

Public Perceptions of Black Bears & Their Management in North Carolina



2025

Acknowledgements

This report was prepared by the Social Research Unit (SRU) within the Office of Conservation Policy & Analysis (CPA) in collaboration with the Wildlife Management Division (WMD).

Corresponding Author

Elizabeth Pratt

Social Scientist, Social Research Unit, Office of Conservation Policy & Analysis

Elizabeth.pratt@ncwildlife.gov

Collaborators

Cristina Watkins, Social Research Coordinator, Social Research Unit, Office of Conservation Policy & Analysis

Colleen Olfenbuttel, Game Mammals & Surveys Supervisor, Game and Furbearer Program, Wildlife Management Division

Jenna Malzahn, Black Bear Biologist, Game and Furbearer Program, Wildlife Management Division

Ryan Myers, Wildlife Surveys Biologist, Game and Furbearer Program, Wildlife Management Division

Kayleigh Penny, Administrative Specialist, Directors Office

Kathryn Jewell, Lead Social Scientist, Social Research Unit, Office of Conservation Policy & Analysis

John Lovette, GIS Analyst, Land and Water Access Division

Chris Kreh, Assistant Chief, Game and Furbearer Program, Wildlife Management Division

Brad Howard, Chief, Wildlife Management Division

Carrie Ruhlman, Policy Development Manager, Conservation Policy & Analysis

Recommended Citation

Pratt, E., Watkins, C., Olfenbuttel, C., Malzahn, J., & Myers, R. (2025). Public perceptions of black bears and their management in North Carolina: 2025. North Carolina Wildlife Resources Commission, Final Report, Raleigh, NC

This project was funded under the Federal Aid in Wildlife Restoration Program. The program is administered cooperatively by the N.C. Wildlife Resources Commission and the U.S. Fish and Wildlife Service.



Contents

Acknowledgements	2
Tables & Figures	5
Executive Summary	6
Introduction	8
Methods.....	8
<i>Questionnaire Development</i>	8
<i>Sampling Design</i>	8
<i>Data Collection</i>	11
<i>Data Analysis</i>	11
<i>Sampling Error</i>	11
<i>Economic Estimates</i>	12
Results	12
<i>Demographics</i>	12
<i>Residents' Knowledge, Attitudes, and Opinions Towards Black Bears and Their Populations</i> .	17
<i>Residents' Knowledge About the North Carolina Wildlife Resources Commission & Black Bear Management</i>	18
<i>Human-Bear Interactions</i>	19
<i>Preferences for Conflict Management Strategies</i>	22
<i>How Residents Value Black Bears in North Carolina</i>	25
<i>Economic Impact of Resident Black Bear Viewing Trips</i>	27
<i>Willingness to Pay for Black Bear Management & Conservation</i>	28
<i>Comparison Between the 2005 and 2024 Public Black Bear Surveys</i>	30
<i>Additional Results</i>	33
Conclusion	35
References.....	37
Appendix A: All Results, including Tables & Figures	39
Appendix B: 2005 to 2024 Results Comparisons	57
Appendix C: Additional Analyses	63
<i>Encountering a bear and how it affects reactions to seeing bears in various scenarios</i>	63
<i>Encountering a bear and how it affects concern for encountering bears in various scenarios</i> .	65
<i>Experience with bears and how it affects willingness to contribute to bear conservation and management</i>	67
<i>Observing bears in the area and how it affects actions respondents have taken because bears are in the area</i>	69

<i>Observing bears in the area and how it affects opinions about black bears</i>	<i>77</i>
<i>Experiencing damage by bears and how it affects opinions about black bears</i>	<i>80</i>
<i>Dollar amount listed for contribution and how it affects being able to afford to contribute to bear conservation and management.....</i>	<i>83</i>
<i>Income and how it affects being able to afford to contribute to bear conservation and management</i>	<i>83</i>
<i>Being a hunter and/or bear hunter, specifically, and how it affects reactions to seeing bears in various scenarios.....</i>	<i>84</i>
<i>Being a hunter and/or bear hunter, specifically, and how it affects concern for encountering bears in various scenarios</i>	<i>86</i>
<i>Being a hunter and/or bear hunter, specifically, and how it affects support for different actions if they were included in a local, city, or county ordinance required for people living in areas with bears</i>	<i>88</i>
<i>Being a hunter and/or bear hunter, specifically, and how it affects knowledge about black bears and NCWRC.....</i>	<i>90</i>
<i>Being a hunter and/or bear hunter, specifically, and how it affects opinions on bears and bear management</i>	<i>91</i>
<i>Being a hunter and/or bear hunter, specifically, and how it affects how they want the bear population to change over the next 10 years</i>	<i>93</i>
Appendix D: Analysis of Selected Questions by Sampling strata	95
Appendix E: Breakdown of Responses via Survey Instrument	125

Tables & Figures

Table 1: Sampling strata	10
Table 2: Demographic characteristics of survey respondents.....	13
Table 3: Respondents' knowledge about the NCWRC and black bear management	19
Table 4: Economic impact of bear viewing in NC	27
Table 5: Mean WTP for black bear management.....	29
Figure 1: Spatial distribution of sampling strata for 2024 survey of North Carolina residents.....	9
Figure 2: Median parcel size for counties with NCDHHS Rural and Urban classifications	10
Figure 3: Respondent participation in outdoor activities (n = 5,621)	14
Figure 4: Comparison between survey strata and response method ($\chi^2 = 36.74$, $p < 0.01$).....	15
Figure 5: Comparison between education level and response method ($\chi^2 = 144.35$; $p < 0.01$).	15
Figure 6: Comparison between age and response method ($\chi^2 = 709.81$; $p < 0.01$).....	16
Figure 7: Comparison between income and response method ($\chi^2 = 108.53$; $p < 0.01$).....	16
Figure 8: Respondents' perceived abundance of black bears in NC (n = 5,979).....	17
Figure 9: Respondent perceptions of black bear population change over the <i>last</i> 10 years	18
Figure 10: Respondent opinions of black bear population change over the <i>next</i> 10 years.....	18
Figure 11: Respondent attitudes towards seeing black bears in six different scenarios	20
Figure 12: Respondents' level of concern for 5 possible interactions with black bears in NC.....	20
Figure 13: Respondents' experiences with black bears over the last three years and the frequency of interactions.	21
Figure 14: Black bear conflict mitigation actions respondents have taken because a black bear was in their area (n = 2,582)	23
Figure 15: Respondents' likelihood of implementing 11 different management actions to mitigate black bear conflict	24
Figure 16: Respondent support for five management actions if they were included in a local, city, or county ordinance required for people living in areas with bears	25
Figure 17: How respondents value the black bear population in NC.....	26
Figure 18: How respondents value black bears in NC.....	27
Figure 19: Travel costs associated with bear viewing in NC per trip by distance traveled and average trips per year.....	28
Figure 20: Respondents' willingness to pay for black bear conservation and management	29
Figure 21: Respondents' opinions on why they would NOT contribute to a non-profit fund that supports bear conservation and management (n = 3,391).....	30
Figure 22: Comparison of sampling strata for 2005 and 2024 public bear surveys	31

Executive Summary

The NC Wildlife Resources Commission (NCWRC) conducted a study to assess public attitudes and opinions towards black bears (*Ursus americanus*) and black bear management in North Carolina (NC) similar to a study conducted in 2005, which helped inform the 2012 to 2022 Black Bear Management Plan (BBMP). Since the last public survey in 2005, NC has seen a significant rise in the population of both human residents and black bears resulting in increased human-bear interactions. With increases in human and black bear populations, and other changes since 2012, the BBMP is currently being updated. As such, it is important to reassess public opinions on and experiences with black bears and their management to inform updates to the BBMP.

The survey was conducted in 2024, with data collection occurring between July and October via an online survey hosted by Qualtrics XM and a paper survey packet distributed through the mail. The questionnaire was developed by the Social Research Unit and the Game and Furbearer Program and was sent to 28,808 NC residents. In total, 6,137 NC residents responded to the survey, for a response rate of 21%. Data were analyzed using Stata (Statacorp) and NVivo (QSR International).

In general, respondents were more likely to think that black bears lived in western NC (93%) versus eastern (64%) and central (63%) NC. However, 78% of respondents also thought black bears lived in their primary county of residence. Roughly one-third of respondents were unaware that NCWRC successfully restored black bear populations in NC and that there has been a regulated hunting season on black bears within the state for 100 years.

Most respondents (89%) thought black bears were at least common, if not abundant, with only 11% thinking they were rare or extinct. A plurality of respondents (40-41%) think the black bear population has increased in NC and where they live over the last 10 years. A plurality (47%) of respondents would like the black bear population to stay the same over the next 10 years where they live. A majority (54%) wanted the bear population to stay the same in NC, while 20% wanted the bear population to increase and 9% wanted a decrease in the bear population. Most did not feel that bears would be a problem for them or their neighbors in the future.

A majority of respondents (74%) had encountered a black bear in NC, either near their home or on a trip. Forty-nine percent had observed black bear(s) in their neighborhood, while only 14% had observed a black bear on their porch or deck. The most common action taken by respondents was to secure trash and/or recycling (41% to 44%) and keeping pets inside or on leash (43%). Most respondents (77%) indicated that they would react positively when seeing a bear while in a car on a scenic drive, while 29% and 45% felt neutral to positive, respectively, if they saw a bear looking out a window from inside their home. Respondents showed the most concern (70%) when it came to the safety of their pets and the potential for pet-bear interactions.

Most respondents (>70%) indicated a likelihood to implement simple actions to prevent bear conflicts, such as securing trash, removing pet food, and learning more about living responsibly with bears. However, respondents were much less likely (<45%) to implement actions that were perceived to take more effort (e.g., creating BearWise communities, installing fencing) or that were more personal (i.e., feeding birds year-round). Eighty-seven percent felt that by following simple precautions, people could prevent bear conflicts.

Eighty-one percent and 70% of respondents supported ordinances that would prohibit bear feeding and require use of an approve bear-resistant trash can, respectively. Conversely, only 49% and 28% supported ordinances that prohibited the feeding of birds and other wildlife when bears are active or year-round, respectively.

It is estimated that 27% of NC residents have traveled to see black bears in the wild. This amounts to an estimated 2.36 million NC residents who travel in-state to view black bears. Based on travel cost method calculations, NC residents spent approximately \$2.1 billion on trips to view black bears in 2024.

The Willingness to Pay (WTP) method (Watkins & Poudyal 2021) was used to determine the dollar value of black bear conservation and management in the eyes of NC residents. Respondents wanting to pay for bear management and conservation (35%) had a mean WTP of \$70.38. Including those who would not pay any amount for black bear management and conservation, the adjusted WTP is \$24.35. Extrapolating the adjusted willingness to pay across the 4.7 million households in NC, the aggregate WTP for black bear management in NC is \$114.7 million/year.

When comparing results from the 2005 survey to the 2024 survey, there were several demographic characteristics that changed. The percentage of respondents who were female increased 15%. College educated respondents (i.e., associate's degree or higher) increased 5%. Respondents who were 55 years or older increased 31%, and respondents who make \$100,000 or more annually had a 208% increase from the 2005 survey to the 2024 survey. Respondents in 2024 were more knowledgeable about how the bear population had changed over the last 10 years and more wanted the bear population to stay the same or increase (68% in 2005 versus 78% in 2024). The number of interactions respondents had with bears increased from 47% in 2005 to 74% in 2024. Finally, there was a significant positive shift in respondents' general attitudes towards bears and bear management. This included increased agreement that regulated bear hunting is compatible with healthy bear populations (63% in 2005 to 77% in 2024).

The results of this research highlight a need for continued education to the public about bears and bear management in NC. When analyzing results by sampling strata, there is variation in interactions, level of concern, and knowledge of black bears, which may identify a need for focused and/or increased education and outreach in certain areas within bear management units. Results also show that NC residents place a high value on bear conservation and management and that bear viewing has substantial economic impact in NC. There has also been a positive shift in attitudes about black bears in NC in the last 20 years, noting higher tolerance. Results from this study will be used to help inform the update of the NC Black Bear Management Plan.

Introduction

As the agency responsible for managing North Carolina's (NC) black bear population, the NC Wildlife Resources Commission (NCWRC) periodically assesses public attitudes and opinions towards black bears and their management. The last of these studies was conducted in 2005 (Palmer 2009) and helped to inform the 2012 to 2022 Black Bear Management Plans (NC Wildlife Resources Commission 2012). As the current black bear management plan is being updated in 2026, there is a need to re-assess public opinions on black bears and their management. Since the last public opinion survey, black bear populations have increased by 46% and expanded further across the state, hunting regulations have changed to meet plan objectives, and additional research and surveys have been conducted to address knowledge gaps and increase tools for monitoring bear populations. Additionally, NC has experienced a 29% increase in residents and is currently the 9th most populous state. This study incorporated questions from the 2005 study, as well as a study of Asheville residents (Wyrick 2025), to compare attitudes over time and identify new concerns related to black bears and their management. This study was complemented by a survey of black bear hunters distributed in early 2025. Both surveys will assist the NC Wildlife Resources Commission in determining the public's bear knowledge, experiences, and bear management opinions. The overall purpose of this study was to assess the NC public's opinions and attitudes towards black bears and their management.

The specific objectives were to:

- Examine NC residents' knowledge, attitudes, and opinions towards black bears and their populations across the state
- Assess experiences and frequency of human-bear interactions and preferences for conflict management strategies
- Estimate the economic impact of resident bear viewing trips and public willingness to pay for bear management and conservation

Methods

Questionnaire Development

The study was conducted in 2024 with survey development taking place between March and April and data collection from July through October. The survey was developed collaboratively by the Social Research Unit and the Game and Furbearer Program. The questionnaire included some questions from the 2005 NCWRC survey on public perceptions of black bears in order to compare results over time. It also contained questions on knowledge, attitudes, and concerns for bears and their management, support for bear hunting and viewing, preferences for levels of human-bear interactions and conflict management strategies, and willingness to pay for black bear conservation, in addition to questions about respondent demographics and outdoor activity participation.

Sampling Design

The population of interest was NC residents, regardless of their participation in outdoor recreation or status as landowners. A stratified random sampling approach was used to sample from this population at the household level. A sampling frame consisting of seven strata spread across NC

was developed based on the 2005 sampling strata. These strata were used as the sampling frame for the 2005 Black Bear human dimensions survey and were updated to match urban and rural designations with county population estimates from the 2020 Census (**Figure 1**).

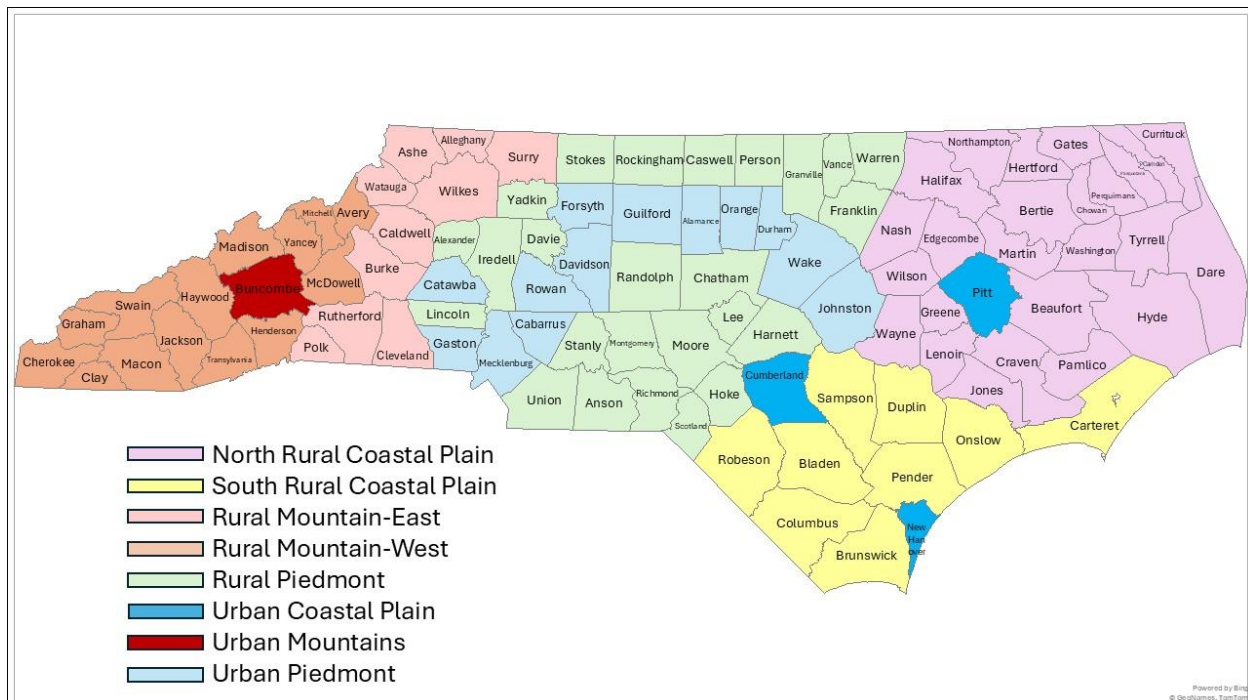


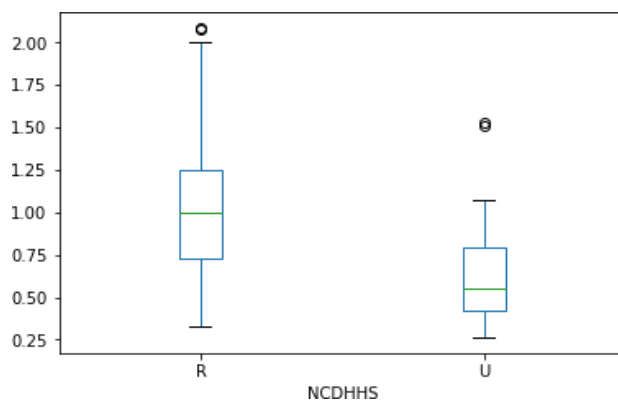
Figure 1: Spatial distribution of sampling strata for 2024 survey of North Carolina residents.

Appropriate sample sizes were calculated for each stratum based on the 2022 Office of State Budget Management certified county populations estimate for NC (North Carolina Office of State 2022), the minimum number of responses required per strata (Dillman et al. 2014) and estimated response rates based on past survey response rates to the general public (**Table 1**).

Table 1: Sampling strata

Strata	Population Estimate	Minimum Resp. Required	Estimated Resp. Rate	Sample Size	Total Responses Received	Actual Response Rate
Rural Mountains-East	584,237	383	10%	3,840	838	22%
Rural Mountains-West	474,470	383	10%	3,840	1,029	27%
Urban Mountains	273,403	383	12%	3,200	986	31%
Rural Piedmont	1,828,038	384	10%	3,840	684	18%
Urban Piedmont	5,114,420	384	12%	3,200	526	16%
North Rural Coastal Plain	1,054,671	384	10%	3,840	794	21%
South Rural Coastal Plain	799,914	384	10%	3,840	704	18%
Urban Coastal	576,250	383	12%	3,200	576	18%
Total Sample:		3,069		28,800	6,137	

To create a generalizable sample, a random sample of addresses was pulled from each county proportional to its population and relative to the strata in which the county exists using NC OneMap. Commercial and federal landowners were excluded from the sampling frame. To further ensure generalizability, the sample was stratified using average parcel sizes in the NC Department of Health and Human Services (NCDHHS) classification of urban and rural counties. An analysis was conducted using the NC OneMap database, revealing that the median parcel size in urban counties in NC is 0.54 acres, while the median parcel size in rural counties is 0.99 acres (**Figure 2**). As such, the sample pulled for each county was equally divided by parcel size above and below the median parcel size according to their urban/rural classification.

**Figure 2:** Median parcel size for counties with NCDHHS Rural and Urban classifications

Data Collection

A modified version of the Tailored Design Method (Dillman et al. 2014) was used to administer the survey via mixed methods.

Households were first mailed a letter with a link to complete the survey online. The online survey was hosted through Qualtrics XM. This letter included a unique identifier code which respondents had to enter to be able to begin the survey. This ensured that only the household being sampled could respond and only one entry per household was captured. After 2 weeks, individuals who responded to the survey online were removed from the list and the remaining sample was mailed a survey packet including a cover letter, questionnaire booklet, and business reply envelope. The cover letter for this mailing also contained the link for respondents to fill out the survey online. Two weeks after this, a second letter with a push-to-web survey link was sent to respondents who had not yet responded to the survey online or via mail. Finally, a full survey packet was sent again to those who had still not responded after eight weeks. As the survey was intended for all residents, not just homeowners, survey materials were addressed generically to the residents of the household and not to the named individual in the NC OneMap database. The survey also asked respondents to confirm that they were at least 18 years old before completing the survey. To improve response rates, respondents had the opportunity to enter a random drawing for one of five \$100 gift cards.

Data Analysis

Data from the mail and online survey were combined and analyzed using Stata software for quantitative analysis and NVivo for qualitative analysis. Duplicate entries were removed during data cleaning by randomly selecting one of each duplicate to retain. Quantitative analysis included descriptive statistics, frequencies, and count data. Frequency distributions and percentages of respondents in each category for every survey question within each of the seven strata and for NC overall were collected and weighed. On questions where respondents were asked to enter a number (mileage traveled, number of trips, etc.), outliers were removed by testing for the upper limit of 1.5 times the interquartile range. Crosstabulations and chi-square tests (χ^2) were used to determine whether opinions on black bears significantly differed between the strata and other study population variables. Demographic characteristics of the sample were compared to the general population to test for nonresponse bias. Comparisons were made, where applicable, to the 2005 study. Qualitative data was analyzed using thematic analysis techniques which included grouping responses by themes so that only themes with more than 10% agreement were developed. This is standard to ensure only the most relevant themes are developed.

Sampling Error

Sampling error describes the deviation in the sample from the population being measured. The maximum sampling error is calculated by dividing the standard deviation of the population by the square root of the size of the sample and multiplying by the Z-score value, which is based off the confidence interval of 95% (Dillman et al. 2014). The sample size from this project was 6,137 and the estimated adult population of NC in 2025 was 8,758,431 (Walker et al. 2024). This led to a maximum possible sampling error for the entire sample of public black bear survey respondents in NC of 1.25% (8,648,904 – 8,867,958). This is a very small sampling error, indicating that our sample is highly representative of the population.

$$B = \left(\sqrt{\frac{\frac{N_p(.25)}{N_s} - .25}{N_p - 1}} \right) \quad (1.96)$$

Economic Estimates

In order to determine the economic impact of resident bear viewing trips in NC, the Travel Cost Method (TCM; King et al. 2000) was used, which takes the distance traveled, average trips per year, population (Walker et al. 2024), and average hourly wage (U.S. Bureau of Labor 2025) information to determine the total economic impact of travel costs for an activity. The zonal travel cost approach was further used to estimate trip-related costs based on distance traveled to see bears, under the assumption that those traveling further incur more costs (Das 2013).

The Willingness to Pay (WTP) method (Watkins & Poudyal 2021) was used to determine the dollar value associated with black bear conservation and management in NC. This dollar amount can be looked at as a monetary measure of how residents value conservation programs towards black bears and has been commonly used in wildlife literature. WTP was calculated using the following equation.

$$Mean\ WTP = \left(\frac{1}{\beta_1} \right) * \ln (1 + e^{\beta_o})$$

Results

In total, 6,137 NC residents responded to the survey, resulting in a response rate of 21%. Most participants (62%) responded to the survey online from either the QR code (43%) or typing out the survey link (19%, **Appendix A.1**). The remainder of participants (38%) responded through mailing back the full survey packet.

Most respondents resided in the Rural Mountains strata (31%, Rural Mountain East & West combined; **Figure 1; Appendix A.2**), followed by the Urban Mountains (16%) and the North Rural Coastal Plain (13%). The remaining participants reside in the South Rural Coastal Plain (11%), Rural Piedmont (11%), Urban Coastal Plain (9%), and Urban Piedmont (9%).

Demographics

Respondents' demographic information indicated that most respondents were white (89%), non-Hispanic (96%) males (58%) over the age of 55 (70%), with at least some college or associate degree (85%), and had a gross household income of at least \$60,000 (61%, **Table 2**).

Table 2: Demographic characteristics of survey respondents.

		Respondents
Gender*	Male	3,408 (58%)
	Female	2,287 (39%)
	Prefer not to answer	153 (3%)
Education*	Less than high school	66 (1%)
	High school diploma	812 (14%)
	Some college or associate's degree	1,732 (30%)
	Bachelor's or 4-year degree	1,611 (28%)
	Graduate or professional degree	1,387 (24%)
	Prefer not to answer	173 (3%)
Ethnicity	Hispanic, Latino/a or Spanish	110 (2%)
	Not Hispanic, Latino/a, or Spanish	5,337 (96%)
	Prefer not to answer	173 (2%)
Race*	White	5,222 (89%)
	Black or African American	207 (4%)
	Asian	48 (<1%)
	American Indian or Alaskan Native	132 (2%)
	Native Hawaiian or another Pacific Islander	11 (<1%)
	Other	70 (1%)
	Prefer not to answer	362 (6%)
Age*	18-24 years old	85 (1%)
	25-34 years old	299 (5%)
	35-44 years old	585 (10%)
	45-54 years old	815 (14%)
	55-64 years old	1,270 (22%)
	65-74 years old	1,600 (27%)
	75-84 years old	914 (15%)
	85 years or older	159 (3%)
	Prefer not to answer	175 (3%)
Income*	Less than \$20,000	239 (4%)
	\$20,000-\$39,999	532 (10%)
	\$40,000-\$59,999	704 (13%)
	\$60,000-\$79,999	705 (13%)
	\$80,000-\$99,999	592 (11%)
	\$100,000-\$149,999	955 (18%)
	\$150,000 or more	1,029 (19%)
	Prefer not to answer	681 (13%)
*Statistically significant differences in demographics across strata.		

Demographic characteristics were compared between sampling strata through a chi-square test to determine if there were statistically significant differences among characteristics. Characteristics with statistically significant differences are discussed below.

The Urban Mountain strata had the lowest proportion of female respondents, at 50% ($\chi^2 = 51.59$, $p < 0.01$, **Appendix A.3**). At least 62% of urban respondents reported they had a bachelor's degree or higher (i.e., Urban Coastal Plain, Urban Mountains, Urban Piedmont; $\chi^2 = 230.34$, $p < 0.01$, **Appendix A.4**). Urban Coastal Plain and North Rural Coastal Plain had higher proportions of Black or African American respondents (at least 7%), while the South Rural Coastal Plain had the highest proportion of American Indian or Alaskan Native respondents (7%; $\chi^2 = 241.00$, $p < 0.01$, **Appendix A.5**). The Rural Mountain West strata had the highest proportion of respondents age 65 or older at 54% ($\chi^2 = 105.19$, $p < 0.01$, **Appendix A.6**). Finally, the Urban Coastal Plain and Urban Piedmont had the highest proportions of respondents making an annual gross income of \$150,000 or more, at 31% or higher ($\chi^2 = 140.20$, $p < 0.01$, **Appendix A.7**). There were no significant differences in ethnicity across strata.

