15
2 – Initial planning/data gathering	21.57%	11
3 – Design/development phase	11.76%	6
4 – Initial launch/implementation	7.84%	4
5 – Sustain/monitoring phase	29.41%	15
TOTAL		51

Q17 Does your agency have a data dashboard to track license trends to inform R3 efforts?

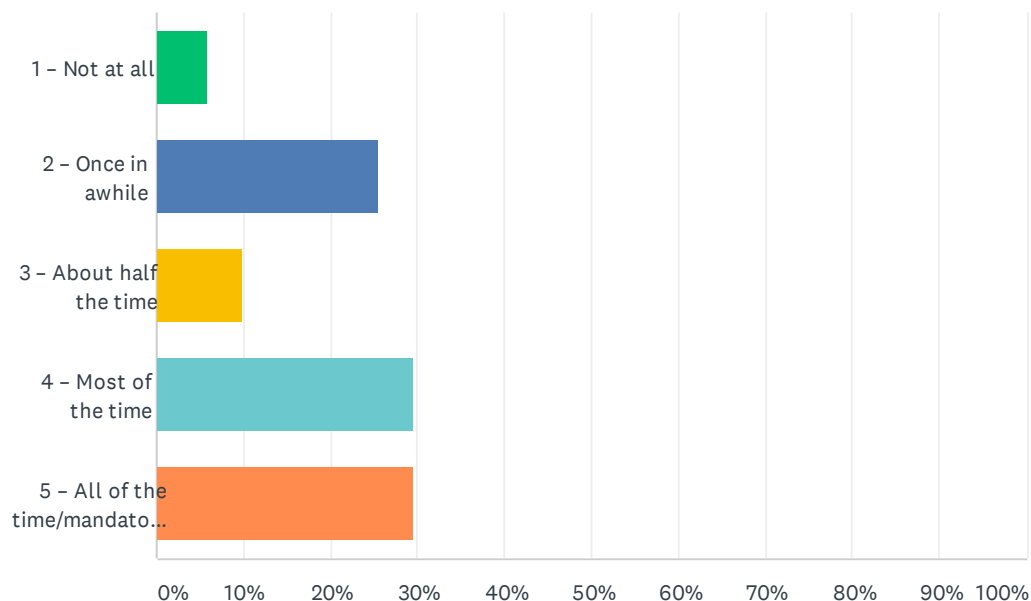
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	21.57%	11
2 – Initial planning/data gathering	7.84%	4
3 – Design/development phase	21.57%	11
4 – Initial launch/implementation	21.57%	11
5 – Sustain/monitoring phase	27.45%	14
TOTAL		51

Q18 Does your agency implement strategies to increase email collection for fishing license customers?

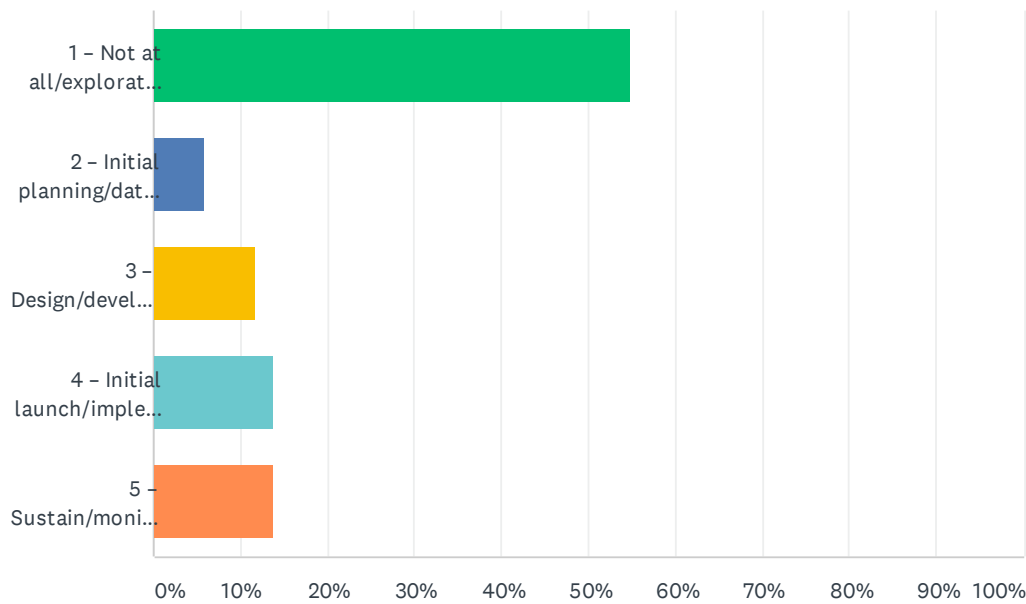
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all	5.88%	3
2 – Once in awhile	25.49%	13
3 – About half the time	9.80%	5
4 – Most of the time	29.41%	15
5 – All of the time/mandatory email	29.41%	15
TOTAL		51

Q19 Does your agency have an event/program attendee registration process that integrates with your fishing license system data?

