



Committee for Responsible Wildlife Management
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Monday, November 02, 2009

The *Massachusetts Committee for Responsible Wildlife Management* is seeking financial support to assist in the funding of a public opinion survey relative to the wild and farmed segments of the fur industry. The survey will also address issues surrounding; wildlife management, modern conservation efforts using hunting and trapping and traditional farming concerns.

As we all know, even prior to more modern times, man has utilized animals for food and clothing. In North America, the trading of wild fur and meat was in large part responsible for the majority of positive interactions with native North Americans across the continent in the 1600's and 1700's. The later domestication and raising of animals for fur, fiber and/or meat was pursued to fill regional, national and international needs that wildlife could not.

Today, *perceived* changing attitudes toward how our society views and utilizes animals and manages wildlife are threatening many time honored cultural traditions, rural ways of life, proven conservation strategies and in some instances actually harming the very animal and habitats that they are purporting to protect. The trend towards a more urbanized society is undermining the natural animal/human connection that has existed since the beginning of time. We are seeing this more and more with successful ballot initiatives unjustly targeting the rural farming and hunting/trapping/fishing sectors of our society. Local, regional and in some cases international negative effects have emerged from these efforts through manipulation of public opinion, ultimately influencing policy no matter how irrational or fundamentally flawed the outcome or its implementation may be.

This public opinion survey is an attempt to obtain honest, statistically accurate results through well crafted, unbiased questions. The 15 minute survey will consist of 20 – 30 “closed” (yes/no type) and 3 open ended questions (answers in own words). Questions will be developed with the help of stakeholders and further refined by the C.A. Walker Research Solutions. The outcome will be a comprehensive, well organized survey, where there is a high degree of confidence in the results.

Massachusetts and its residents have long been targeted by animal “liberation” groups advancing their agenda. Demographics of the human population throughout the state have played a major role in the phenomenon. The Massachusetts Society for the Prevention of Cruelty to Animals (MSPCA) in one of the oldest animal rights groups in the country and supported by over 40 million dollars in assets. In 1996 the MSPCA partnered with the Humane Society of the United States (HSUS) in a successful ballot referendum that effectively eliminated trapping as a management tool in Massachusetts. The referendum also eliminated black bear hunting with the aid of dogs. Since that time, beaver populations have skyrocketed from 20,000 individuals to over 80,000 today. Black Bear populations have reached unprecedented levels and coyotes raise havoc on pets, livestock and people routinely. Containment costs borne by the public are rising in the untold millions with no end in sight. Efforts are underway to address this ban legislatively. For this reason, we have selected Massachusetts for the state survey option, in addition to the national one. The combination of the two together will enhance and compliment each other.

Please review the attached proposal submitted by C.A Walker Research Solutions. This company has an impeccable reputation with a very long history of producing successful surveys and analyses of this nature. We are seeking \$15,900 for the state component and \$21,500 for the national survey, \$37,400 in total (see attached). We hope your organization can contribute to this worthy project. For further questions, feel free to contact me.

Respectfully,

Herb Bergquist
Committee for Responsible Wildlife Management President

CRWM

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October 6, 2009 REVISED

Mr. Herb Bergquist
CRWM Inc.
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Dear Herb:

Here are costs to give you an idea of what might be needed for the research that we discussed. The two options that we have under discussion are:

- **Option One:** sample of 1,000, nationally representative sample, all US Adult citizens (age 18 plus), mix of male and female, 15 minute interview, online interviews (Internet), 3 “open ended” questions (plus 20 -30 “closed ended” questions) , full analysis and report: \$21,700.
- To clarify, within the 15 minute interview length, the three “open ended” questions (participants answer in their own words and the answers are later coded for meaning and sentiment) are included among 20 – 30 what are termed “closed ended” questions (answers are presupplied to be selected or given agreement ratings by the participants).
- It is helpful to understand that “open ended” questions on average take 70 seconds each to administer/be answered, and “closed ended” questions 20 seconds. Lists of statements to be rated for importance or for agreement might take 5 seconds each for participants to complete. The final objectives will determine the questionnaire design, within the 15 minute length.
- **Option Two:** sample of 500, Massachusetts only, online, same specifications \$15,900.
- In both options, the questionnaire will address key issues, including but not limited to attitudes toward your industry, attitudes toward clothing made from synthetic versus natural fibers, and other questions submitted by stakeholders in the research process.

Mr. Herb Bergquist

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We will create a completely unbiased questionnaire, manage the project, and provide a detailed analysis and PowerPoint presentation.

C.A. Walker, established in 1972, has conducted thousands of projects for clients of all descriptions. We have conducted many projects of this type, specifically assessments of awareness, attitudes, and usage. We can bring to bear our extensive analytical experience and our executive team to provide the best interpretation of the results possible.

If you have any questions, please let me know.

Kevin W. Gentry, Ph.D.
Group Vice President