Respondents were asked to indicate what outdoor activities they participated in within the last 12 months (**Figure 3**). Over half of respondents gardened (71%), hiked (62%), and/or watched wildlife (55%). Twenty-three percent of respondents hunted, but only 3% responded that they specifically hunted for bears. Respondents were given the opportunity to include other outdoor activities in which they participated, and they indicated outdoor sports, walking or running, and other wildlife/nature activities (like bird watching or bee keeping; **Appendix A.8**).

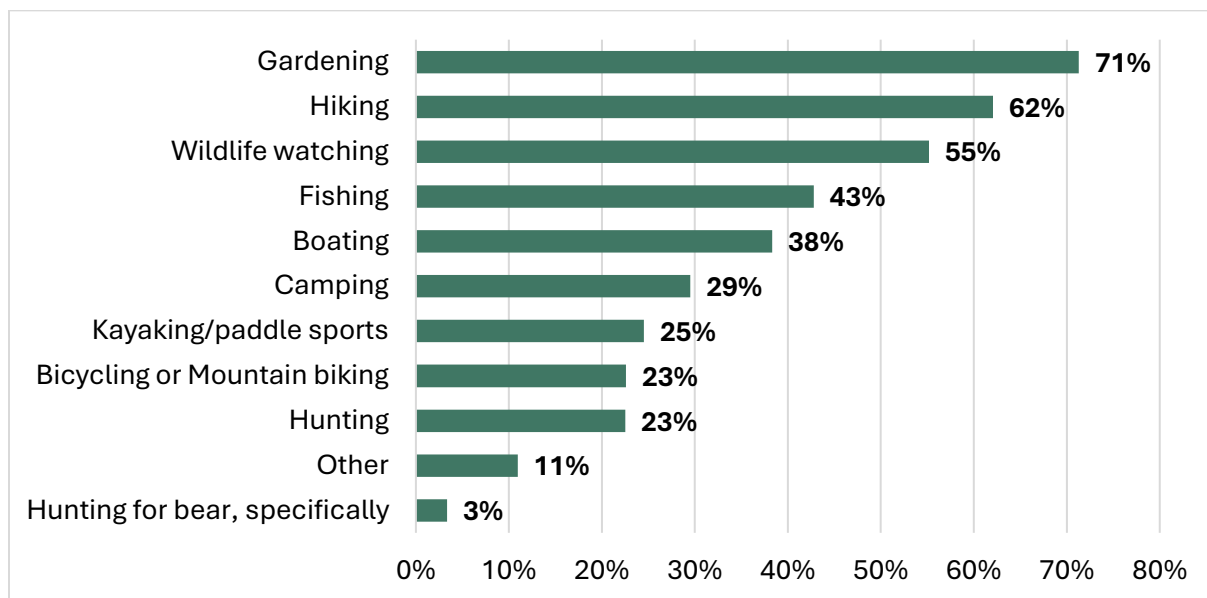


Figure 3: Respondent participation in outdoor activities (n = 5,621)

Individuals who lived in the North Rural Coastal Plains, Rural Mountain East, and South Rural Coastal Plains were more likely to respond to the survey via the mail than other strata; individuals who lived in the Urban Mountains and Urban Piedmont were more likely to respond to the survey online than other strata ($\chi^2 = 36.74$, $p < 0.01$, **Figure 4; Appendix A.9**).

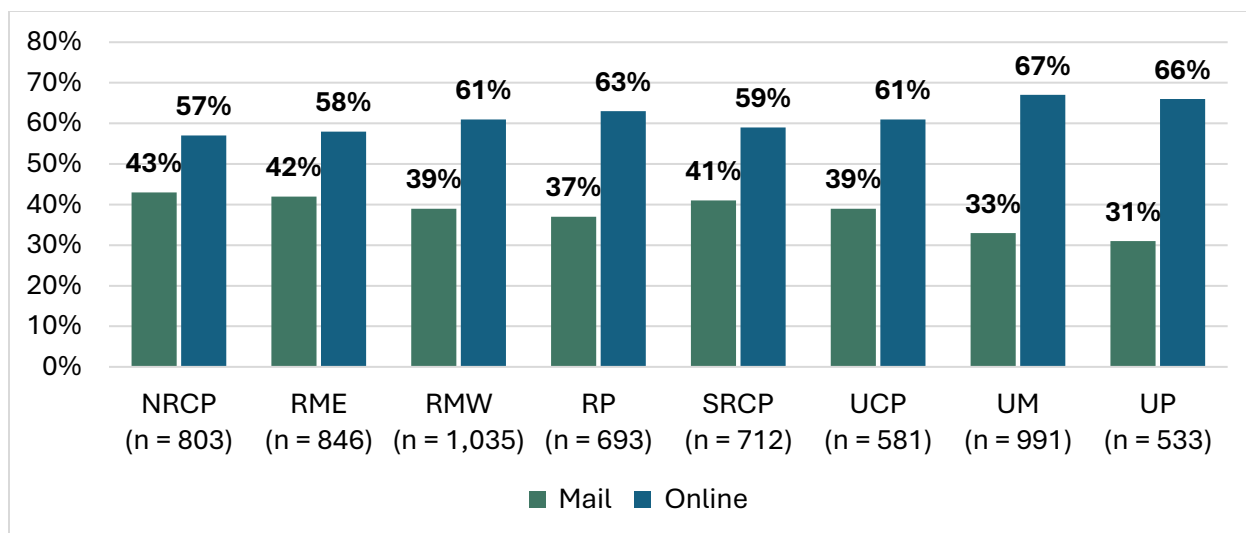


Figure 4: Comparison between survey strata and response method ($\chi^2 = 36.74$, $p < 0.01$).

Individuals who responded via the mail were more likely to have less than a high school education; individuals with at least some college education were more likely to respond online ($\chi^2 = 144.35$, $p < 0.01$, **Figure 5; Appendix A.10**).

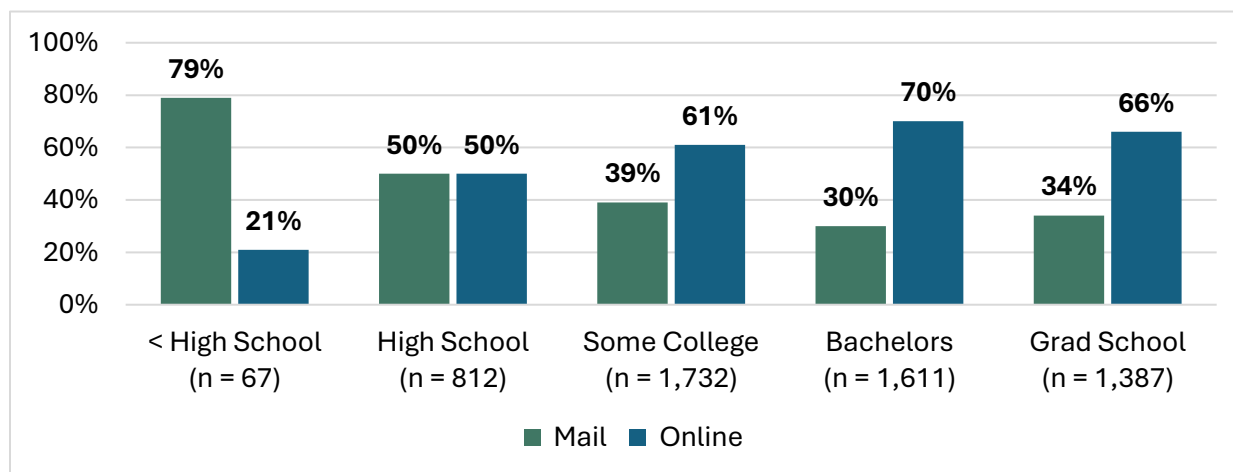


Figure 5: Comparison between education level and response method ($\chi^2 = 144.35$; $p < 0.01$).

Respondents aged 75 or older were most likely to respond to the survey via mail; respondents aged 64 or younger were more likely to respond online ($\chi^2 = 709.81$, $p < 0.01$, **Figure 6; Appendix A.11**).

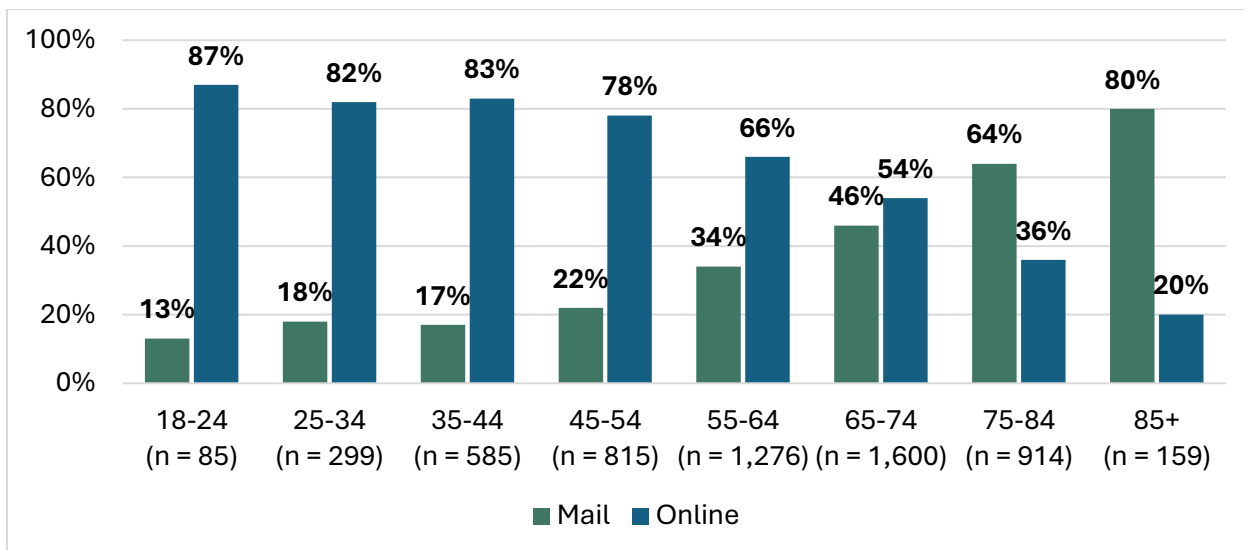


Figure 6: Comparison between age and response method ($\chi^2 = 709.81$; $p < 0.01$).

Respondents who have an annual gross household income of less than \$39,999 were more likely to respond to the survey via the mail than other incomes ($\chi^2 = 108.53$, $p < 0.01$, **Figure 7; Appendix A.12**). Ethnicity and race did not have large enough sample sizes for each category to allow for comparison. There was no statistically significant difference between response method and gender.

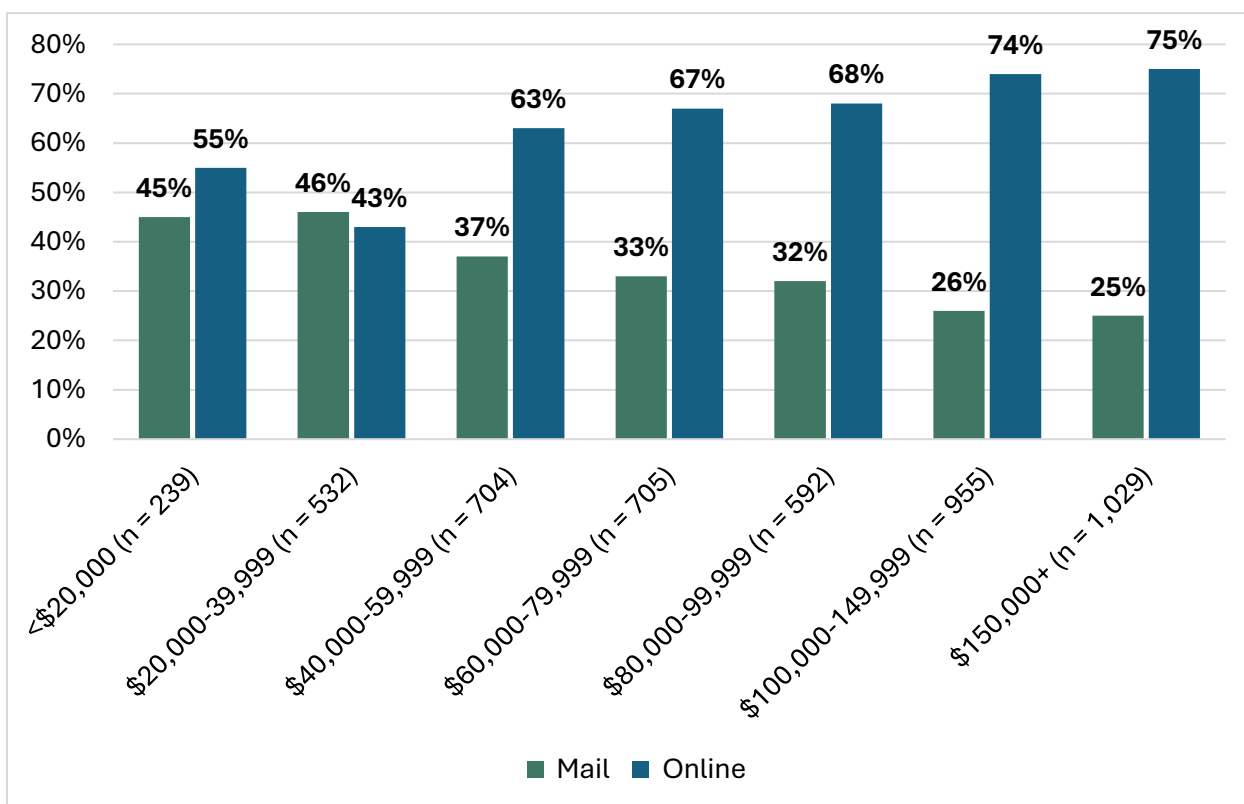


Figure 7: Comparison between income and response method ($\chi^2 = 108.53$; $p < 0.01$).

Residents' Knowledge, Attitudes, and Opinions Towards Black Bears and Their Populations

The first question asked respondents if before receiving the survey, they knew that black bears lived in NC (**Appendix A.13**). Ninety-nine percent of respondents knew that black bears lived in NC.

Next, respondents were asked to indicate how common they thought black bears were in NC. Most respondents thought black bears were at least common (70%), if not abundant (19%, **Figure 8**; **Appendix A.14**).

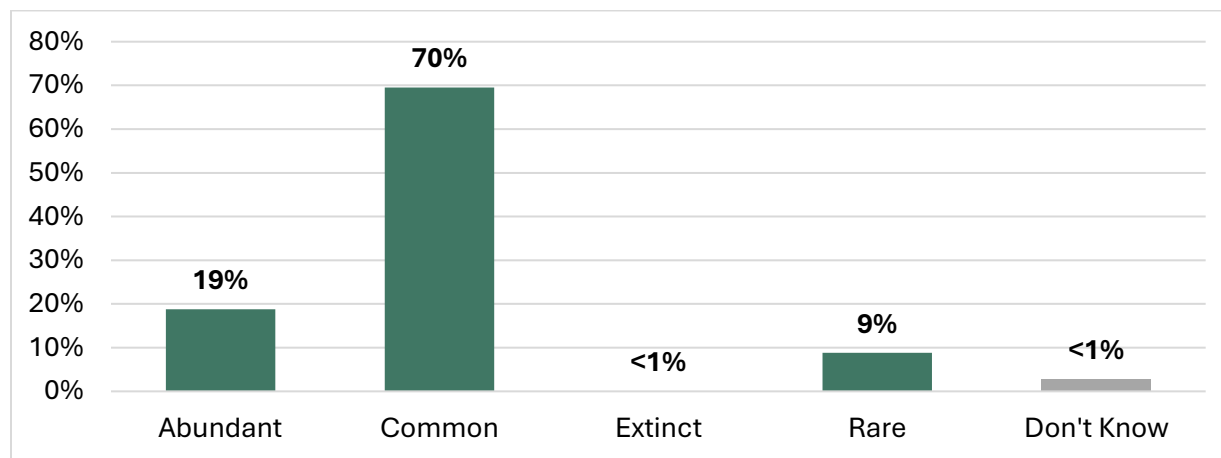


Figure 8: Respondents' perceived abundance of black bears in NC (n = 5,979)

Respondents were then asked to indicate all the parts of NC that they thought black bears lived (**Appendix A.15**). In the select all that apply question, 93% of respondents thought that black bears lived in Western NC/Mountains followed by Eastern NC/Coast (64%) and Central NC/Piedmont (63%), with 2% of respondents being unsure of where black bears live.

Respondents were asked if they thought black bears lived in their primary county of residence (**Appendix A.16**). Most residents said yes (78%) with 11% saying no, bears do not live in their county and 11% saying that they were unsure if bears live in their county. Additionally, respondents were asked if they thought black bears lived within 1 mile of their home (**Appendix A.17**). Most residents said yes (60%) with the remainder saying no (15%) or they were unsure (25%).

Respondents were asked to share their perception of the black bear population abundance in their county (**Appendix A.18**). The majority of respondents (46%) thought the black bear population in their county was 'about right', followed by 13% of respondents thinking the population was 'too high' and 12% thinking the population was 'too low'. Almost one-third (30%) of respondents admitted they did not know about the black bear population in their county.

Respondents were then asked two questions on how they thought black bear population in NC had changed over time. The first asked respondents to indicate how the black bear population has changed over the last 10 years, both where they live and throughout NC (**Figure 9**; **Appendix A.19**). A plurality of respondents stated the population increased both where they live (40%) and in NC (41%) over the last 10 years.

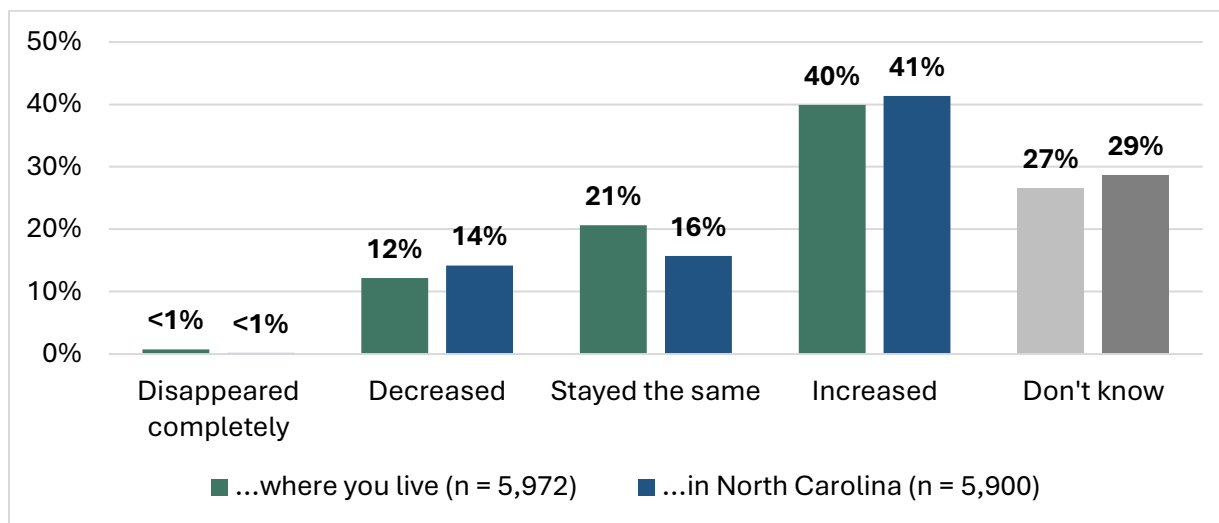


Figure 9: Respondent perceptions of black bear population change over the *last* 10 years

The second question asked participants their opinion on how they want the black bear population to change over the next 10 years, both where they live and in NC (**Figure 10; Appendix A.20**). Most respondents stated they wanted the population to stay the same where they live (54%) and in NC (47%) over the next 10 years.

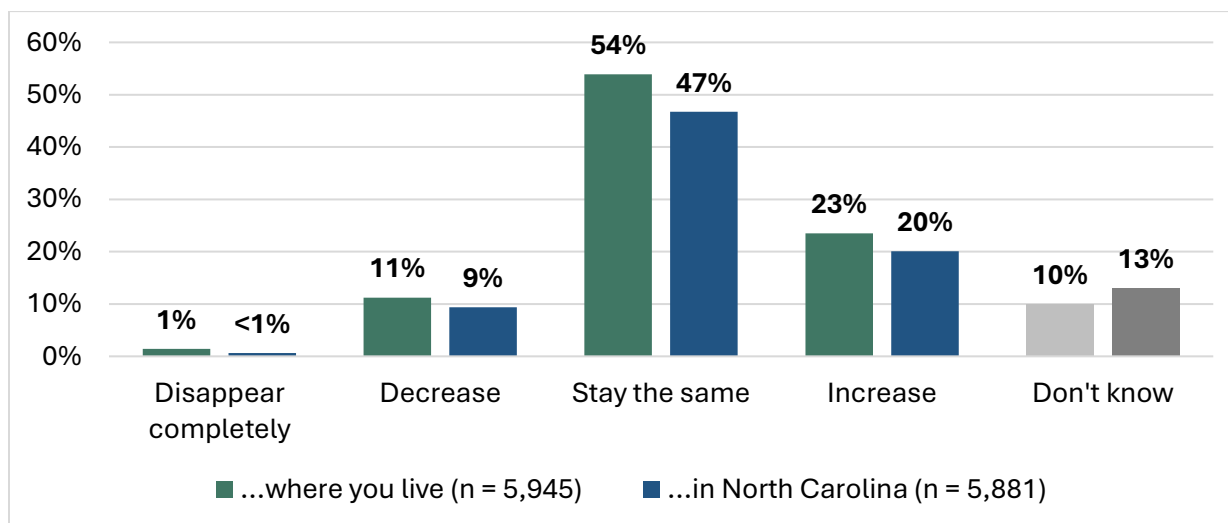


Figure 10: Respondent opinions of black bear population change over the *next* 10 years

Residents' Knowledge About the North Carolina Wildlife Resources Commission & Black Bear Management

Respondents were asked a set of four questions to gain a complete understanding of NC residents' knowledge about black bears in NC and the NCWRC's management of black bears (**Table 3; Appendix A.21**). Almost all respondents knew that there is a wildlife agency responsible for managing and conserving fish and wildlife in NC (96%). The majority of respondents also knew that NC only has one species of bear and that it is the black bear (77%). Less than two-thirds of

respondents knew that there has been a regulated hunting season on bears in NC for 100 years (63%), and only two-thirds of respondents knew that black bear populations in NC were successfully restored by the state wildlife agency and are now in most areas of the state (67%).

Table 3: Respondents' knowledge about the NCWRC and black bear management

Did you know that...	Yes	No
...North Carolina only has one species of bear and that it is the black bear?	4,574 (77%)	1,331 (23%)
...there is a state wildlife agency that is responsible for managing and conserving fish and wildlife in North Carolina?	5,683 (96%)	223 (4%)
...black bear populations in North Carolina were successfully restored by the state wildlife agency and are now in most areas of the state?	3,915 (67%)	1,971 (33%)
...there has been a regulated hunting season on black bears in North Carolina for 100 years?	3,699 (63%)	2,170 (37%)

Human-Bear Interactions

Respondents were asked a set of questions to gauge their personal interactions with black bears in NC. The first question asked respondents if they had ever encountered a black bear in NC, either near their home or on a trip, in which 74% of respondents had (**Appendix A.22**).

The second question asked respondents to indicate how they would react to seeing black bears in 6 different scenarios (**Figure 11; Appendix A.23**). Most respondents indicated that they would react positively (77% positive and very positive responses) when seeing a bear while in a car on a scenic drive. This was followed by looking out a window from inside their home (45% positive and very positive responses). Almost half of respondents indicated they would react negatively (47% negative and very negative responses) to seeing a bear while on a walk in their neighborhood. This was followed by seeing a bear while camping in a campground (39% negative and very negative responses). A plurality of respondents had a neutral response about seeing a bear while hiking in the woods (33% neutral) or in a park or wooded area adjacent to a city or urban area (40%; Figure 11).

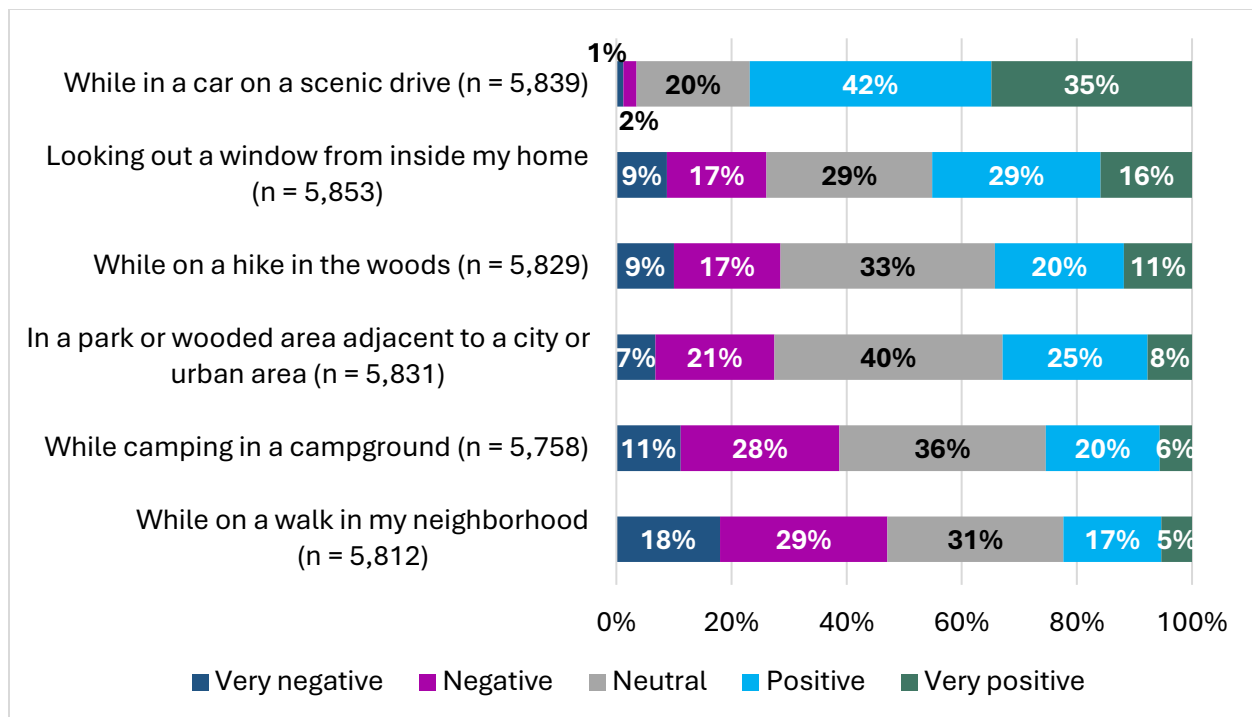


Figure 11: Respondent attitudes towards seeing black bears in six different scenarios

Next, respondents were asked to indicate their level of concern about five possible interactions with black bears in NC (**Figure 12; Appendix A.24**). Respondents were most concerned about the safety of pets that may interact with a bear (70% slightly and very concerned), followed by being injured by a bear (58%) and encountering a bear while outdoors (57%).