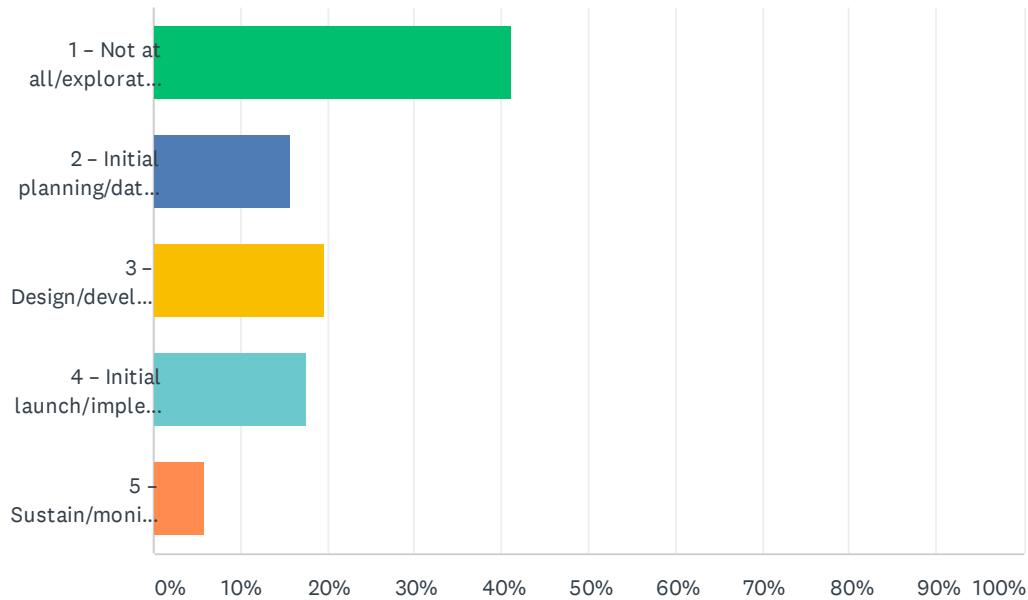
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	54.90%	28
2 – Initial planning/data gathering	5.88%	3
3 – Design/development phase	11.76%	6
4 – Initial launch/implementation	13.73%	7
5 – Sustain/monitoring phase	13.73%	7
TOTAL		51

Q20 Has your agency established an inventory and process for sharing R3 program learnings and success stories within your state and with other states, and through the national R3 clearinghouse?

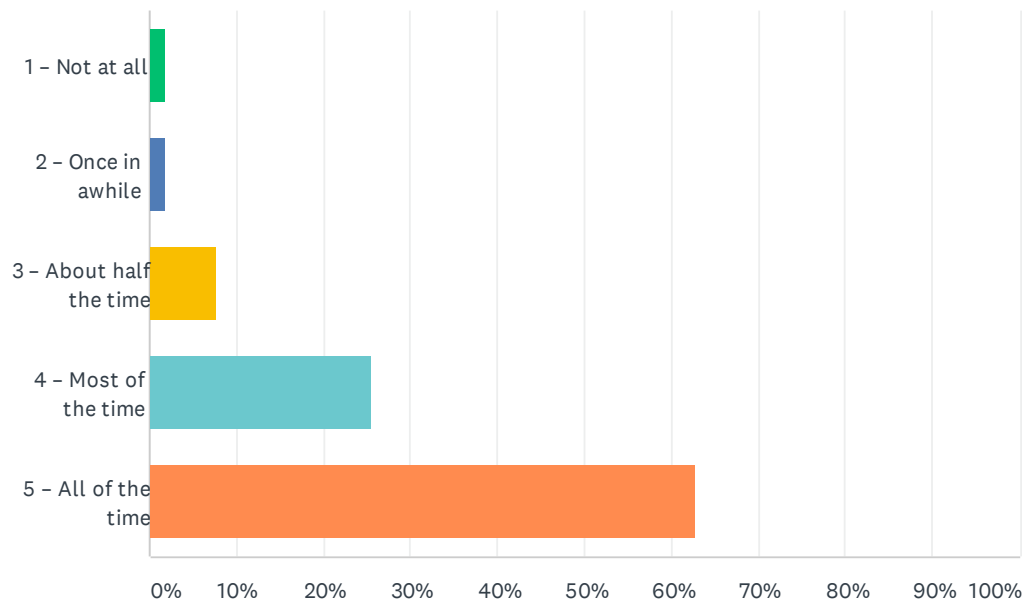
Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all/exploratory phase	41.18%	21
2 – Initial planning/data gathering	15.69%	8
3 – Design/development phase	19.61%	10
4 – Initial launch/implementation	17.65%	9
5 – Sustain/monitoring phase	5.88%	3
TOTAL		51

Q21 Does your agency staff attend RBFF’s State Marketing Workshop, the R3 Training at NCTC, and/or regional R3 Committee meetings?

Answered: 51 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 – Not at all	1.96%	1
2 – Once in awhile	1.96%	1
3 – About half the time	7.84%	4
4 – Most of the time	25.49%	13
5 – All of the time	62.75%	32
TOTAL		51