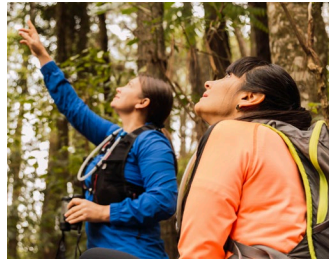


Are we leaving out urban wildlife viewers?

Kelley Langhans, Christy Pototsky, and Ashley Dayer, Virginia Tech
2024 Wildlife Viewing and Nature Tourism Academy
Tuesday February 20th, 2-3pm



Methods:

- Performed a survey of >17,500 wildlife viewers across the U.S.
- Calculated urbanicity (impervious surface + population density) of areas where wildlife viewers live
- Compared urbanicity, income, and ethnoracial identity of wildlife viewers to survey responses on wildlife viewing behaviors, barriers to participation, & relationships with state fish and wildlife agencies

Summary of results:

How is the degree of urbanicity related to the ethnoracial identity of wildlife viewers?

- Native American viewers live in the least urbanized areas
- Black, Middle Eastern, Hawaiian, and Asian viewers in the most urbanized areas
- Overall, compared to White viewers, BIPOC viewers live in more urbanized areas

How is the degree of urbanicity related to the following things, when we take into account the ethnoracial identity and income of viewers?

- **The seven forms of wildlife viewing?**
 - Urban viewers are less likely to feed birds and other animals and more likely to take trips and visit parks to view wildlife than rural viewers
- **Where people view wildlife?**
 - Urban viewers are less likely to view around home and more likely to view away from home than rural viewers
- **Recreational specialization?**
 - Urban viewers are more likely than rural viewers to rank themselves as intermediate expertise or above
- **Wildlife viewers' perception of barriers to participation?**
 - Urban viewers are more likely than rural viewers to perceive time, distance, and knowledge as barriers
- **Wildlife viewers' relationship with their state agency?**
 - Urban viewers have a lower familiarity with their state agency but are more likely to have participated in programs than rural viewers

Questions? Contact langhans@vt.edu.

To learn more, join our webinar on urban wildlife viewers, March 28th, 12-1PM ET!

Full report will be published at the end of March and sent to all who register!

Register: <http://tinyurl.com/3vdryy53>