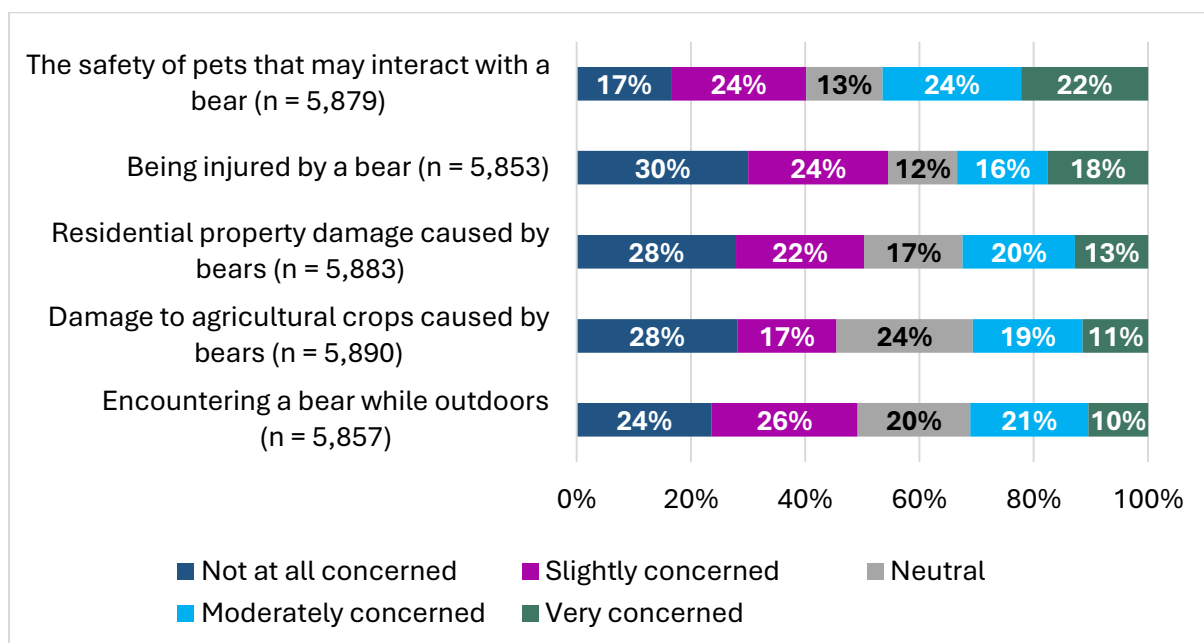


Figure 12: Respondents' level of concern for 5 possible interactions with black bears in NC

Respondents were then asked to report if they had experienced any of eight provided interactions with black bears in the past three years, and if so, how many times (**Figure 13; Appendix A.25**). Over half of respondents (minimum of 51% across all scenarios) had not experienced any of the interactions with black bears in the past three years. Respondents who had experienced one or more of these interactions most frequently reported that they observed black bears in their neighborhood (49% 1 time or more) or on their property (40% 1 time or more), followed by having a bear break into or attempt to break into their trash and/or recycling (17% 1 time or more), at least once in the last three years.

When only considering respondents who had experienced at least one or more of these interactions, results show that most respondents who reported that a bear entered or attempted to enter their home or vehicle only had that happen once (76%; **Appendix A.26**). Most respondents who reported a bear damaged their home or property also only had that happen once (71%).

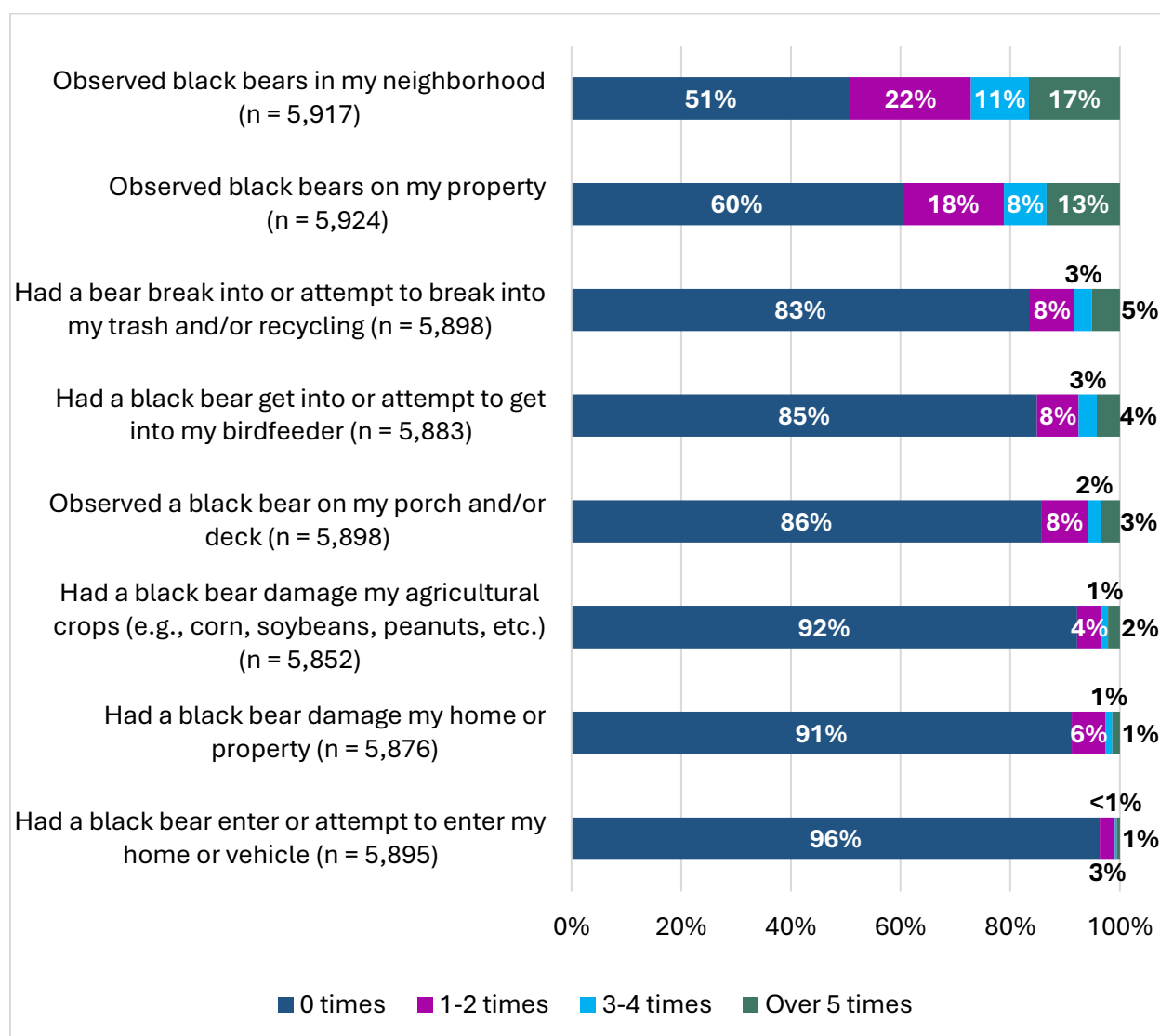


Figure 13: Respondents' experiences with black bears over the last three years and the frequency of interactions.

Preferences for Conflict Management Strategies

Before evaluating respondents' preferences for black bear conflict management strategies, respondents were asked questions about conflict management strategies they have utilized. Respondents who had selected they had at least one of the eight previous interactions with black bears in the past three years (Figure 13) were then asked to select all of the actions they had taken because a black bear was in their area (**Figure 14; Appendix A.27**).

Of the 15 options provided (including an 'other' option), respondents were most likely to have kept their trash and/or recycling inside a building until the day of pick-up (51%) and/or secured the lids of their trash and/or recycling containers to prevent bear access (44%). Respondents were least likely to have called the NC Wildlife Helpline (3%), contacted the state wildlife agency (3%), and/or contacted other officials (animal control, sheriff's office, etc.; 3%). Respondents were also given the opportunity to write in other actions they took because a bear was in their area. The most common written responses were to take no action at all or just observe the bears (**Appendix A.28**).

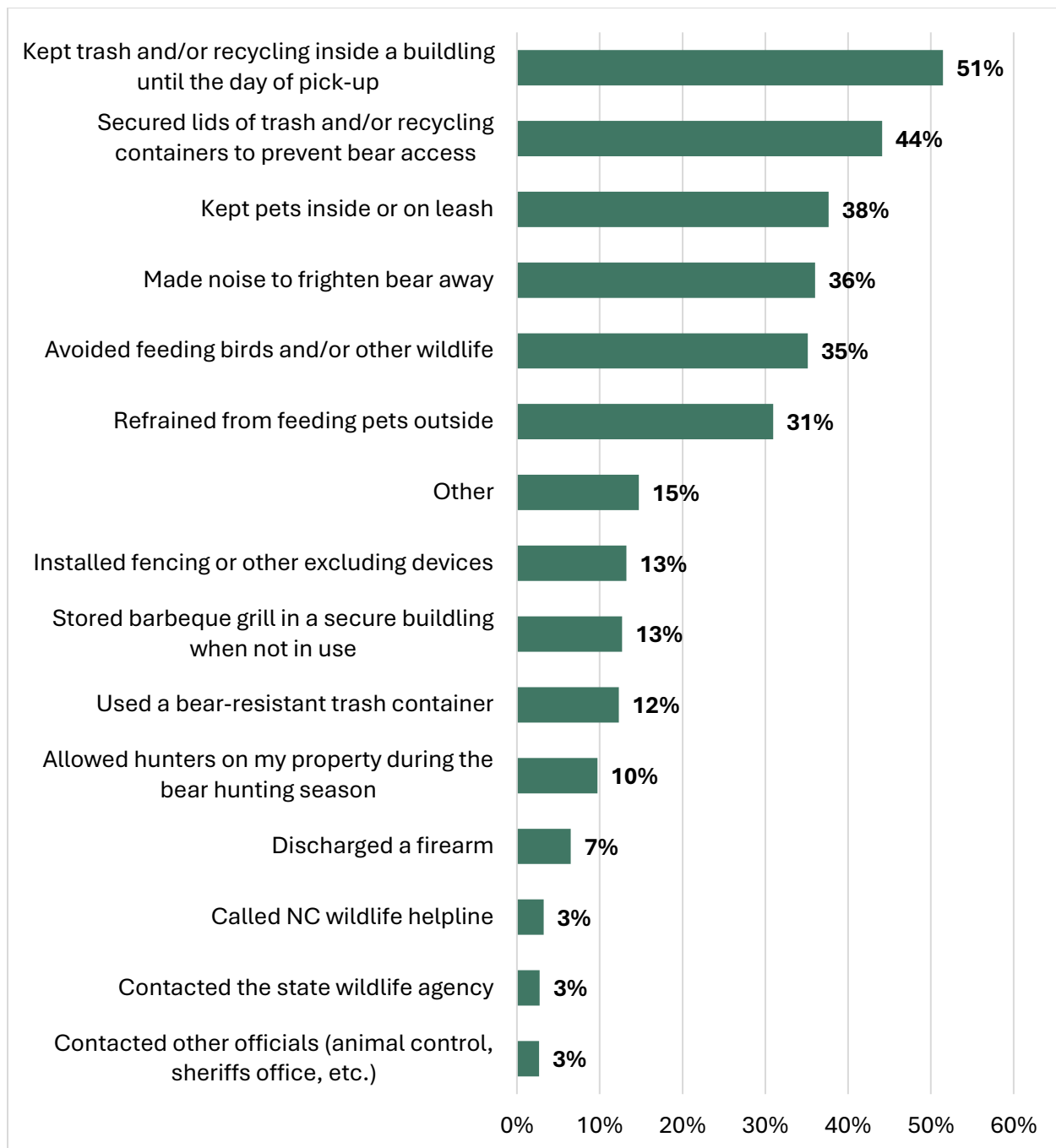


Figure 14: Black bear conflict mitigation actions respondents have taken because a black bear was in their area (n = 2,582)

The next question asked respondents to indicate their likelihood of implementing 11 different actions to address black bear conflicts (**Figure 15; Appendix A.29**). Respondents were likely to very likely to remove pet food from outdoors after pets are done feeding (65%), use an approved bear-resistant trash container (66%), keep trash and/or recycling inside a secure building until the day of pick-up (76%), and keep bird seed or pet food in a secure building (75%), and learn to live responsibly with black bears (78%). Respondents were most unlikely to install fencing or other

excluding devices (49%) and to stop feeding birds and/or other wildlife year-round (52%). However, 52% were likely to stop feeding birds and/or other wildlife when bears were active. This question was also posed with a 'no opinion/ does not apply to me' option for respondents to select who do not or have not lived in an area with black bears. Actions with the highest responses for 'no opinion/ does not apply to me' were creating communities that have pledged to secure wildlife attractants (25%) and removing pet food from outdoors after pets are done feeding (24%).

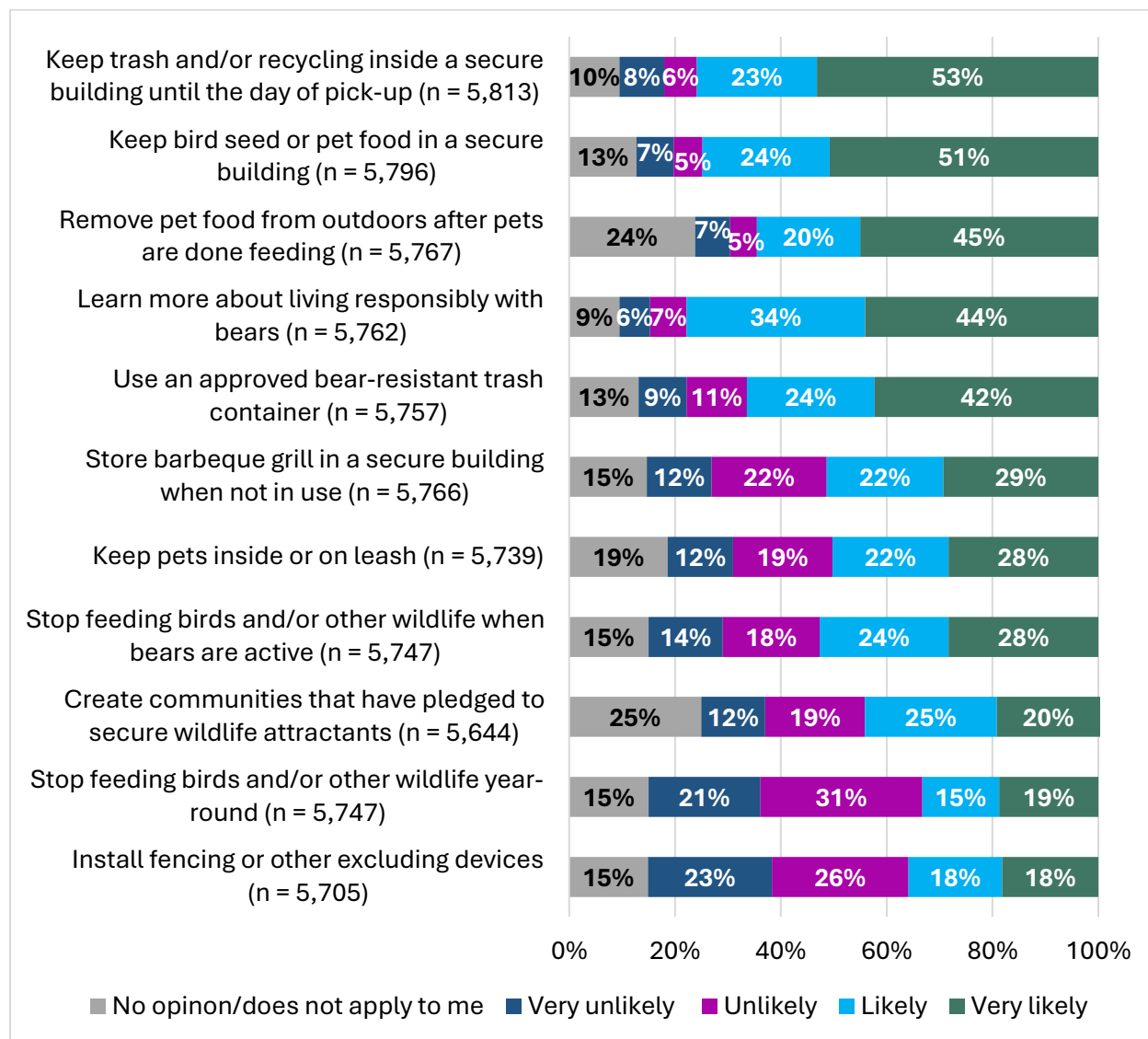


Figure 15: Respondents' likelihood of implementing 11 different management actions to mitigate black bear conflict

The second question used to measure respondents' preferences for black bear conflict management strategies asked about their level of support for five management actions if they were included in a local city or county ordinance required for people living areas with bears (**Figure 16; Appendix A.30**). The majority of respondents were supportive of prohibiting feeding bears (81%

somewhat and strongly support), using an approved bear-resistant trash container (70% somewhat and strongly support), and keeping trash and/or recycling inside a secure building until the day of pick-up (67% somewhat and strongly support). Less than half of respondents were supportive of stopping feeding birds and/or wildlife when bears are active (49% somewhat and strongly support) and stopping feeding birds and/or wildlife year-round (28% somewhat and strongly support).

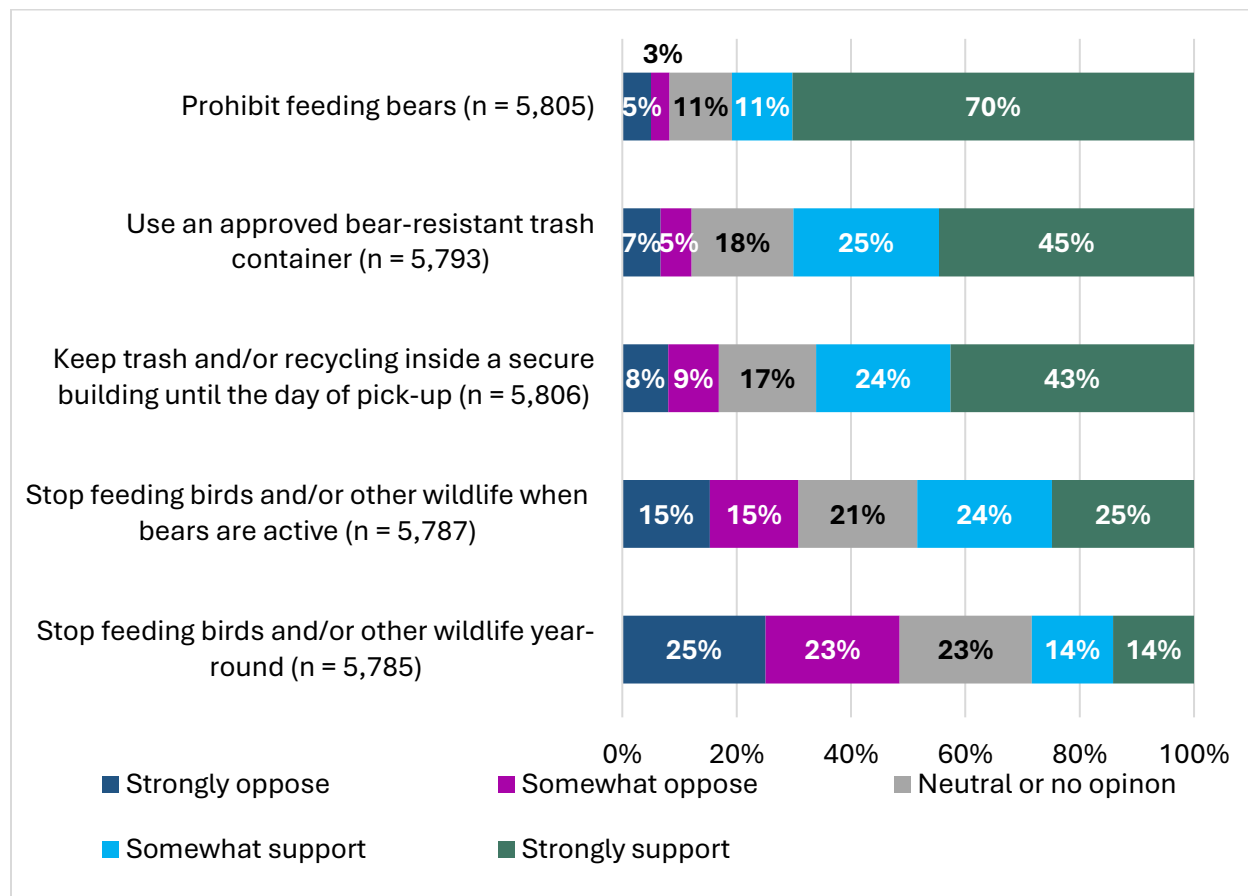


Figure 16: Respondent support for five management actions if they were included in a local, city, or county ordinance required for people living in areas with bears

How Residents Value Black Bears in North Carolina

Respondents were asked to rate their agreement with statements that would gauge how they value black bear populations (**Figure 17; Appendix A.31**) in the black bear management context. The majority of respondents agree that it is important to have a healthy, viable population of black bears in NC (82% agree and strongly agree). Interestingly, when asked their level of agreement that it is important to have a healthy, viable population of black bears where they live, the collective level of agreement of respondents was less (60% agree and strongly agree). A majority of respondents agree that regulated bear hunting, when properly managed, is compatible with healthy bear populations (77% agree and strongly agree), and if wildlife managers determined that regulated hunting was necessary to achieve the desired number of bears in their area, they would support licensed hunters harvesting bears (77% agree and strongly agree).

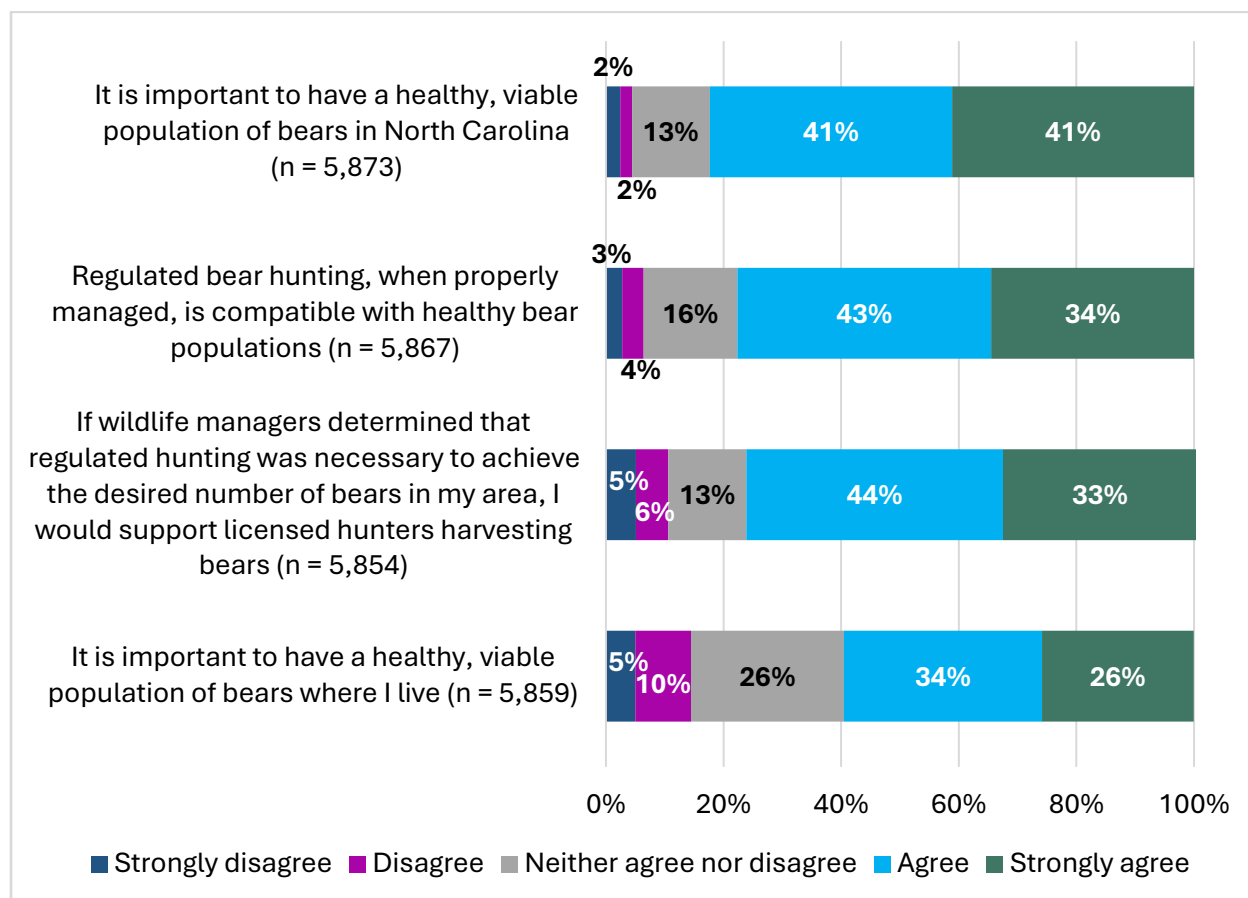


Figure 17: How respondents value the black bear population in NC

Respondents were also asked to rate their agreement with statements that would gauge how they value black bears in general (**Figure 18; Appendix A.32**). Generally, respondents had positive attitudes towards black bears in NC and see their existence as valuable. Most respondents agreed it is important to know that black bears exist in NC, even without seeing one (92% agree and strongly agree). Respondents were also most likely to agree that by following simple precautions, people can prevent conflicts with black bears (87% agree and strongly agree). More than half of respondents agreed that the presence of black bears in NC increases their quality of life (52% agree and strongly agree). A plurality of respondents were neutral (42%) or disagreed (34%) that black bears living in their area caused problems for residents, and 78% either disagreed (45%) or were neutral (35%) that black bears will be more of a problem in their area in the future.

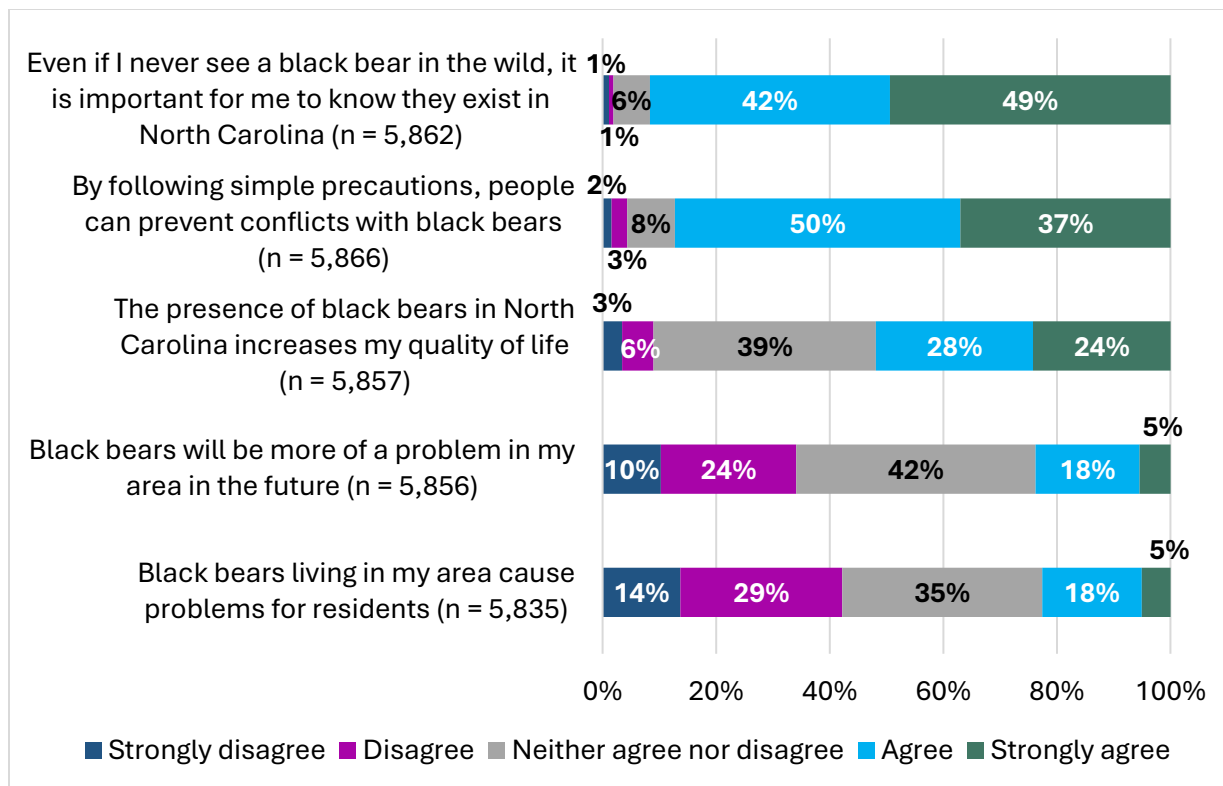


Figure 18: How respondents value black bears in NC

Economic Impact of Resident Black Bear Viewing Trips

On average, 27% of respondents have traveled to see black bears in the wild (**Appendix A.33**). This amounts to 2.36 million NC residents who travel in-state to view black bears. The average respondent took 4 trips and traveled 100 miles one way to get to the location where they went to see bears most often in the last 12 months (**Table 4; Appendix A.34**). Based on travel cost method (TCM) calculations, NC residents spent approximately \$2.1 billion on bear viewing trips in 2024. As a caveat to these results, it should be noted that the survey instrument did not ask where exactly residents traveled to in order to see bears or whether seeing bears was the main purpose of those trips, so these economic impacts can't be attributed to a particular location and may capture travel where bears were only an incidental attraction.

Table 4: Economic impact of bear viewing in NC

	Average Miles Traveled	Average Trips Taken	Average Travel Costs/Year	% of Population Traveled to See Bear	Economic Contribution
Average	102	3.8	\$ 232.46	27%	\$ 2,053,654,253
0.2-20 miles	10	5	\$ 154.00	7%	\$ 92,383,450
21-60 miles	42	4.3	\$ 556.25	7%	\$ 337,539,280
61-150 miles	109	3.4	\$ 1,141.45	7%	\$ 684,746,133
151-400 miles	260	2.1	\$ 1,681.68	6%	\$ 938,985,389

Additionally, this information can be used to estimate the average travel cost per trip based on the average number of trips an individual would take and the distance they traveled (**Figure 19**). Those who traveled shorter distances went on more bear viewing trips and spent less on average than those who traveled farther to view bears.

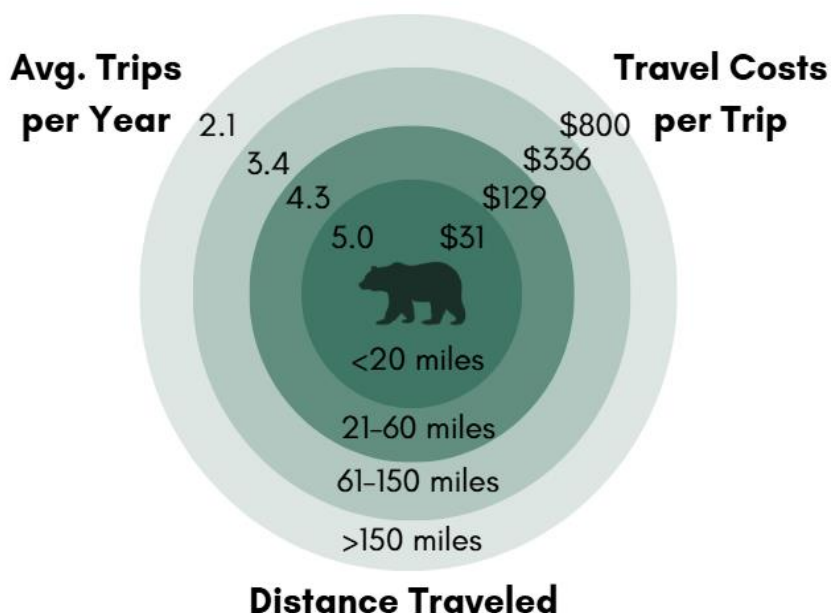


Figure 19: Travel costs associated with bear viewing in NC per trip by distance traveled and average trips per year

Willingness to Pay for Black Bear Management & Conservation

The final objective was to assess public willingness to pay (WTP) for black bear management and conservation. Respondents were presented with a hypothetical scenario about budget cuts that would eliminate public programs supporting black bear conservation and management, resulting in the creation of a non-profit trust fund to sustain healthy bear populations on public lands. Respondents were then asked if they would be willing to contribute one of four randomly assigned dollar amounts (**Figure 20; Appendix A.35**). Each respondent was given one of the four following amounts (\$10, \$20, \$50, or \$75). Results indicated an inverse relationship between contribution amount and WTP. As the dollar amounts increased, the number of respondents willing to pay for bear conservation and management decreased. Approximately 42% of respondents were willing to pay for black bear conservation and management in some capacity.

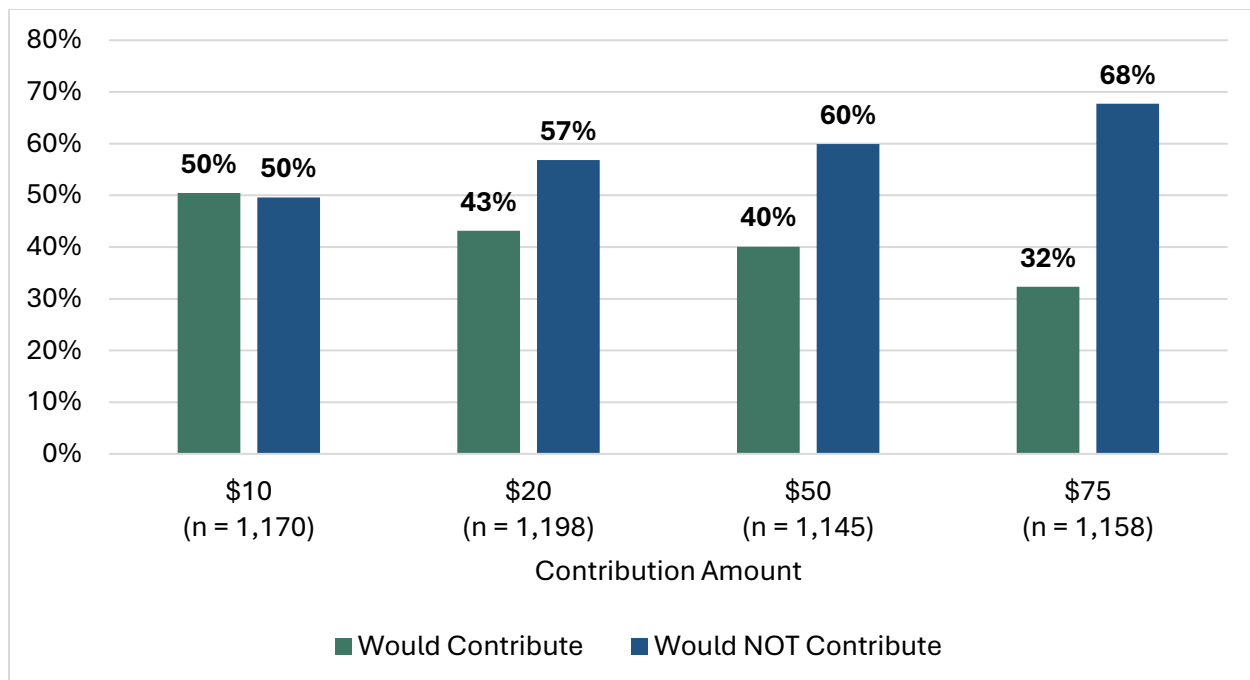


Figure 20: Respondents' willingness to pay for black bear conservation and management

Respondents wanting to pay for bear management and conservation had a mean WTP of \$70.38 annually (**Table 5**). Including those who would not pay any amount for black bear management and conservation, the adjusted WTP is \$24.35 annually. Extrapolating the adjusted willingness to pay across the 4.7 million households in NC (U.S. Census Bureau, 2025), the aggregate WTP for black bear management in NC is \$114.7 million annually. The upper and lower bound confidence intervals are presented in Table 5.

Table 5. Mean WTP for black bear management

	Estimate	95% CE Low	95% CE High
Mean WTP	\$70.38	\$53.12	\$98.20
Adjusted WTP	\$24.35	\$18.38	\$33.98
Aggregate WTP	\$114,655,878	\$86,546,090	\$160,001,966

Respondents who were not willing to contribute to the hypothetical non-profit were then asked why (**Figure 21; Appendix A.36**). Four options were provided for respondents to select all that were applicable. The most common reason that respondents were not willing to contribute was because they could not afford to pay the amount (42%).

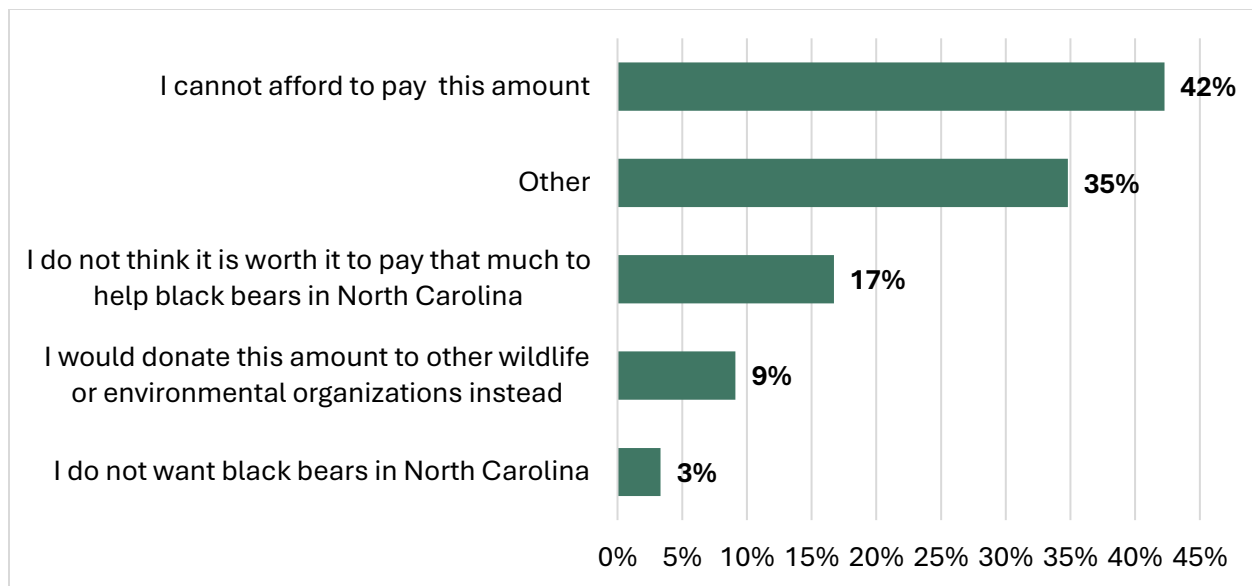


Figure 21: Respondents' opinions on why they would NOT contribute to a non-profit fund that supports bear conservation and management (n = 3,391).

Respondents were given the opportunity to write in other reasons they were not willing to contribute which included disliking the proposed terms of the program, wanting to program to be funded differently, general disinterest in the program, recommendations to improve the program structure that would likely increase their odds of supporting, and respondents' money is already allocated elsewhere (**Appendix A.37**).

Comparison Between the 2005 and 2024 Public Black Bear Surveys

As this study replicated parts of the 2005 public bear survey, it is important to compare the results between the two studies. Starting with the demographic characteristics of respondents, the 2005 survey had a higher response rate in all sampling strata, however, it is important to note that the 2024 survey created an additional strata and re-defined the counties included in the strata (**Appendix B.1**). Specifically, the 2005 report combined Rural Mountain East and Rural Mountain into 1 strata named Rural Mountains, Urban Mountain was classified as Buncombe Mountains, North Rural Coastal Plain was classified as Upper Coastal Plain, South Rural Coastal Plain was classified as Rural Lower Coastal Plain, and Urban Coastal Plain was classified as New Hanover Lower Coastal Plain and only included New Hanover County (**Figure 22**). For analysis, the 2005 report combined Upper and Lower Coastal Plain strata into a single Coastal Plain region.

2005 HD Sampling Strata General Public Survey

- Based on 2005 BMUs



2024 Sampling Strata Public Perceptions of Black Bear Survey



Figure 22: Comparison of sampling strata for 2005 and 2024 public bear surveys

Respondents who indicated they go hiking increased from 34% in 2005 to 62% in 2024 (**Appendix B.2**). The 2024 survey also saw an increase in the percentage of respondents participating in all other outdoor activities that were included in the 2005 survey, except for bear hunting. Respondents who reported they hunt specifically for bears decreased from 8% in 2005 to 3% in 2024. However, this survey was not meant to estimate the number of bear hunters in NC and we may not have had a sufficient sample size to capture this demographic; other surveys (hunter harvest, bear e-stamp survey) conducted by the NCWRC show the estimated number of bear hunters has increased in NC since 2005.

The number of female respondents increased from 34% in 2005 to 39% in 2024 (**Appendix B.3**). Respondents who had at least some college education increased from 78% in 2005 to 82% in 2024 (**Appendix B.4**). Respondents who were over the age of 55 years old increased from 51% in 2005 to 67% in 2024 (**Appendix B.5**) and respondents who have a gross annual household income of \$100,000 or more increased from 12% in 2005 to 37% in 2024 (**Appendix B.6**).

In both the 2005 and 2024 surveys, nearly all respondents knew that black bears lived in NC before receiving the survey (**Appendix B.7**). Respondents who were unsure or did not know how the black bear population had changed over the last 10 years where they lived decreased from 46% in 2005 to 27% in 2024 and respondents who thought the population had increased where they lived increased from 19% in 2005 to 40% in 2024 (**Appendix B.8**).

Similarly, respondents who were unsure or did not know how the black bear population had changed over the last 10 years in NC decreased from 67% in 2005 to 29% in 2024 and respondents who thought the population had increased went from 22% in 2005 to 41% in 2024 (**Appendix B.9**). Respondents who were unsure or did not know how they wanted the black bear population to change over the next 10 years decreased from 24% in 2005 to 10% in 2024, but respondents who wanted the population to either stay the same or increase went from 68% in 2005 to 78% in 2024 (**Appendix B.10**).

Respondents who had encountered or interacted with a bear in NC, either near their home or on a trip increased from 47% in 2005 to 74% in 2024 (**Appendix B.11**).

When comparing the 2024 and 2005 survey results for respondents' concern about interactions with black bears, the change in all categories was in the 'neutral' response. The following is a discussion of the change in neutral response for each item followed by a discussion of the increase or decrease in agreement.

There was an increase in respondents who agreed or strongly agreed that it is important to have a healthy, viable population of bears in NC (from 46% in 2005 to 82% in 2024, **Appendix B.12**). There was also an increase in respondents who agreed or strongly agreed that by following simple precautions, people can prevent conflicts with black bears (from 86% in 2005 to 87% in 2024), however, there was a decrease in the percentage of those responses strongly agreeing (from 50% in 2005 to 37% in 2024, **Appendix B.13**). There was also an increase in respondents who agreed or strongly agreed that it is important just to know bears exist in North (from 85% in 2005 to 91% in 2024, **Appendix B.14**).

There was an increase in respondents who agreed or strongly agreed that regulated bear hunting, when properly managed, is compatible with healthy bear populations (from 63% in 2005 to 77% in 2024, **Appendix B.15**). There was an increase in respondents who agreed or strongly agreed that if wildlife managers determined that regulated hunting was necessary to achieve the desired number of bears in their area, they would support licensed hunters harvesting bears (from 74% in 2005 to 76% in 2024), however there was a decrease in the percentage of those responses strongly agreeing (from 44% in 2005 to 33% in 2024, **Appendix B.16**).

Finally, there was an increase in respondents who agreed or strongly agreed that the presence of black bears in NC increase their quality of life (from 42% in 2005 to 52% in 2024, **Appendix B.17**). There was an increase in respondents who thought the black bear population should remain at the current level or increase across all sampling strata by at least 4% from 2005 to 2024, except in the Urban Mountain strata (i.e., Buncombe Mountains in 2005) where the percentage decreased from 79% in 2005 to 70% in 2024 (**Appendix B.18**).

Additional Results

For results from additional chi-square analysis, refer to **Appendix C**. Specifically, the results in Appendix C display:

- Respondents who encountered a black bear in North Carolina and how it affects reactions to seeing black bears in various scenarios (**Appendix C.1 - C.6**).
- Respondents who encountered a black bear in North Carolina and how it affects concern for encountering black bears in various scenarios (**Appendix C.7 - C.11**).
- The number of times respondents experienced different interactions with black bears and how it affects their willingness to contribute to black bear conservation and management (**Appendix C.12 - C.17**).
- Respondents who just observed black bears in their area in various scenarios (excluding those who experienced damage) and how it affects the actions respondents have taken because black bears in the area (**Appendix C.18 - C.31**).
- Respondents who experienced damage from black bears in their area in various scenarios (excluding those who just observed bears) and how it affects the actions respondents have taken because black bears are in the area (**Appendix C.32 - C.43**).
- Respondents who just observed black bears in their area in various scenarios (excluding those who experienced damage) and how it affects their opinions about black bears (**Appendix C.44 - C.52**).
- Respondents who experienced damage from black bears in their area in various scenarios (excluding those who just observed bears) and how it affects their opinions about black bears (**Appendix C.53 - C.60**).
- The dollar amount listed for potential contribution to black bear conservation and management and how it affects being able to afford to contribute to black bear conservation and management (**Appendix C.61**).
- Respondents' income and how it affects being able to afford to contribute to black bear conservation and management (**Appendix C.62**).
- Respondents who are hunters and/or bear hunters and how it affects reactions to seeing black bears in various scenarios (**Appendix C.63 - C.68**).
- Respondents who are hunters and/or bear hunters and how it affects concern for encountering black bears in various scenarios (**Appendix C.69 - C.72**).
- Respondents who are hunters and/or bear hunters and how it affects support for different actions if they were included in local, city, or county ordinance require for people living in areas with black bears (**Appendix C.73 - C.77**).
- Respondents who are hunters and/or bear hunters and how it affects knowledge about black bears and NCWRC (**Appendix C.78 - C.81**).
- Respondents who are hunters and/or bear hunters and how it affects opinions on bears and bear management (**Appendix C.82 - C.90**).
- Respondents who are hunters and/or bear hunters and how it affects how they want the bear population to change over the next 10 years (**Appendix C.91 - C.92**).

For results from chi-square analyses that examined each survey question by sampling strata, refer to **Appendix D**.

For a breakdown of the specific percentage of responses for each question in the survey instrument, refer to **Appendix E**.

Conclusion

Overall, respondents demonstrated strong knowledge of black bears in North Carolina, including their management and the NCWRC's role in those efforts. This suggests that public outreach and education initiatives have been effective in increasing awareness. Respondents also expressed generally positive attitudes toward black bears, particularly when observing them safely from a distance (i.e., from a car on a scenic drive or from their home windows). Concerns about negative interactions with bears were minimal, indicating growing public comfort and coexistence with bears, though pet safety remains an area of continued concern.

Additionally, respondents displayed a general willingness to participate in most management actions that would reduce bear conflict. Respondents do, however, display cognitive dissonance when it comes to two specific management actions (Aronson 1969; Festinger 1962). Respondents display high support for ordinances that prohibit feeding black bears yet display lower support for prohibiting the feeding of birds and/or other wildlife year-round. There is a small increase in support when asking respondents about stopping feeding birds and/or wildlife only when bears are active, however, these two management actions had the lowest overall support by respondents. This information can be used to continue and tailor outreach efforts that emphasize the connection between human behaviors, such as feeding wildlife, and bear activity. By highlighting how reducing food attractants benefits both people and bears, education campaigns can help bridge the gap between intention and action. Increasing awareness of seasonal feeding risks and promoting coexistence strategies may further enhance existing public support for management practices that minimize human-bear conflict and contribute to long-term conservation success.

Results from the economic impact analysis show that many respondents participated in bear viewing trips (translating to over 2.35 million NC residents in 2024). Additionally, respondents who traveled shorter distances tended to go on more trips that cost less than those who traveled farther to see bears. This led to an estimated \$2.1 billion that is generated solely by bear viewing trips, a significant economic impact in NC.

Respondents who wanted to pay for bear management and conservation also had a high willingness to pay (over \$70). When considering respondents who did not want to pay for bear management and conservation, the WTP dropped to approximately \$24, however, extrapolating this amount to the 42% of households in NC who agreed to the payment yields approximately \$114 million for black bear management, illustrating a willingness to conserve and manage bears in NC.

Looking at how attitudes and opinions of bears have changed over the last 20 years, the comparison between the 2005 and 2024 survey results show that tolerance for black bears has generally increased over time. Though the number of human-bear interactions has increased, respondents displayed a low level of concern for personal threats by bears and bear-caused property damage, compared to 2005. An increasing number of respondents also feel positively about bears, noting that bears increase their quality of life and they would like to see healthy, viable populations of bears both in NC and in their area. Respondents also showed higher support (77%) for regulated bear hunting and lower opposition (7%) in 2024 compared to 2005.

Results from this project will be used to inform the update to the current Black Bear Management Plan, improve future communication, education, and outreach efforts, and inform future research studies. The results from this study highlight the importance of education and outreach efforts to communities with both low and high bear populations, as attitudes and tolerance have shifted positively over the last 20 years with existing outreach efforts.

References

- Aronson, E. 1969. The theory of cognitive dissonance: A current perspective. *Advances in Experimental Social Psychology*, 4, 1-34. [https://doi.org/10.1016/S0065-2601\(08\)60075-1](https://doi.org/10.1016/S0065-2601(08)60075-1)
- Das, S. 2013. Travel cost method for environmental valuation. *Center of Excellence in Environmental Economics, Madras School of Economics, Dissemination Paper*, 23.
- Dillman, D. A., Smyth, J. D., & Christian, L. M. 2014. Internet, phone, mail, and mixed-mode surveys: The tailored design method. *John Wiley & Sons*.
- Festinger, L. 1962. Cognitive Dissonance. *Scientific American*, 207(4), 93–106.
<http://www.jstor.org/stable/24936719>
- King, D. M., Mazzotta, M. J., & Markowitz, K. J. 2000. Travel Cost Method. *Ecosystem Valuation, US Department of Agriculture Natural Resources Conservation Service and National Oceanographic and Atmospheric Administration*,
https://ecosystemvaluation.org/travel_costs.htm.
- North Carolina Office of State. NC OSBM. 2022. <https://www.osbm.nc.gov/facts-figures/population-demographics/state-demographer/county-population-estimates/certified-county-population-estimates>
- North Carolina Wildlife Resources Commission. 2012. 2012 – 2022 Black Bear Management Plan.
<https://www.ncwildlife.gov/media/1399/download?attachment>
- Palmer, D. 2009. 2005 Survey of North Carolina Residents about Black Bears. *A Report for the North Carolina Wildlife Resources Commission*.
- U.S. Bureau of Labor Statistics and Federal Reserve Bank of St. Louis, Average Hourly Earnings of All Employees: Total Private in North Carolina [SMU37000000500000003], retrieved from FRED, Federal Reserve Bank of St. Louis,
<https://fred.stlouisfed.org/series/SMU37000000500000003>.
- U.S. Census Bureau. 2025. North Carolina Populations and People.
https://data.census.gov/profile/North_Carolina?g=040XX00US37
- Walker, K., Grozav, A., & Arnold, M. 2025. Governor Josh Stein’s 2025-2027 Budget Recommendation. *The North Carolina Office of State Budget and Management (OSBM)*, State

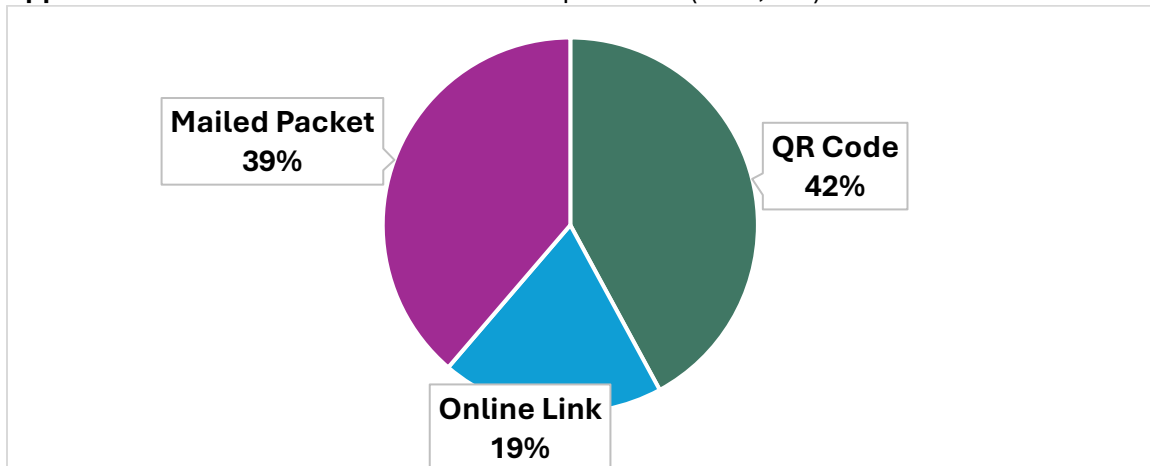
of North Carolina, www.osbm.nc.gov/2025-27-budget-recommendation/download?attachment=.

Watkins, C. & Poudyal, N. 2021. The Roles of Risk Perceptions and Social Trust in Willingness to Pay for Wildlife Reintroduction. *Society & Natural Resources*. DOI: 10.1080/08941920.2021.1897198

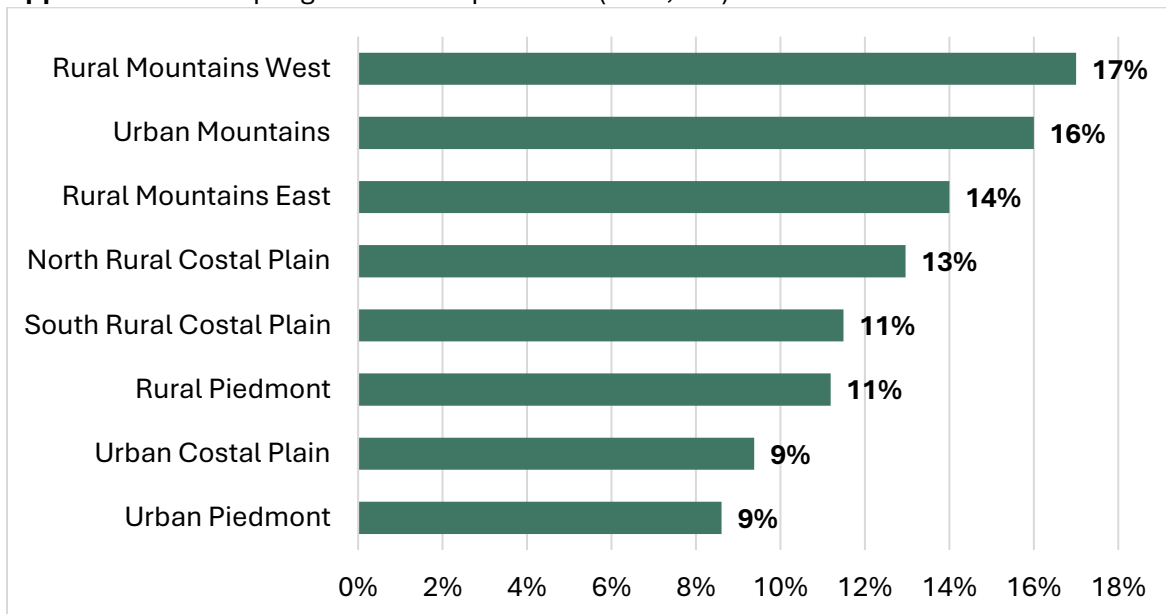
Wyrick, S.A. 2025. Evaluating BearWise® Effectiveness in Asheville, North Carolina: A Before-After Impact Control Study of Public Perceptions and Human-Bear Interactions [Unpublished master's thesis]. North Carolina State University.

Appendix A: All Results, including Tables & Figures

Appendix A.1: Method of submission for respondents (n = 6,137)



Appendix A.2: Sampling strata of respondents (n = 6,137)



Appendix A.3: Results of chi-square test of gender versus sampling strata

	NRCP (n = 745)	RME (n = 781)	RMW (n = 951)	RP (n = 627)	SRCP (n = 649)	UCP (n = 532)	UM (n = 925)	UP (n = 484)
Male	257 (35%)	293 (38%)	397 (42%)	236 (38%)	245 (38%)	204 (38%)	459 (50%)	196 (41%)
Female	488 (65%)	488 (62%)	555 (58%)	391 (62%)	404 (62%)	328 (62%)	466 (50%)	288 (59%)
$\chi^2 = 51.59, p < 0.01$								

Appendix A.4: Results of chi-square test of education versus sampling strata

	NRCP (n = 716)	RME (n = 767)	RMW (n = 935)	RP (n = 615)	SRCP (n = 636)	UCP (n = 528)	UM (n = 931)	UP (n = 481)
< High school	7 (<1%)	22 (3%)	10 (1%)	6 (<1%)	10 (2%)	5 (<1%)	5 (<1%)	2 (<1%)
High school diploma	118 (16%)	150 (20%)	116 (12%)	118 (19%)	113 (18%)	57 (11%)	90 (10%)	50 (10%)
Some college / associate's degree	271 (38%)	247 (32%)	320 (34%)	204 (33%)	218 (34%)	139 (26%)	203 (22%)	130 (27%)
Bachelor's or 4-year degree	187 (26%)	197 (26%)	247 (26%)	173 (28%)	163 (26%)	174 (33%)	314 (34%)	156 (32%)
Graduate or professional degree	133 (19%)	151 (20%)	242 (26%)	114 (19%)	132 (21%)	153 (29%)	319 (34%)	143 (30%)
$\chi^2 = 230.34, p < 0.01$								

Appendix A.5: Results of chi-square test of race versus sampling strata

	NRCP (n = 711)	RME (n = 771)	RMW (n = 939)	RP (n = 606)	SRCP (n = 626)	UCP (n = 517)	UM (n = 895)	UP (n = 473)
White	625 (88%)	731 (95%)	907 (97%)	558 (92%)	554 (89%)	451 (87%)	863 (96%)	424 (90%)
Black or African American	58 (8%)	11 (1%)	5 (<1%)	21 (3%)	21 (3%)	36 (7%)	7 (<1%)	20 (4%)
Asian	2 (<1%)	3 (<1%)	2 (<1%)	3 (<1%)	4 (<1%)	7 (<1%)	7 (<1%)	12 (3%)
American Indian or Alaskan Native	14 (2%)	15 (2%)	18 (2%)	14 (2%)	42 (7%)	10 (2%)	6 (<1%)	8 (2%)
Native Hawaiian or another Pacific Islander	1 (<1%)	1 (<1%)	0 (0%)	2 (<1%)	1 (<1%)	2 (<1%)	1 (<1%)	1 (<1%)
Other	11 (2%)	10 (1%)	7 (<1%)	8 (1%)	4 (<1%)	11 (2%)	11 (1%)	8 (2%)
$\chi^2 = 241.00, p < 0.01$								

Appendix A.6: Results of chi-square test of age versus sampling strata

	NRCP (n = 738)	RME (n = 780)	RMW (n = 966)	RP (n = 631)	SRCP (n = 650)	UCP (n = 538)	UM (n = 938)	UP (n = 492)
18-24 years old	16 (2%)	9 (1%)	10 (1%)	9 (1%)	12 (2%)	10 (2%)	8 (<1%)	11 (2%)
25-34 years old	30 (4%)	33 (4%)	42 (4%)	41 (7%)	31 (5%)	32 (6%)	60 (6%)	30 (6%)
35-44 years old	70 (9%)	64 (8%)	82 (8%)	60 (10%)	67 (10%)	57 (11%)	129 (14%)	56 (11%)
45-54 years old	89 (12%)	110 (14%)	114 (12%)	96 (15%)	84 (13%)	88 (16%)	158 (17%)	76 (15%)
55-64 years old	160 (22%)	203 (26%)	199 (21%)	142 (23%)	158 (24%)	120 (22%)	184 (20%)	110 (22%)
65-74 years old	214 (29%)	220 (28%)	307 (32%)	170 (27%)	180 (28%)	126 (23%)	257 (27%)	126 (26%)
75-84 years old	126 (17%)	126 (16%)	186 (19%)	94 (15%)	104 (16%)	87 (16%)	126 (13%)	65 (13%)
85 + years old	33 (4%)	15 (2%)	26 (3%)	19 (3%)	14 (2%)	18 (3%)	16 (2%)	18 (4%)
$\chi^2 = 105.19, p < 0.01$								

Appendix A.7: Results of chi-square test of income versus sampling strata

	NRCP (n = 611)	RME (n = 650)	RMW (n = 782)	RP (n = 521)	SRCP (n = 536)	UCP (n = 452)	UM (n = 792)	UP (n = 412)
< \$20,000	33 (5%)	45 (7%)	40 (5%)	29 (6%)	34 (6%)	20 (4%)	20 (3%)	18 (4%)
\$20,000-\$39,999	75 (12%)	83 (13%)	121 (15%)	55 (11%)	63 (12%)	32 (7%)	68 (9%)	35 (9%)
\$40,000-\$59,999	93 (15%)	96 (15%)	144 (18%)	65 (12%)	70 (13%)	65 (14%)	124 (16%)	47 (11%)
\$60,000-\$79,999	83 (14%)	95 (15%)	110 (14%)	89 (17%)	98 (18%)	55 (12%)	124 (16%)	51 (12%)
\$80,000-\$99,999	87 (14%)	83 (13%)	106 (14%)	66 (13%)	60 (11%)	54 (12%)	94 (12%)	42 (10%)
\$100,000-\$149,999	126 (21%)	126 (19%)	133 (17%)	106 (27%)	112 (21%)	88 (19%)	178 (22%)	86 (21%)
\$150,000 or more	114 (19%)	126 (19%)	128 (16%)	111 (21%)	99 (18%)	138 (31%)	184 (23%)	133 (32%)
$\chi^2 = 140.20, p < 0.01$								

Appendix A.8: Section D (Demographics and Prize Drawing), Question 1: Write in responses for “other” outdoor activity options (11%, n = 620)

Theme	n
Outdoor sports	184
Walking or running	144
Wildlife/nature activities	95
None	90
Working Outdoors	64

Appendix A.9: Results of chi-square test of mode of response versus sampling strata

	NRCP (n = 803)	RME (n = 846)	RMW (n = 1,035)	RP (n = 693)	SRCP (n = 712)	UCP (n = 581)	UM (n = 991)	UP (n = 533)
Mail	346 (43%)	352 (42%)	406 (39%)	255 (37%)	292 (41%)	229 (39%)	326 (33%)	170 (31%)
Online	457 (57%)	494 (58%)	629 (61%)	438 (63%)	420 (59%)	352 (61%)	665 (67%)	363 (66%)
$\chi^2 = 36.74, p < 0.01$								

Appendix A.10: Results of chi-square test of mode of response versus level of education

	< High School (n = 67)	High School (n = 812)	Some College (n = 1,732)	Bachelors (n = 1,611)	Grad School (n = 1,387)
Mail	53 (79%)	404 (50%)	683 (39%)	491 (30%)	475 (34%)
Online	14 (21%)	408 (50%)	1,049 (61%)	1,120 (70%)	912 (66%)
$\chi^2 = 144.35; p < 0.01$					

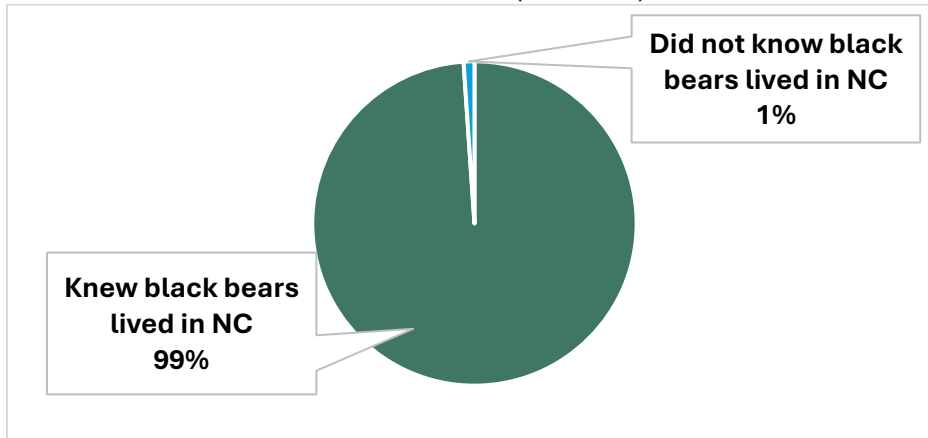
Appendix A.11: Results of chi-square test of mode of response versus age

	18-24 (n = 85)	25-34 (n = 299)	35-44 (n = 585)	45-54 (n = 815)	55-64 (n = 1,276)	65-74 (n = 1,600)	75-84 (n = 914)	85+ (n = 159)
Mail	11 (13%)	53 (18%)	97 (17%)	178 (22%)	438 (34%)	741 (46%)	587 (64%)	127 (80%)
Online	74 (87%)	246 (82%)	488 (83%)	637 (78%)	838 (66%)	859 (54%)	327 (36%)	32 (20%)
$\chi^2 = 709.81; p < 0.01$								

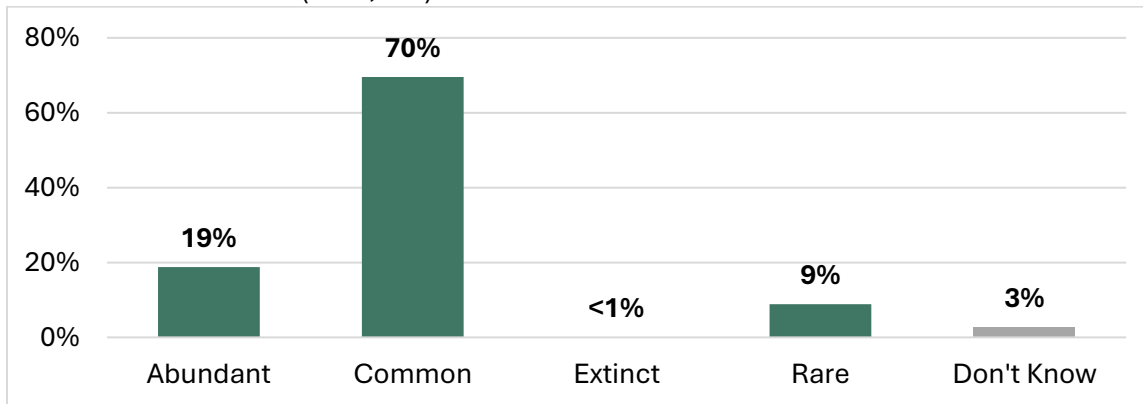
Appendix A.12: Results of chi-square test of mode of response versus income

	<\$20,000 (n = 239)	\$20,000- 39,999 (n = 532)	\$40,000- 59,999 (n = 704)	\$60,000- 79,999 (n = 705)	\$80,000- 99,999 (n = 592)	\$100,000- 149,999 (n = 955)	\$150,000+ (n = 1,029)
Mail	108 (45%)	244 (46%)	263 (37%)	232 (33%)	191 (32%)	253 (26%)	260 (25%)
Online	131 (55%)	228 (43%)	441 (63%)	437 (67%)	401 (68%)	702 (74%)	769 (75%)
$\chi^2 = 108.53; p < 0.01$							

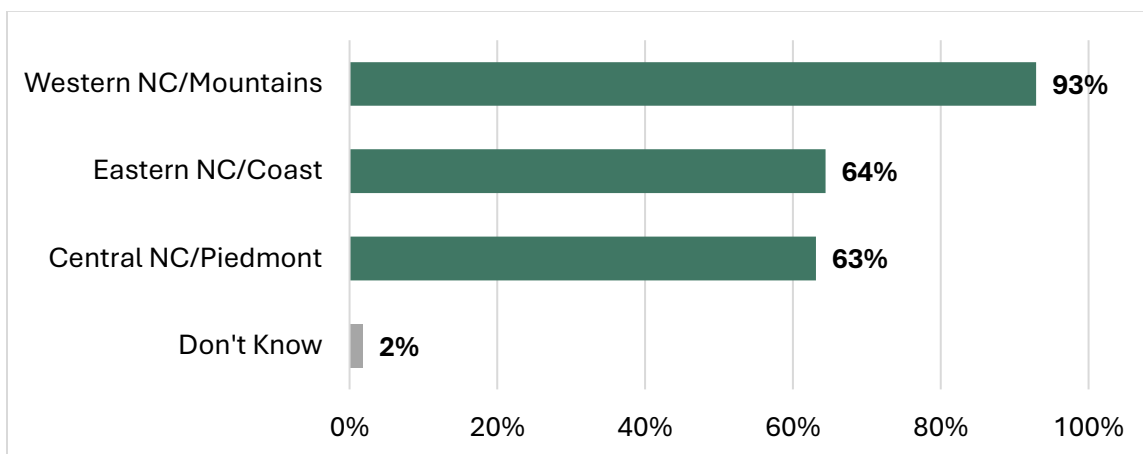
Appendix A.13: Section A (Bears and You), Question 1: Before receiving this survey, did you know that black bears live in North Carolina? (n = 6,046)



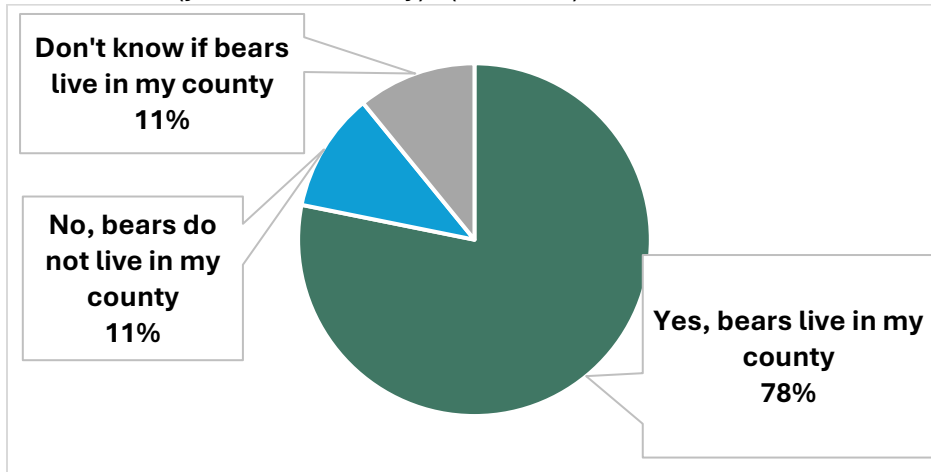
Appendix A.14: Section A (Bears and You), Question 2: How common do you think black bears are in North Carolina? (n = 5,979)



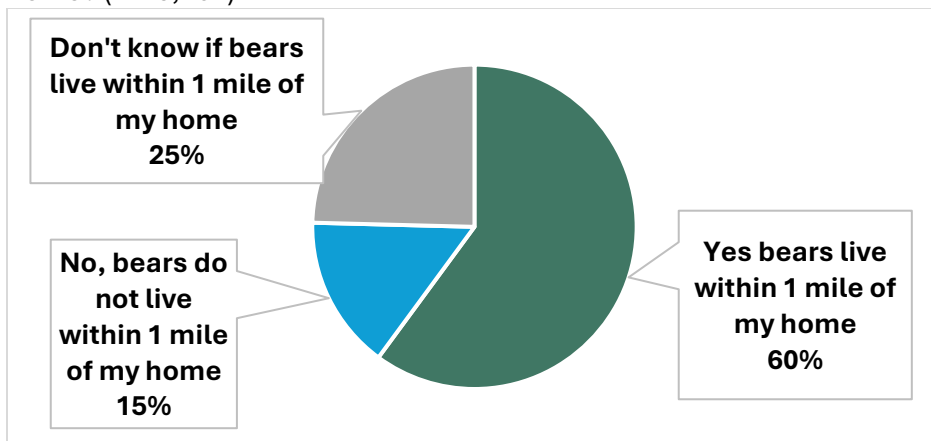
Appendix A.15: Section A (Bears and You), Question 3: In what parts of North Carolina do you think black bears live? (select all that apply) (n = 5,987)



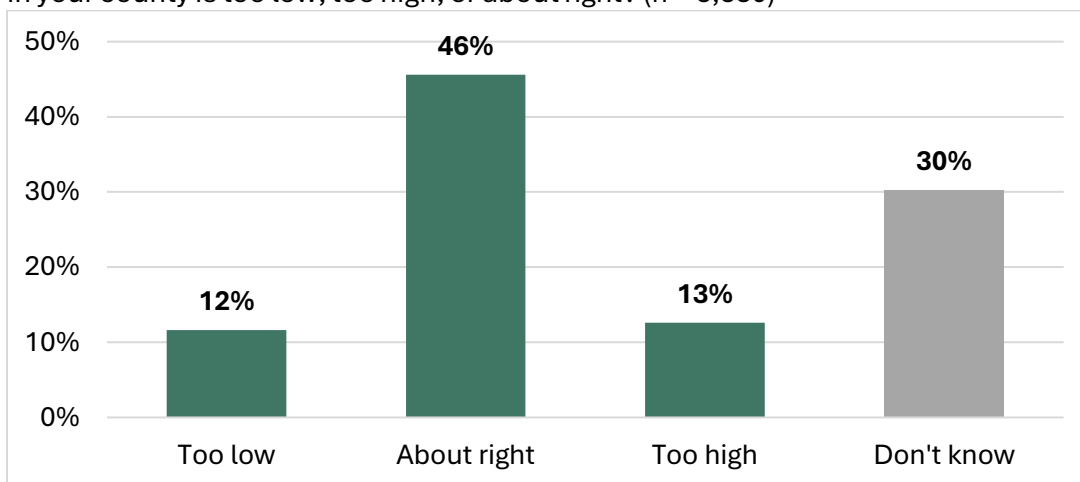
Appendix A.16: Section A (Bears and You), Question 4: Do black bears live in your primary county of residence (your home county)? (n = 5,981)



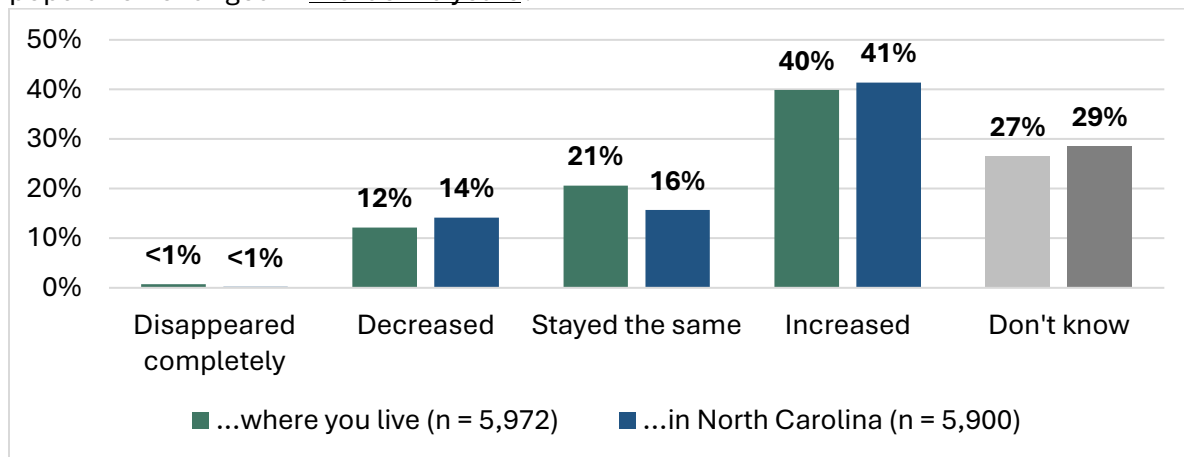
Appendix A.17: Section A (Bears and You), Question 5: Do black bears live within 1 mile of your home? (n = 5,164)



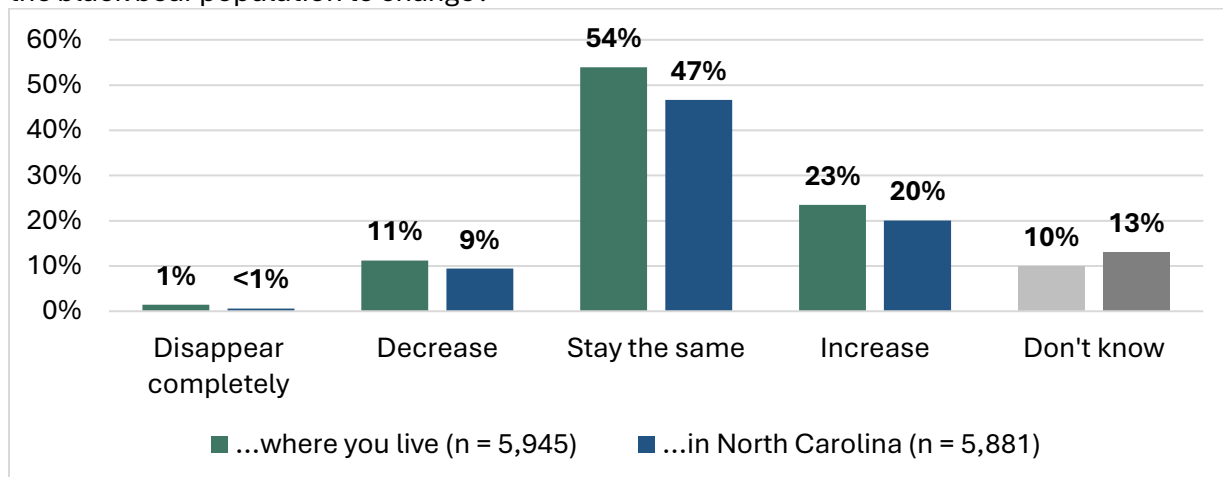
Appendix A.18: Section A (Bears and You), Question 6: Would you say the black bear population in your county is too low, too high, or about right? (n = 5,580)



Appendix A.19: Section A (Bears and You), Question 7: In your opinion, how has the black bear population changed in the last 10 years?



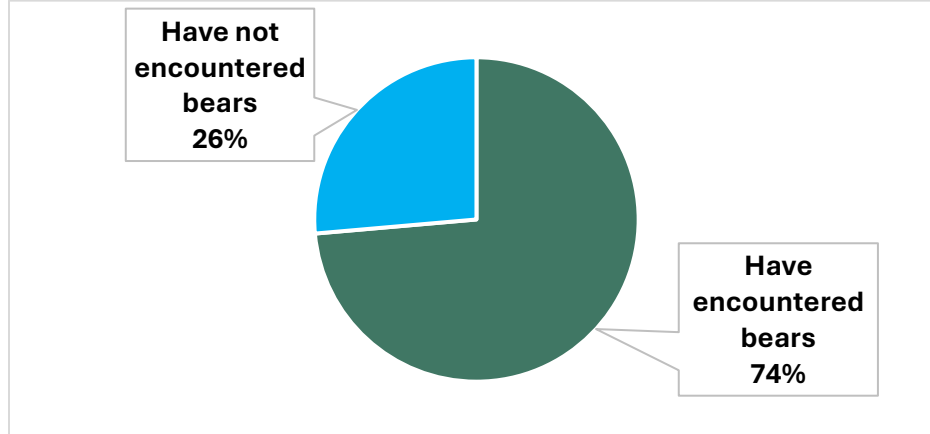
Appendix A.20: Section A (Bears and You), Question 8: Over the next 10 years, how do you want the black bear population to change?



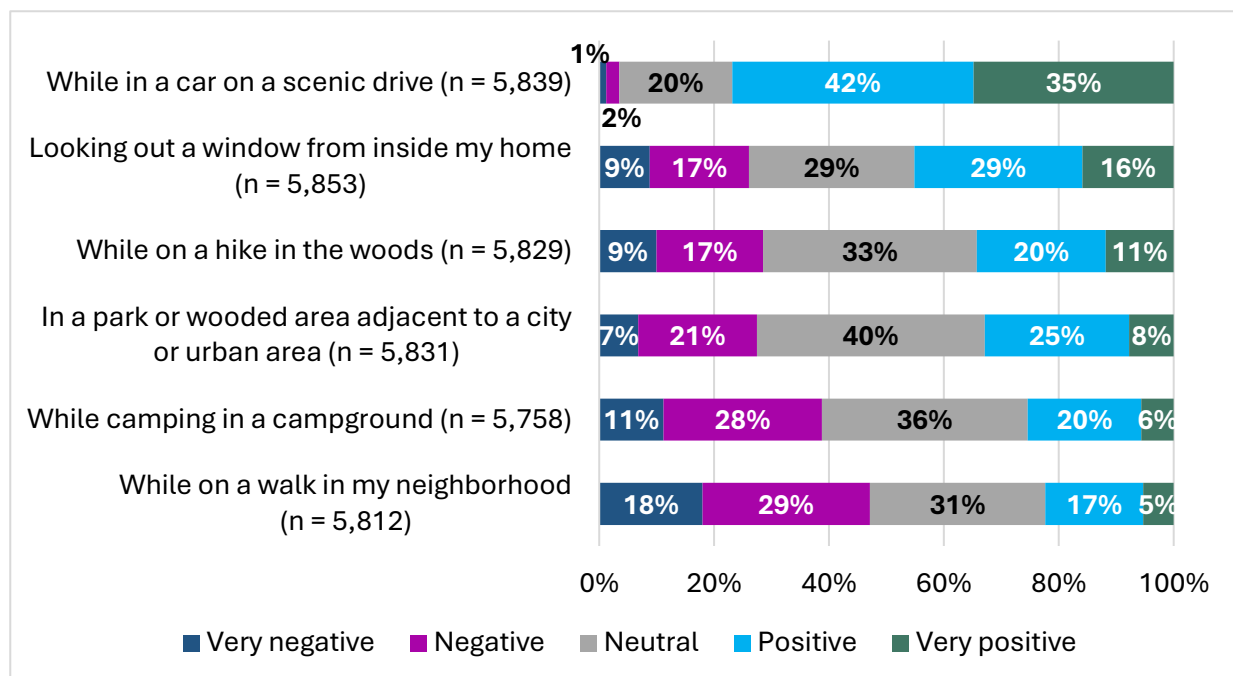
Appendix A.21: Section C (Black Bears in North Carolina), Question 1: Did you know that...

Did you know that...	Yes	No
...North Carolina only has one species of bear and that it is the black bear?	4,574 (77%)	1,331 (23%)
...there is a state wildlife agency that is responsible for managing and conserving fish and wildlife in North Carolina?	5,683 (96%)	223 (4%)
...black bear populations in North Carolina were successfully restored by the state wildlife agency and are now in most areas of the state?	3,915 (67%)	1,971 (33%)
...there has been a regulated hunting season on black bears in North Carolina for 100 years?	3,699 (63%)	2,170 (37%)

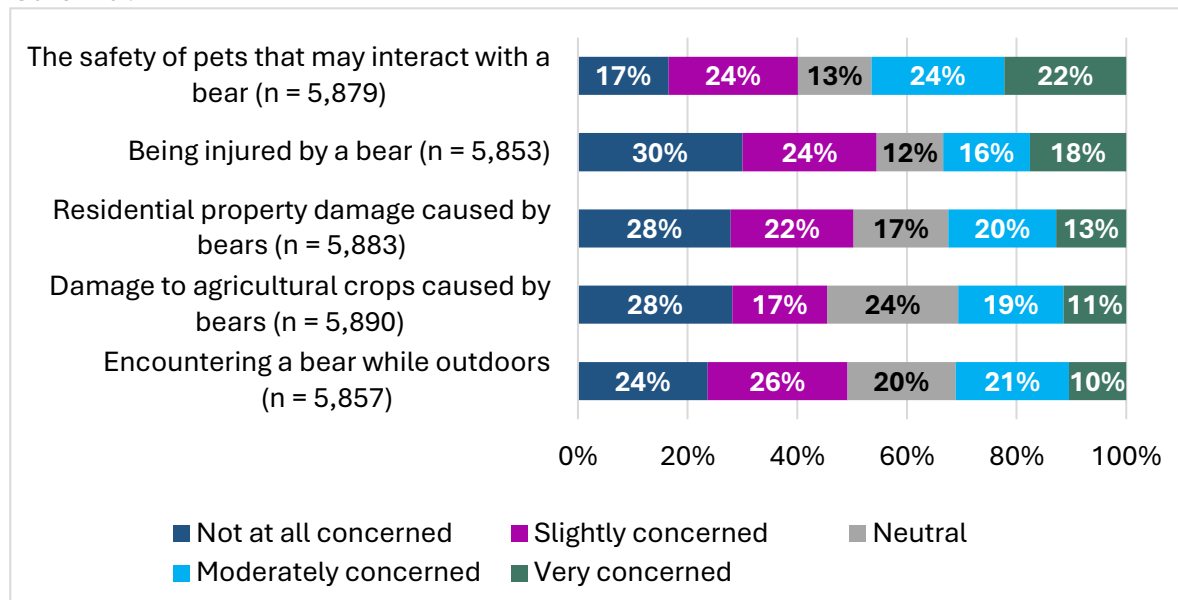
Appendix A.22: Section B (Interactions with Bears), Question 1: Have you ever encountered a black bear in North Carolina, either near your home or on a trip? (n = 5,920)



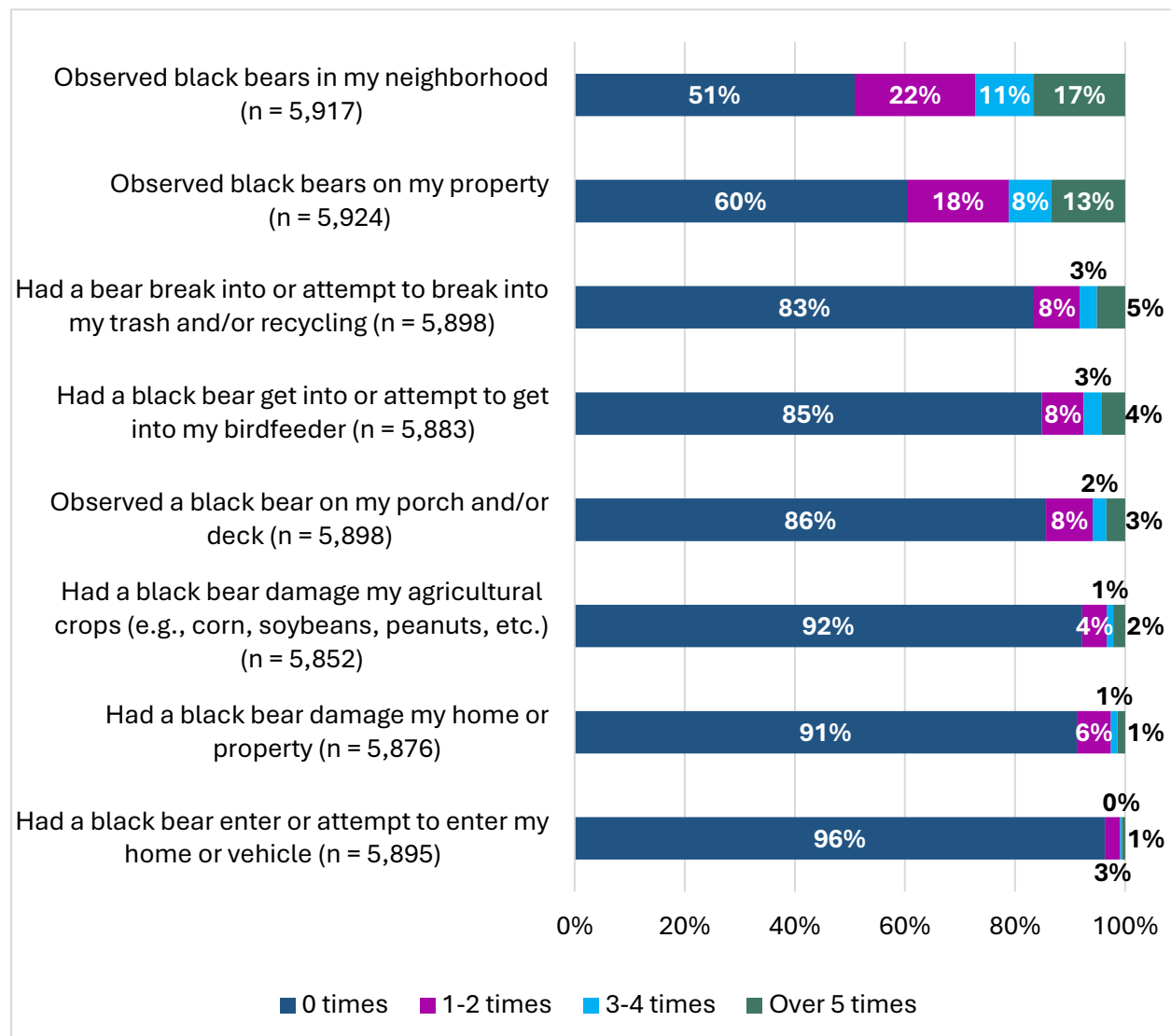
Appendix A.23: Section B (Interactions with Bears), Question 2: People may have different reactions to seeing black bears based on where they are encountered. Select what your reaction would be, from very negative to very positive, to seeing a black bear in each of the following scenarios.



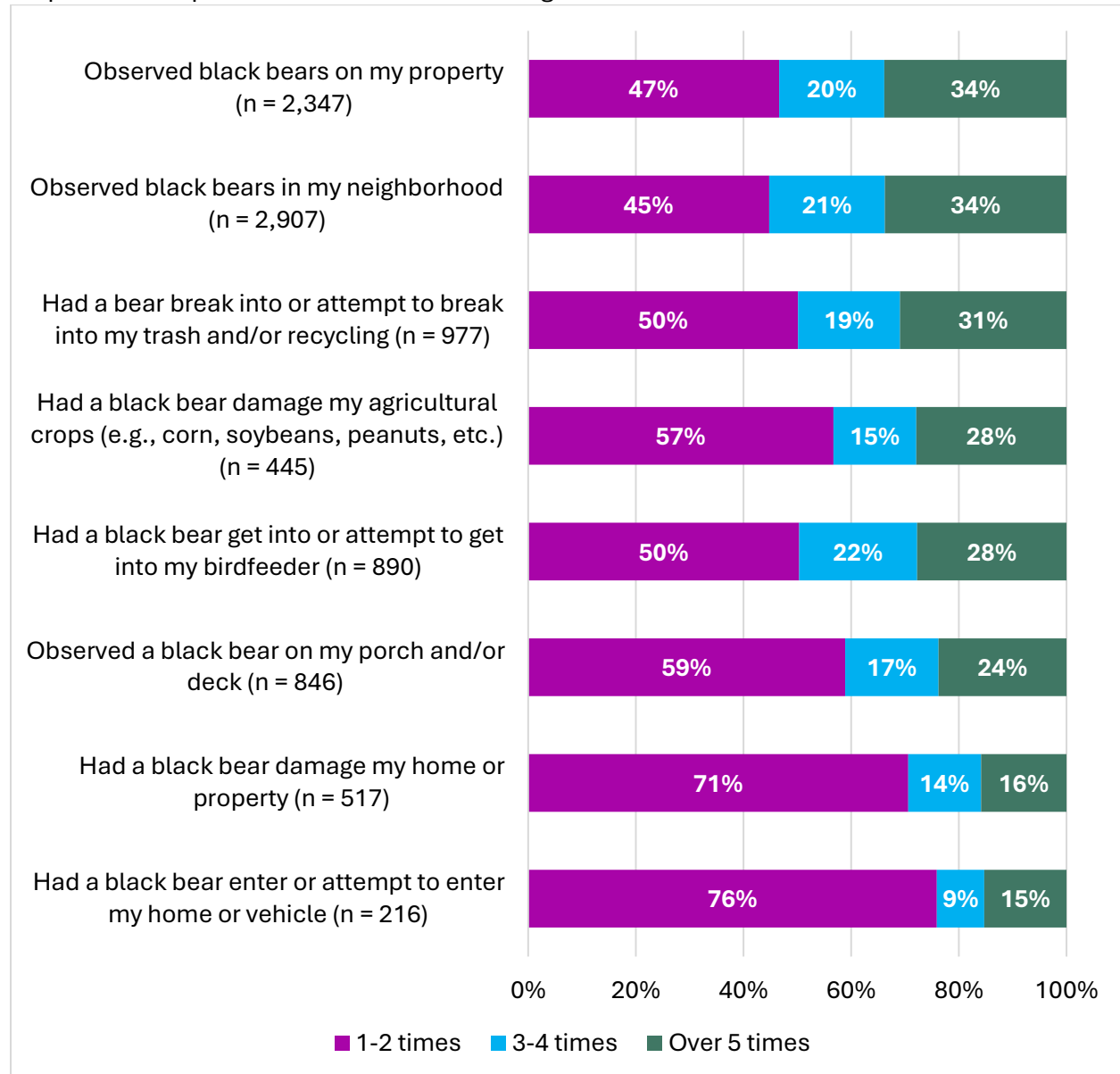
Appendix A.24: Section B (Interactions with Bears), Question 3: How concerned are you, personally, about the following kinds of possible interactions with black bears in North Carolina?



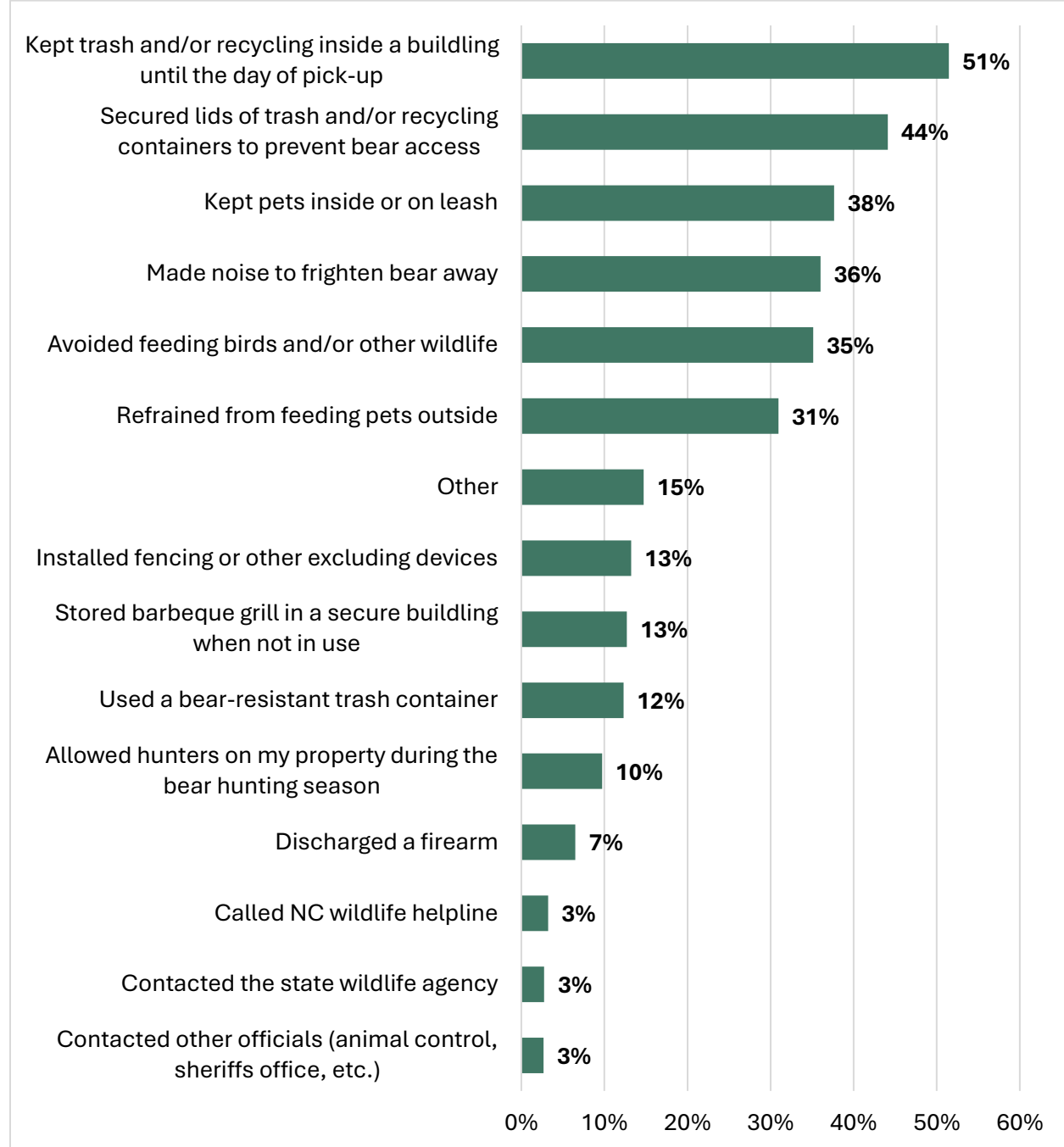
Appendix A.25: Section B (Interactions with Bears), Question 4 (A): How many times, if any, have you experienced any of the following with black bears in the past 3 years?



Appendix A.26: Section B (Interactions with Bears), Question 4 (B): Number of times respondents experienced each of the following interactions with bears.



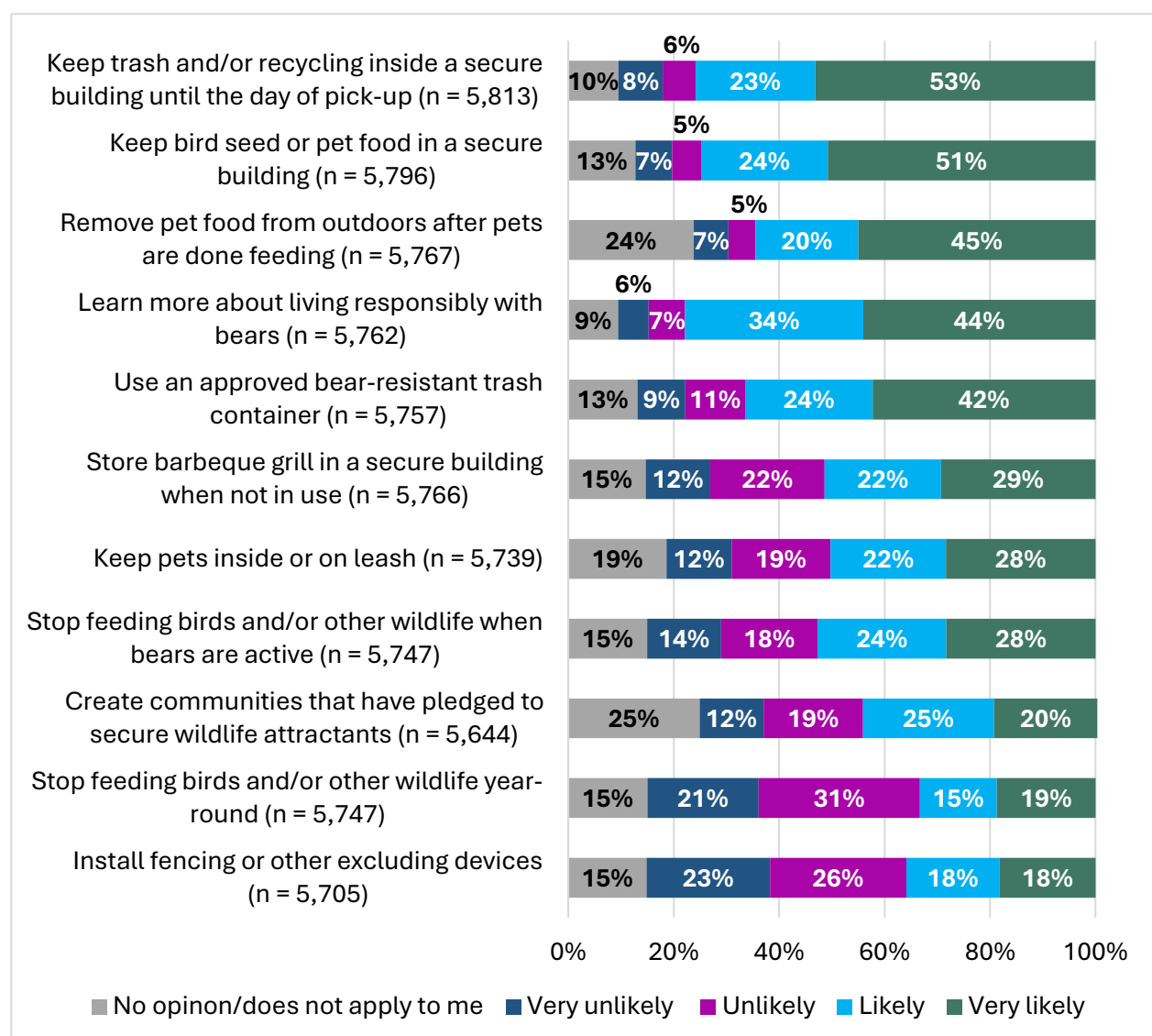
Appendix A.27: Section B (Interactions with Bears), Question 5: Which of the following actions ***have you taken*** because a black bear has been in your area? (select all that apply)



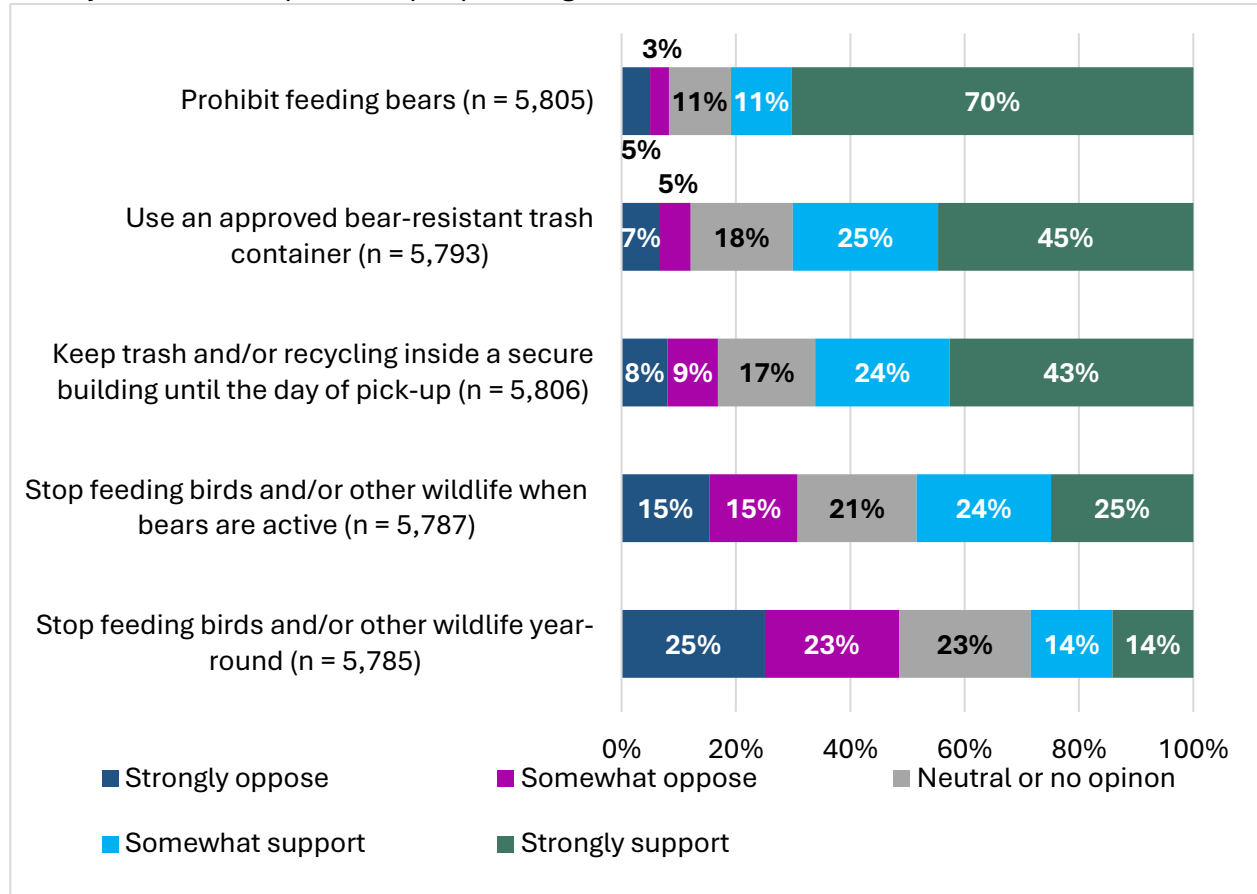
Appendix A.28: Section B (Interactions with Bears), Question 5: Write in response for “other” bear conflict management strategies (15%; n = 395)

Theme	Description	n
Take no action	Respondents did not have any incidents with bears or just observed them from a distance	152
Remove food sources	Respondents moved or removed food sources from bears’ reach	75
Used deterrents	Respondents used exclusion devices, noises, scents, or lights to deter bears	69

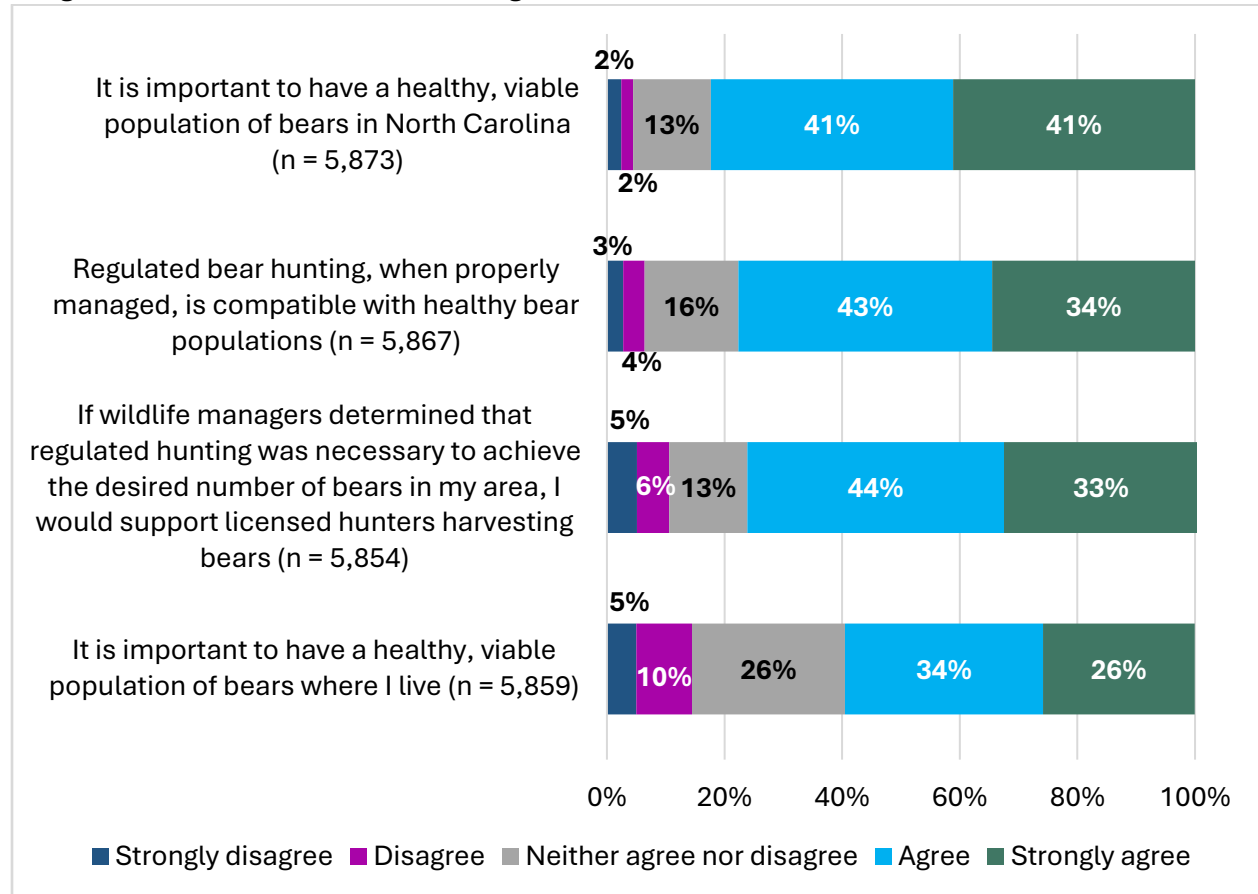
Appendix A.29: Section B (Interactions with Bears), Question 6: If you live or lived in an area with black bears, how likely would you be to implement any of these actions to address issues with black bears?



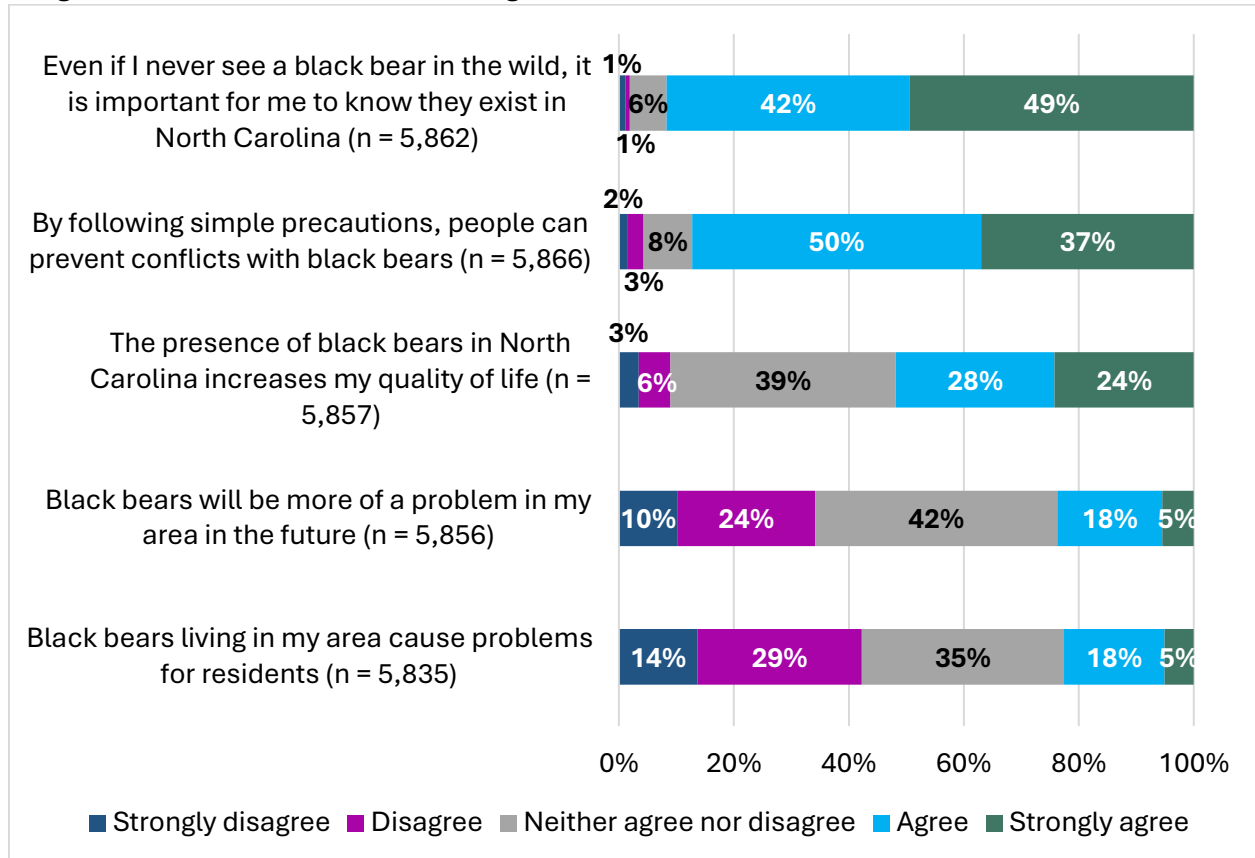
Appendix A.30: Section B (Interactions with Bears), Question 7: Local city and county governments have several options for addressing issues with black bears, including passing ordinances requiring people living in areas with bears to do certain things. Select your level of support or opposition to the following actions if they were included in a local city or county ordinance required for people living in areas with bears.



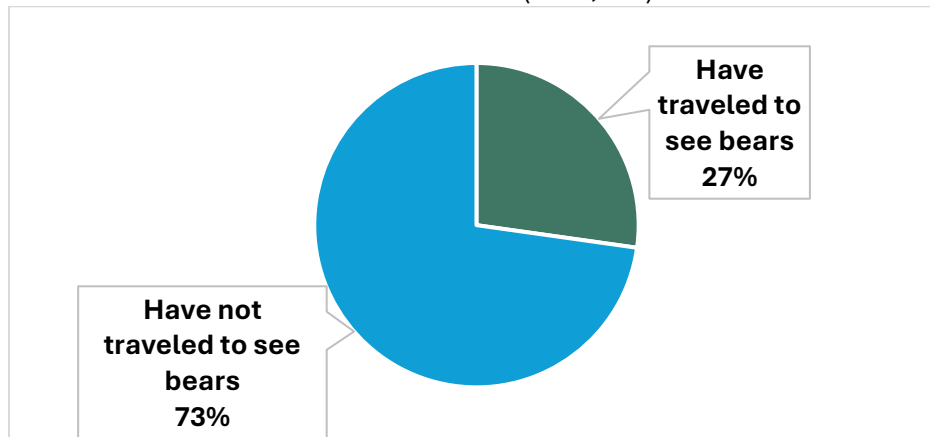
Appendix A.31: Section C (Black Bears in North Carolina), Question 2 (A): Please select your level of agreement with each of the following statements.



Appendix A.32: Section C (Black Bears in North Carolina), Question 2 (B): Please select your level of agreement with each of the following statements.



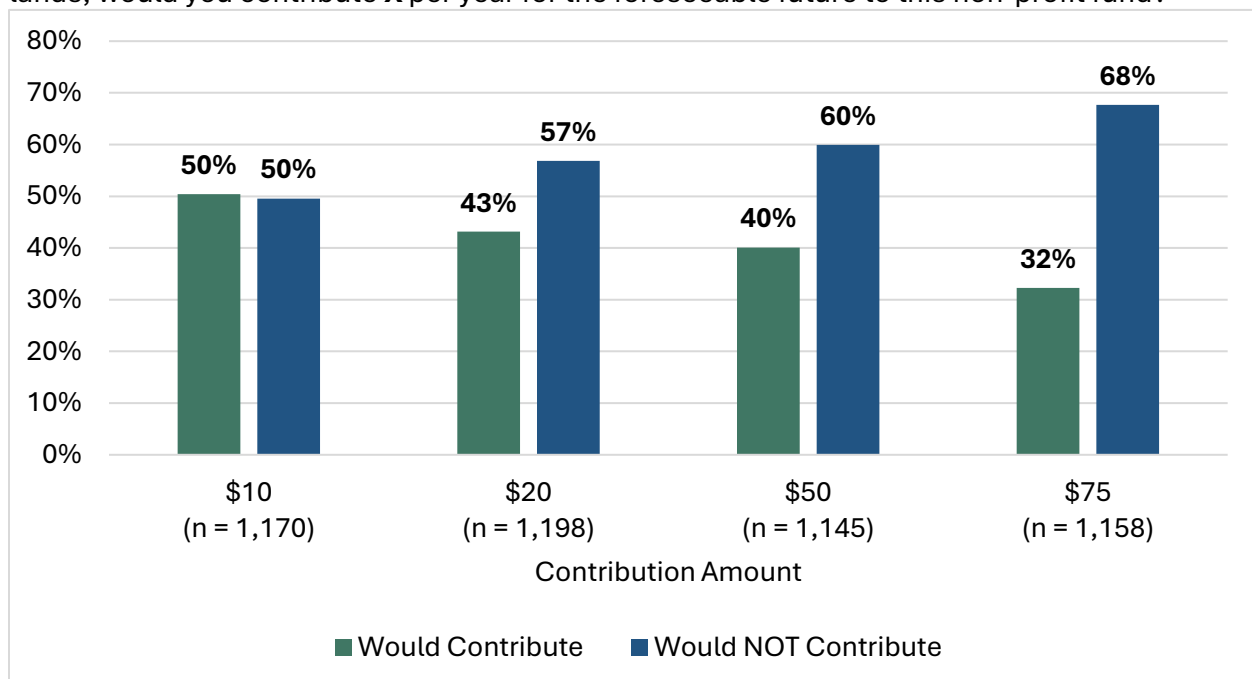
Appendix A.33: Section A (Bears and You), Question 9: Have you ever traveled within North Carolina to see black bears in the wild? (n = 5,935)



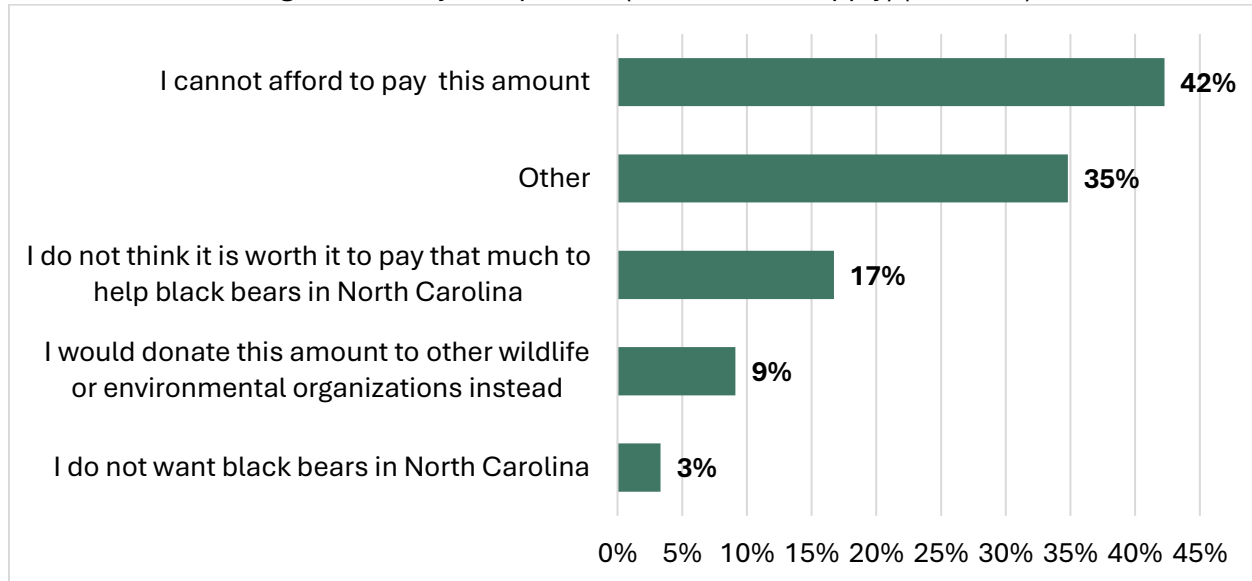
Appendix A.34: Section A (Bears and You), Question 10: How many **trips** did you take in the last 12 months to see black bears in the wild? (*count individual trips away from home, which could be one day or several days long*). Question 11: Approximately how many **miles** did you travel from your home to the place you went to see bears in North Carolina most often in the last 12 months?

	Average Miles Traveled	Average Trips Taken	Average Travel Costs/Year	% of Population Traveled to See Bear	Economic Contribution
Average	102	3.8	\$ 232.46	27%	\$ 2,053,654,253
0.2-20 miles	10	5	\$ 154.00	7%	\$ 92,383,450
21-60 miles	42	4.3	\$ 556.25	7%	\$ 337,539,280
61-150 miles	109	3.4	\$ 1,141.45	7%	\$ 684,746,133
151-400 miles	260	2.1	\$ 1,681.68	6%	\$ 938,985,389

Appendix A.35: Section C (Black Bears in North Carolina), Question 3: The North Carolina Wildlife Resources Commission works with partners across the state to manage black bear populations in North Carolina. *In a hypothetical scenario*, suppose that budget cuts eliminate public programs supporting black bear conservation and management and that a non-profit trust fund is set up to make sure bear populations remain healthy in North Carolina. Knowing your contribution would go towards conserving bear habitat on public lands, would you contribute **X** per year for the foreseeable future to this non-profit fund?



Appendix A.36: Section C (Black Bears in North Carolina), Question 4: If you selected NO above, which of the following describes your opinion? (select all that apply) (n = 3,391)



Appendix A.37: Section C (Black Bears in North Carolina), Question 4: If you selected NO above, which of the following describes your opinion? Write in response for “other” reasons respondents gave on why they were not willing to contribute to black bear conservation and management (35%, n = 1,142)

Theme	Description	n
Dislike proposed terms	Respondents thought the payment amount was too high, should not be contributed annually, or felt they were already paying the cost of this fee by other means (i.e., taxes or hunting licenses).	255
Fund differently	Respondents did not think the proposed funding avenue was appropriate and suggested alternatives like pulling from state or federal funds, creating other public funding sources, or not cutting the budget in the first place.	156
Not interested	Respondents were not interested in participating in the program and cited reasons like lack of bears in their area, bears don’t impact their life, or they simply did not want to contribute.	154
Program recommendations	Respondents gave improvements to the program structure that would make them more likely to enroll (i.e., adding the cost to license fees, taking the money out of taxes, or putting the cost burden on those who hunt bears).	138
Money allocated elsewhere	Respondents could not contribute financially either because they could not afford it, or they already donated to other causes.	138

Appendix B: 2005 to 2024 Results Comparisons

Appendix B.1: Responses from each sampling strata

Sampling Strata	2005 Results (n = 3,933)	2024 Results (n = 6,137)
RME*	---	838 (14%)
RMW*	636 (16%)	1,029 (17%)
UM*	654 (17%)	986 (16%)
NRCP*	616 (16%)**	794 (13%)
SRCP*	497 (13%)**	704 (11%)
RP	524 (13%)	684 (11%)
UCP*	535 (14%)**	576 (9%)
UP	471 (12%)	526 (9%)

*2005 report combined RME and RMW into 1 strata; UM was classified as Buncombe Mtn; NRCP was classified as Upper Coastal Plain; SRCP was classified as Rural LCP; UCP was classified as New Hanover LCP and only included New Hanover County

**For analysis, the 2005 report combined Upper and Lower Coastal Plain strata into a single Coastal Plain region.

Appendix B.2: In which of the following outdoor activities have you participated in the last 12 months? (check all that apply)

	2005 Results	2024 Results
Hiking	1,312 (34%)	3,488 (62%)
Fishing	1,620 (42%)	2,405 (43%)
Camping	---	1,658 (29%)
Gardening	---	4,008 (71%)
Hunting	849 (22%)	1,265 (23%)
Hunting for bear, specifically*	300 (8%)	188 (3%)
Boating	---	2,153 (38%)
Kayaking/ paddle sports	---	1,378 (25%)
Wildlife watching**	1,698 (44%)	3,102 (55%)
Bicycling or Mountain biking	---	1,269 (23%)
Other, please describe:	---	615 (11%)
Wildlife feeding	1,235 (32%)	---
None of the above	965 (25%)	---

*2005 report had a separate question specifically asking respondents if they had ever hunted black bear. Results were put into this table for consolidation.

**2005 report added 'photography' to 'Wildlife watching'.

Appendix B.3: What is your gender?

2005 Results*	Male 2,479 (66%)	Female 1,266 (34%)	Prefer not to answer ---
2024 Results	Male 3,408 (58%)	Female 2,287 (39%)	Prefer not to answer 153 (3%)

*2005 report did not provide a 'prefer not to answer' option.

Appendix B.4: What is the highest level of formal education you have completed?

	2005 Results*	2024 Results
Less than high school	164 (5%)	66 (1%)
High school diploma	614 (18%)	812 (14%)
Some college or associate's degree**	1,251 (36%)	1,732 (30%)
Bachelor's or 4-year degree	812 (24%)	1,611 (28%)
Graduate or professional degree	601 (18%)	1,387 (24%)
Prefer not to answer	---	173 (3%)*

*2005 report did not provide a 'prefer not to answer' option.

**2005 report separated 'some college or trade school' and 'associate or trade school degree'. Results were combined for this table.

Appendix B.5: What is your age?

	2005 Results*	2024 Results
18-24 years old	61 (2%)	85 (1%)
25-34 years old	313 (9%)	299 (5%)
35-44 years old	582 (16%)	585 (10%)
45-54 years old	780 (22%)	815 (14%)
55-64 years old	786 (22%)	1,276 (22%)
65-74 years old	1,033 (29%)	1,600 (27%)
75-84 years old	---	914 (15%)
85 years or older	---	159 (3%)
Prefer not to answer	---	175 (3%)*

*2005 report did not provide a 'prefer not to answer' option; age categories had a minimum of 16 years old and only went up to >=65 years old.

Appendix B.6: Which of the following best represents your gross household income before taxes last year?

	2005 Results*	2024 Results
Less than \$20,000	426 (15%)	239 (4%)
\$20,000-\$39,999	766 (27%)	532 (10%)
\$40,000-\$59,999	729 (26%)	704 (13%)
\$60,000-\$79,999	576 (20%)	705 (13%)
\$80,000-\$99,999	---	592 (11%)
\$100,000-\$149,999	350 (12%)	955 (18%)
\$150,000 or more	---	1,029 (19%)
Prefer not to answer	---	681 (13%)*

*2005 report did not provide a 'prefer not to answer' option; income categories stopped at \$100,000 or more; income categories \$60,000-\$79,999 and \$80,000-\$99,999 were combined into a single category in original report.

Appendix B.7: Before receiving this survey, did you know that black bears live in North Carolina?

	2005 Results*	2024 Results
Yes	100%	5,981 (99%)
No	---	65 (1%)

*2005 report only states “Nearly all (100%) survey respondents knew that black bears lived in North Carolina before receiving the survey”.

Appendix B.8: In your opinion, how has the black bear population changed in the last 10 years?

...where you live					
2005 Results*	**There are no bears in my area 502 (13%)	Decreased 224 (6%)	Not changed 614 (16%)	Increased 741 (19%)	Unsure 1,786 (46%)
2024 Results	Disappeared completely 45 (<1%)	Decreased 726 (12%)	Stayed the same 1,232 (21%)	Increased 2,384 (40%)	Don’t know 1,585 (27%)

*2005 study asked for population change over the last 5 years.

** Option “there are no bears in my area” was only available in the 2005 study.

Appendix B.9: In your opinion, how has the black bear population changed in the last 10 years?

...in North Carolina					
2005 Results*	---	Decreased 194 (5%)	Not changed 194 (5%)	Increased 854 (22%)	Unsure 2,600 (67%)
2024 Results	Disappeared completely 11 (<1%)	Decreased 836 (14%)	Stayed the same 927 (16%)	Increased 2,440 (41%)	Don’t know 1,686 (29%)

*2005 study asked for population change over the last 5 years.

Appendix B.10: Over the next 10 years, how do you want the black bear population to change?

...where you live					
2005 Results*	---	Decrease 348 (9%)	Remain at the current level 1,818 (47%)	Increase 812 (21%)	Unsure 929 (24%)
2024 Results	Disappear completely 86 (1%)	Decrease 668 (11%)	Stay the same 3,204 (54%)	Increase 1,397 (24%)	Don’t know 590 (10%)

*2005 study asked for population change over the next 5 years.

Appendix B.11: Interactions with black bears in NC

2005 Results*	1,676 (47%)
2024 Results**	4,358 (74%)

*2005 study reports the number of respondents having on or more interactions with bears in NC.

**2024 survey asks, “have you ever encountered a black bear in NC, either near your home or on a trip”.

Appendix B.12: Please select your level of agreement with each of the following statements:

2005 Results	Strongly disagree	Moderately disagree	Neutral or no opinion	Moderately agree	Strongly agree
It is important to have a healthy, viable population of bears in NC	116 (3%)	194 (5%)	775 (20%)	1,318 (34%)	1,511 (12%)
2024 Results	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
It is important to have a healthy, viable population of bears in NC	144 (2%)	117 (2%)	776 (13%)	2,420 (41%)	2,416 (41%)

Appendix B.13: Please select your level of agreement with each of the following statements:

2005 Results	Strongly disagree	Moderately disagree	Neutral or no opinion	Moderately agree	Strongly agree
By following simple precautions, people can reduce problems caused by bears.	77 (2%)	77 (2%)	347 (9%)	1,390 (36%)	1,930 (50%)
2024 Results	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
By following simple precautions, people can prevent conflicts with black bears.	91 (2%)	162 (3%)	495 (8%)	2,949 (50%)	2,169 (37%)

Appendix B.14: Please select your level of agreement with each of the following statements:

2005 Results	Strongly disagree	Moderately disagree	Neutral or no opinion	Moderately agree	Strongly agree
It is important just knowing bears exist in NC	31 (1%)	77 (2%)	464 (12%)	1,160 (30%)	2,126 (55%)
2024 Results	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Even if I never see a black bear in the wild, it is important for me to know they exist in NC.	66 (1%)	45 (<1%)	377 (6%)	2,478 (42%)	2,896 (49%)

Appendix B.15: Please select your level of agreement with each of the following statements:

2005 Results	Strongly disagree	Moderately disagree	Neutral or no opinion	Moderately agree	Strongly agree
Bear hunting, when properly managed, is compatible with viable bear populations.	269 (7%)	269 (7%)	883 (23%)	1,306 (34%)	1,114 (29%)
2024 Results	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Regulated bear hunting, when properly managed, is compatible with healthy bear populations.	163 (3%)	212 (4%)	937 (16%)	2,532 (43%)	2,023 (34%)

Appendix B.16: Please select your level of agreement with each of the following statements:

2005 Results	Strongly disagree	Moderately disagree	Neutral or no opinion	Moderately agree	Strongly agree
If wildlife managers determined that regulated hunting was necessary to achieve the desired number of bears in my area, I would support hunters harvesting a limited number of bears.	309 (8%)	232 (6%)	464 (12%)	1,160 (30%)	1,702 (44%)
2024 Results	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
If wildlife managers determined that regulated hunting was necessary to achieve the desired number of bears in my area, I would support licensed hunters harvesting bears.	298 (5%)	324 (6%)	777 (13%)	2,522 (43%)	1,933 (33%)

Appendix B.17: Please select your level of agreement with each of the following statements:

2005 Results	Strongly disagree	Moderately disagree	Neutral or no opinion	Moderately agree	Strongly agree
The presence of black bears in NC increases my quality of life.	315 (8%)	355 (9%)	1,615 (41%)	906 (23%)	749 (19%)
2024 Results	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The presence of black bears in NC increases my quality of life.	201 (3%)	325 (6%)	2,294 (39%)	1,619 (28%)	1,418 (24%)

Appendix B.18: Results of chi-square test of sampling strata versus opinions on the bear population where they live over the next 10 years

2005 Results*	---	---	RM (n = 1,009)	RP (n = 651)	RCP (n = 674)	New Han LCP (n = 550)	Buncombe Mtn. (n = 969)	UP (n = 500)
----	---	---	---	---	---	---	---	---
Decrease	---	---	48 (8%)	56 (11%)	119 (11%)	36 (7%)	86 (13%)	38 (8%)
Remain at current level	---	---	306 (49%)	223 (42%)	504 (46%)	234 (46%)	341 (53%)	239 (50%)
Increase	---	---	166 (26%)	127 (24%)	211 (19%)	75 (15%)	166 (26%)	84 (18%)
Unsure	---	---	108 (17%)	128 (24%)	253 (23%)	159 (32%)	96 (15%)	118 (25%)
$\chi^2 = 97.9; p < 0.01$								
2024 Results	NRCP (n = 770)	RME (n = 822)	RMW (n = 1,009)	RP (n = 651)	SCRCP (n = 674)	UCP (n = 550)	UM (n = 969)	UP (n = 500)
Disappear completely	13 (2%)	13 (2%)	3 (<1%)	19 (3%)	10 (1%)	6 (1%)	10 (1%)	12 (2%)
Decrease	71 (9%)	78 (9%)	125 (12%)	44 (7%)	66 (10%)	47 (9%)	209 (22%)	28 (6%)
Stay the same	417 (54%)	449 (55%)	589 (58%)	328 (50%)	334 (50%)	301 (55%)	520 (54%)	266 (53%)
Increase	187 (24%)	196 (24%)	224 (22%)	196 (30%)	118 (28%)	125 (23%)	155 (16%)	126 (25%)
Don't know	82 (11%)	86 (10%)	68 (7%)	64 (10%)	76 (11%)	71 (13%)	75 (8%)	68 (14%)
$\chi^2 = 231.98; p < 0.01$								

*2005 report combined RME and RMW into 1 strata; UM was classified as Buncombe Mtn; NRCP and SCRCP were combined into a single RCP strata; UCP was classified as New Hanover LCP and only included New Hanover County; 2005 study asked for population change over the next 5 years; 2005 report did not have a 'disappear completely' option.

Appendix C: Additional Analyses

Encountering a bear and how it affects reactions to seeing bears in various scenarios

Appendix C.1: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' reaction to seeing a bear while on a hike in the woods

	Had Not Encountered a Bear (n = 1,529)	Had Encountered a Bear (n = 4,258)
Very negative	213 (14%)	302 (7%)
Negative	316 (21%)	646 (15%)
Neutral	477 (31%)	1,452 (34%)
Positive	422 (28%)	1,343 (32%)
Very positive	101 (7%)	515 (21%)
$\chi^2 = 119.97; p < 0.01$		

Appendix C.2: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' reaction to seeing a bear while on a walk in their neighborhood

	Had Not Encountered a Bear (n = 1,530)	Had Encountered a Bear (n = 4,259)
Very negative	431 (28%)	603 (14%)
Negative	511 (33%)	1,166 (28%)
Neutral	367 (24%)	1,397 (33%)
Positive	166 (11%)	818 (19%)
Very positive	55 (4%)	255 (6%)
$\chi^2 = 224.27; p < 0.01$		

Appendix C.3: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' reaction to seeing a bear while in a car on a scenic drive

	Had Not Encountered a Bear (n = 1,529)	Had Encountered a Bear (n = 4,258)
Very negative	38 (2%)	33 (<1%)
Negative	62 (4%)	70 (2%)
Neutral	338 (22%)	798 (19%)
Positive	629 (41%)	1,801 (42%)
Very positive	462 (30%)	1,566 (37%)
$\chi^2 = 76.24; p < 0.01$		

Appendix C.4: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' reaction to seeing a bear while camping in a campground

	Had Not Encountered a Bear (n = 1,516)	Had Encountered a Bear (n = 4,201)
Very negative	232 (15%)	399 (10%)
Negative	436 (29%)	1,144 (27%)
Neutral	497 (33%)	1,552 (37%)
Positive	280 (18%)	855 (20%)
Very positive	71 (5%)	251 (6%)
$\chi^2 = 45.63; p < 0.01$		

Appendix C.5: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' reaction to seeing a bear while looking out a window from inside their home

	Had Not Encountered a Bear (n = 1,531)	Had Encountered a Bear (n = 4,281)
Very negative	201 (13%)	309 (7%)
Negative	349 (23%)	655 (15%)
Neutral	452 (30%)	1,215 (28%)
Positive	374 (24%)	1,329 (31%)
Very positive	155 (10%)	773 (18%)
$\chi^2 = 143.37; p < 0.01$		

Appendix C.6: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' reaction to seeing a bear while in a park or wooded area adjacent to a city or urban area

	Had Not Encountered a Bear (n = 1,529)	Had Encountered a Bear (n = 4,260)
Very negative	151 (10%)	239 (6%)
Negative	375 (25%)	820 (19%)
Neutral	591 (39%)	1,707 (40%)
Positive	331 (22%)	1,126 (26%)
Very positive	81 (5%)	368 (9%)
$\chi^2 = 72.56; p < 0.01$		

Encountering a bear and how it affects concern for encountering bears in various scenarios

Appendix C.7: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' concern for encountering a bear while outdoors

	Had Not Encountered a Bear (n = 1,527)	Had Encountered a Bear (n = 4,292)
Not at all concerned	220 (14%)	388 (9%)
Slightly concerned	298 (20%)	898 (21%)
Neutral	310 (20%)	840 (20%)
Moderately concerned	346 (23%)	1,139 (27%)
Very concerned	353 (23%)	1,027 (24%)
$\chi^2 = 39.39; p < 0.01$		

Appendix C.8: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' concern for being injured by a bear

	Had Not Encountered a Bear (n = 1,523)	Had Encountered a Bear (n = 4,290)
Not at all concerned	375 (27%)	643 (15%)
Slightly concerned	226 (15%)	690 (16%)
Neutral	193 (17%)	513 (12%)
Moderately concerned	301 (20%)	1,120 (26%)
Very concerned	428 (28%)	1,324 (31%)
$\chi^2 = 82.49; p < 0.01$		

Appendix C.9: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' concern for residential property damage caused by bears

	Had Not Encountered a Bear (n = 1,538)	Had Encountered a Bear (n = 4,304)
Not at all concerned	224 (15%)	523 (12%)
Slightly concerned	287 (19%)	858 (20%)
Neutral	266 (17%)	743 (17%)
Moderately concerned	276 (18%)	1,032 (24%)
Very concerned	485 (32%)	1,148 (27%)
$\chi^2 = 34.10; p < 0.01$		

Appendix C.10: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' concern for the safety of pets that may interact with a bear

	Had Not Encountered a Bear (n = 1,537)	Had Encountered a Bear (n = 4,303)
Not at all concerned	419 (27%)	876 (20%)
Slightly concerned	348 (23%)	1,066 (25%)
Neutral	191 (12%)	594 (14%)
Moderately concerned	317 (21%)	1,064 (25%)
Very concerned	262 (17%)	703 (16%)
$\chi^2 = 36.46; p < 0.01$		

Appendix C.11: Results of chi-square test of respondents who had encountered a black bear in NC versus respondents' concern for damage to agricultural crops caused by bears

	Had Not Encountered a Bear (n = 1,538)	Had Encountered a Bear (n = 4,311)
Not at all concerned	210 (14%)	461 (11%)
Slightly concerned	316 (21%)	804 (19%)
Neutral	341 (22%)	1,057 (25%)
Moderately concerned	235 (15%)	779 (18%)
Very concerned	436 (28%)	1,210 (28%)
$\chi^2 = 18.53; p < 0.01$		

Experience with bears and how it affects willingness to contribute to bear conservation and management

Appendix C.12: Results of chi-square test of respondents' willingness to contribute to a nonprofit for black bear conservation and management versus the number of times respondents observed black bears in their neighborhood

# of times respondents observed black bears in their neighborhood	Would not contribute to a nonprofit for black bears (n = 3,572)	Would contribute to a nonprofit for black bears (n = 1,909)
0 times	1,855 (52%)	922 (48%)
1-2 times	794 (22%)	406 (21%)
3-4 times	373 (10%)	205 (11%)
Over 5 times	550 (15%)	376 (20%)
$\chi^2 = 17.48; p < 0.01$		

Appendix C.13: Results of chi-square test of respondents' willingness to contribute to a nonprofit for black bear conservation and management versus the number of times respondents observed black bears on their property

# of times respondents observed black bears on their property	Would not contribute to a nonprofit for black bears (n = 3,581)	Would contribute to a nonprofit for black bears (n = 1,911)
0 times	2,215 (62%)	1,093 (57%)
1-2 times	667 (19%)	344 (18%)
3-4 times	272 (8%)	155 (8%)
Over 5 times	427 (12%)	319 (17%)
$\chi^2 = 26.04; p < 0.01$		

Appendix C.14: Results of chi-square test of respondents' willingness to contribute to a nonprofit for black bear conservation and management versus the number of times respondents observed a black bear on their porch and/or deck

# of times respondents observed black bears on their porch and/or deck	Would not contribute to a nonprofit for black bears (n = 3,563)	Would contribute to a nonprofit for black bears (n = 1,903)
0 times	3,089 (87%)	1,588 (83%)
1-2 times	285 (8%)	186 (10%)
3-4 times	70 (2%)	62 (3%)
Over 5 times	119 (3%)	67 (4%)
$\chi^2 = 14.78; p < 0.01$		

Appendix C.15: Results of chi-square test of respondents' willingness to contribute to a nonprofit for black bear conservation and management versus the number of times respondents had a black bear get into or attempt to get into their birdfeeder

# of times respondents had a black bear get into or attempt to get into their birdfeeder	Would not contribute to a nonprofit for black bears (n = 3,553)	Would contribute to a nonprofit for black bears (n = 1,904)
0 times	3,059 (86%)	1,568 (82%)
1-2 times	241 (7%)	179 (9%)
3-4 times	110 (3%)	69 (4%)
Over 5 times	143 (4%)	88 (5%)
$\chi^2 = 15.19; p < 0.01$		

Appendix C.16: Results of chi-square test of respondents' willingness to contribute to a nonprofit for black bear conservation and management versus the number of times respondents had a black bear break into or attempt to break into their trash and/or recycling

# of times respondents had a black bear break into or attempt to break into their trash and/or recycling	Would not contribute to a nonprofit for black bears (n = 3,564)	Would contribute to a nonprofit for black bears (n = 1,905)
0 times	3,013 (85%)	1,549 (81%)
1-2 times	280 (8%)	175 (9%)
3-4 times	108 (3%)	65 (3%)
Over 5 times	163 (5%)	116 (6%)
$\chi^2 = 10.35; p = 0.02$		

***Chi-Squared test ran for respondents' willingness to contribute to a nonprofit for black bear conservation and management versus the number of times respondents had a black bear enter or attempt to enter their home or vehicle. Results were not statistically significant.**

***Chi-Squared test ran for respondents' willingness to contribute to a nonprofit for black bear conservation and management versus the number of times respondents had a black bear damage their home or property. Results were not statistically significant.**

Appendix C.17: Results of chi-square test of respondents' willingness to contribute to a nonprofit for black bear conservation and management versus the number of times respondents had a black bear damage their agricultural crops

# of times respondents had a black bear damage their agricultural crops	Would not contribute to a nonprofit for black bears (n = 3,531)	Would contribute to a nonprofit for black bears (n = 1,894)
0 times	3,214 (91%)	1,790 (95%)
1-2 times	178 (5%)	57 (3%)
3-4 times	45 (1%)	18 (<1%)
Over 5 times	94 (3%)	29 (2%)
$\chi^2 = 24.44; p < 0.01$		

Observing bears in the area and how it affects actions respondents have taken because bears are in the area

Appendix C.18: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had secured lids of trash and/or recycling containers to prevent bear access.

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not secured lids of trash and/or recycling	1,068 (61%)	375 (45%)
Have secured lids of trash and/or recycling	690 (39%)	449 (55%)
$\chi^2 = 52.86; p < 0.01$		

Appendix C.19: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had kept trash and/or recycling inside a building until the day of pick-up

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not kept trash and/or recycling inside a building until the day of pick-up	1,001 (57%)	252 (31%)
Have kept trash and/or recycling inside a building until the day of pick-up	757 (43%)	572 (69%)
$\chi^2 = 156.04; p < 0.01$		

Appendix C.20: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had used a bear-resistant trash container

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not used a bear-resistant trash container	1,612 (92%)	652 (79%)
Have used a bear-resistant trash container	146 (8%)	172 (21%)
$\chi^2 = 82.07; p < 0.01$		

Appendix C.21: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had refrained from feeding pets outside

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not refrained from feeding pets outside	1,293 (74%)	490 (59%)
Have refrained from feeding pets outside	465 (26%)	334 (41%)
$\chi^2 = 52.07; p < 0.01$		

Appendix C.22: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had stored barbeque grills in a secure building when not in use

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not stored barbeque grills in a secure building when not in use	1,563 (89%)	691 (84%)
Have stored barbeque grills in a secure building when not in use	195 (11%)	133 (16%)
$\chi^2 = 12.90; p < 0.01$		

Appendix C.23: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had avoided feeding birds and/or other wildlife

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not avoided feeding birds and/or other wildlife	1,281 (73%)	394 (48%)
Have avoided feeding birds and/or other wildlife	477 (27%)	430 (52%)
$\chi^2 = 154.51; p < 0.01$		

Appendix C.24: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had installed fencing or other excluding devices

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not installed fencing or other excluding devices	1,556 (89%)	685 (83%)
Have installed fencing or other excluding devices	202 (11%)	139 (17%)
$\chi^2 = 14.16; p < 0.01$		

Appendix C.25: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had made noise to frighten the bear away

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not made noise to frighten the bear away	1,312 (75%)	340 (41%)
Have made noise to frighten the bear away	446 (25%)	484 (59%)
$\chi^2 = 271.06; p < 0.01$		

Appendix C.26: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had kept pets inside or on a leash

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not kept pets inside or on a leash	1,151 (65%)	459 (56%)
Have kept pets inside or on a leash	607 (35%)	365 (44%)
$\chi^2 = 22.81; p < 0.01$		

Appendix C.27: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had allowed hunters on their property during the bear hunting season.

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not allowed hunters on their property during the bear hunting season	1,570 (89%)	761 (92%)
Have allowed hunters on their property during the bear hunting season	188 (11%)	63 (8%)
$\chi^2 = 5.94; p < 0.02$		

Appendix C.28: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had discharged a firearm

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not discharged a firearm	1,685 (96%)	729 (88%)
Have discharged a firearm	73 (4%)	95 (12%)
$\chi^2 = 50.19; p < 0.01$		

Appendix C.29: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had called the NC wildlife helpline

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not called the NC wildlife helpline	1,719 (98%)	780 (95%)
Have called the NC wildlife helpline	39 (2%)	44 (5%)
$\chi^2 = 17.57; p < 0.01$		

Appendix C.30: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had contacted the state wildlife agency

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not contacted the state wildlife agency	1,731 (98%)	780 (95%)
Have contacted the state wildlife agency	27 (2%)	44 (5%)
$\chi^2 = 30.36; p < 0.01$		

Appendix C.31: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had contacted other officials (animal control, sheriff's office, etc.)

	Did Not Observe Bears (n = 1,758)	Did Observe Bears (n = 824)
Have not contacted other officials (animal control, sheriff's office, etc.)	1,721 (98%)	792 (96%)
Have contacted other officials (animal control, sheriff's office, etc.)	37 (2%)	32 (4%)
$\chi^2 = 6.83; p < 0.01$		

***Chi-square test ran for respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus respondents who had used another intervention not listed. Results were not statistically significant.**

Experiencing damage by bears and how it affects actions respondents have taken because bears are in the area

Appendix C.32: Results of chi-square test of respondents who experienced damage from black bears (i.e, agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had secured lids of trash and/or recycling containers to prevent bear access

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not secured lids of trash and/or recycling containers to prevent bear access	1,423 (56%)	20 (33%)
Have secured lids of trash and/or recycling containers to prevent bear access	1,099 (44%)	40 (67%)
$\chi^2 = 12.67; p < 0.01$		

Appendix C.33: Results of chi-square test of respondents who experienced damage from black bears (i.e, agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had kept trash and/or recycling inside a building until the day of pick-up

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not kept trash and/or recycling inside a building until the day of pick-up	1,233 (49%)	20 (33%)
Have kept trash and/or recycling inside a building until the day of pick-up	1,289 (51%)	40 (67%)
$\chi^2 = 5.68; p < 0.02$		

Appendix C.34: Results of chi-square test of respondents who experienced damage from black bears (i.e, agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had used a bear-resistant trash container

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not used a bear-resistant trash container	2,221 (88%)	43 (72%)
Have used a bear-resistant trash container	301 (12%)	17 (28%)
$\chi^2 = 14.59; p < 0.01$		

***Chi-square test ran for respondents who experienced damage from black bears (i.e, agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had refrained from feeding pets outside. Results were not statistically significant.**

Appendix C.36: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had stored barbeque grill in a secure building when not in use

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not stored barbeque grill in a secure building when not in use	2,208 (88%)	46 (77%)
Have stored barbeque grill in a secure building when not in use	314 (12%)	14 (23%)
$\chi^2 = 6.26; p < 0.02$		

***Chi-square test ran for respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had avoided feeding birds and/or other wildlife. Results were not significant.**

Appendix C.37: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had installed fencing or other excluding devices

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not installed fencing or other excluding devices	2,201 (87%)	40 (67%)
Have installed fencing or other excluding devices	321 (13%)	20 (33%)
$\chi^2 = 21.71; p < 0.01$		

Appendix C.38: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had made noise to frighten bear away

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not made noise to frighten bear away	1,632 (65%)	20 (33%)
Have made noise to frighten bear away	890 (35%)	40 (67%)
$\chi^2 = 25.04; p < 0.01$		

***Chi-square test ran for respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had kept pets inside or on a leash. Results were not significant.**

Appendix C.39: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had allowed hunters on their property during the bear hunting season

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not allowed hunters on their property during the bear hunting season	2,284 (91%)	47 (78%)
Have allowed hunters on their property during the bear hunting season	238 (9%)	13 (22%)
$\chi^2 = 9.99; p < 0.01$		

Appendix C.40: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had discharged a firearm

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not discharged a firearm	2,370 (94%)	44 (73%)
Have discharged a firearm	152 (6%)	16 (27%)
$\chi^2 = 41.04; p < 0.01$		

Appendix C.41: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had called the NC wildlife helpline

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not called the NC wildlife helpline	2,445 (97%)	54 (90%)
Have called the NC wildlife helpline	77 (3%)	6 (10%)
$\chi^2 = 9.09; p < 0.01$		

Appendix C.42: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had contacted the state wildlife agency

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not contacted the state wildlife agency	2,457 (97%)	54 (90%)
Have contacted the state wildlife agency	65 (3%)	6 (10%)
$\chi^2 = 12.07; p < 0.01$		

Appendix C.43: Results of chi-square test of respondents who experienced damage from black bears (i.e, agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had contacted other officials (animal control, sheriffs office, etc.)

	Did Not Experience Damage from Bears (n = 2,522)	Did Experience Damage from Bears (n = 60)
Have not contacted other officials (animal control, sheriff's office, etc.)	2,460 (98%)	53 (88%)
Have contacted other officials (animal control, sheriff's office, etc.)	62 (2%)	7 (12%)
$\chi^2 = 19.11; p < 0.01$		

***Chi-Squared test ran for respondents who experienced damage from black bears (i.e, agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus respondents who had used another intervention not listed. Results were not statistically significant.**

Observing bears in the area and how it affects opinions about black bears

Appendix C.44: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus agreement that it is important to have a healthy, viable population of bears in NC

	Did Not Observe Bears (n = 4,934)	Did Observe Bears (n = 939)
Strongly disagree	112 (2%)	32 (3%)
Disagree	92 (2%)	25 (3%)
Neither agree nor disagree	670 (14%)	106 (11%)
Agree	2,081 (42%)	339 (36%)
Strongly agree	1,979 (40%)	437 (47%)
$\chi^2 = 24.81; p < 0.01$		

Appendix C.45: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus agreement that it is important to have a healthy, viable population of bears where they live

	Did Not Observe Bears (n = 4,917)	Did Observe Bears (n = 939)
Strongly disagree	229 (5%)	63 (7%)
Disagree	488 (10%)	69 (7%)
Neither agree nor disagree	1,390 (28%)	133 (14%)
Agree	1,662 (34%)	310 (33%)
Strongly agree	1,148 (23%)	364 (39%)
$\chi^2 = 145.20; p < 0.01$		

Appendix C.46: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus agreement that black bears living in their area cause problems for residents

	Did Not Observe Bears (n = 4,898)	Did Observe Bears (n = 937)
Strongly disagree	693 (14%)	106 (11%)
Disagree	1,451 (30%)	214 (23%)
Neither agree nor disagree	1,816 (37%)	237 (25%)
Agree	768 (16%)	254 (27%)
Strongly agree	170 (3%)	126 (13%)
$\chi^2 = 261.31; p < 0.01$		

Appendix C.47: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus agreement that black bears will be more of a problem in their area in the future

	Did Not Observe Bears (n = 4,918)	Did Observe Bears (n = 938)
Strongly disagree	509 (10%)	91 (10%)
Disagree	1,208 (25%)	190 (20%)
Neither agree nor disagree	2,166 (44%)	301 (32%)
Agree	856 (17%)	215 (23%)
Strongly agree	179 (4%)	141 (15%)
$\chi^2 = 233.36; p < 0.01$		

Appendix C.48: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus agreement that by following simple precautions, people can prevent conflicts with black bears

	Did Not Observe Bears (n = 4,929)	Did Observe Bears (n = 937)
Strongly disagree	65 (1%)	26 (3%)
Disagree	119 (2%)	43 (5%)
Neither agree nor disagree	419 (9%)	76 (8%)
Agree	2,570 (52%)	379 (40%)
Strongly agree	1,756 (36%)	413 (44%)
$\chi^2 = 61.00; p < 0.01$		

Appendix C.49: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus agreement that even if they never see a black bear in the wild, it is important for them to know they exist in NC

	Did Not Observe Bears (n = 4,928)	Did Observe Bears (n = 934)
Strongly disagree	49 (<1%)	17 (2%)
Disagree	39 (<1%)	6 (<1%)
Neither agree nor disagree	308 (6%)	69 (7%)
Agree	2,130 (43%)	348 (37%)
Strongly agree	2,402 (49%)	494 (53%)
$\chi^2 = 15.90; p < 0.01$		

Appendix C.50: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus agreement that regulated bear hunting, when properly managed, is compatible with healthy bear populations

	Did Not Observe Bears (n = 4,930)	Did Observe Bears (n = 937)
Strongly disagree	119 (2%)	44 (5%)
Disagree	154 (3%)	58 (6%)
Neither agree nor disagree	778 (16%)	159 (17%)
Agree	2,168 (44%)	364 (39%)
Strongly agree	1,711 (35%)	312 (33%)
$\chi^2 = 41.19; p < 0.01$		

Appendix C.51: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus agreement that if wildlife managers determined that regulated hunting was necessary to achieve the desired number of bears tin their area, they would support licensed hunters harvesting bears

	Did Not Observe Bears (n = 4,923)	Did Observe Bears (n = 931)
Strongly disagree	226 (5%)	72 (8%)
Disagree	252 (5%)	72 (8%)
Neither agree nor disagree	647 (13%)	130 (14%)
Agree	2,174 (44%)	348 (37%)
Strongly agree	1,624 (33%)	309 (33%)
$\chi^2 = 33.63; p < 0.01$		

Appendix C.52: Results of chi-square test of respondents who observed black bears in their area (i.e, in their neighborhood, on their property, or on their porch and/or deck) 1 or more times versus agreement that the presence of black bears in NC increases their quality of life

	Did Not Observe Bears (n = 4,921)	Did Observe Bears (n = 936)
Strongly disagree	151 (3%)	50 (5%)
Disagree	262 (5%)	63 (7%)
Neither agree nor disagree	2,052 (42%)	242 (26%)
Agree	1,349 (27%)	270 (29%)
Strongly agree	1,107 (23%)	311 (33%)
$\chi^2 = 103.04; p < 0.01$		

Experiencing damage by bears and how it affects opinions about black bears

Appendix C.53: Results of chi-square test of respondents who experienced damage from black bears (i.e, agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus agreement that it is important to have a healthy, viable population of bears in NC

	Did Not Experience Damage from Bears (n = 5,707)	Did Experience Damage from Bears (n = 166)
Strongly disagree	130 (2%)	14 (8%)
Disagree	107 (2%)	10 (6%)
Neither agree nor disagree	740 (13%)	36 (22%)
Agree	2,357 (41%)	63 (38%)
Strongly agree	2,373 (42%)	43 (26%)
$\chi^2 = 58.23; p < 0.01$		

Appendix C.54: Results of chi-square test of respondents who experienced damage from black bears (i.e, agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus agreement that it is important to have a healthy, viable population of bears where they live

	Did Not Experience Damage from Bears (n = 5,693)	Did Experience Damage from Bears (n = 163)
Strongly disagree	265 (5%)	27 (17%)
Disagree	535 (9%)	22 (14%)
Neither agree nor disagree	1,478 (26%)	45 (28%)
Agree	1,930 (34%)	42 (26%)
Strongly agree	1,485 (26%)	27 (17%)
$\chi^2 = 56.72; p < 0.01$		

Appendix C.55: Results of chi-square test of respondents who experienced damage from black bears (i.e, agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus agreement that black bears living in their area cause problems for residents

	Did Not Experience Damage from Bears (n = 5,671)	Did Experience Damage from Bears (n = 164)
Strongly disagree	785 (14%)	14 (9%)
Disagree	1,638 (29%)	27 (16%)
Neither agree nor disagree	1,998 (35%)	55 (34%)
Agree	984 (17%)	38 (23%)
Strongly agree	266 (5%)	30 (18%)
$\chi^2 = 73.24; p < 0.01$		

Appendix C.56: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus agreement that black bears will be more of a problem in their area in the future

	Did Not Experience Damage from Bears (n = 5,691)	Did Experience Damage from Bears (n = 165)
Strongly disagree	584 (10%)	16 (10%)
Disagree	1,373 (24%)	25 (15%)
Neither agree nor disagree	2,404 (42%)	63 (38%)
Agree	1,035 (18%)	36 (22%)
Strongly agree	295 (5%)	25 (15%)
$\chi^2 = 36.40; p < 0.01$		

Appendix C.57: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus agreement that by following simple precautions, people can prevent conflicts with black bears

	Did Not Experience Damage from Bears (n = 5,703)	Did Experience Damage from Bears (n = 163)
Strongly disagree	84 (1%)	7 (4%)
Disagree	154 (3%)	8 (5%)
Neither agree nor disagree	467 (8%)	28 (17%)
Agree	2,872 (50%)	77 (47%)
Strongly agree	2,126 (37%)	43 (26%)
$\chi^2 = 31.50; p < 0.01$		

Appendix C.58: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus agreement that even if they never see a black bear in the wild, it is important for them to know they exist in NC

	Did Not Experience Damage from Bears (n = 5,700)	Did Experience Damage from Bears (n = 162)
Strongly disagree	61 (1%)	5 (3%)
Disagree	43 (<1%)	2 (1%)
Neither agree nor disagree	357 (6%)	20 (12%)
Agree	2,403 (42%)	75 (46%)
Strongly agree	2,836 (50%)	60 (37%)
$\chi^2 = 21.02; p < 0.01$		

Appendix C.59: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus agreement that regulated bear hunting, when properly managed, is compatible with healthy bear populations.

	Did Not Experience Damage from Bears (n = 5,706)	Did Experience Damage from Bears (n = 161)
Strongly disagree	153 (3%)	10 (6%)
Disagree	204 (4%)	8 (5%)
Neither agree nor disagree	898 (16%)	39 (24%)
Agree	2,467 (43%)	65 (40%)
Strongly agree	1,984 (35%)	39 (24%)
$\chi^2 = 20.27; p < 0.01$		

***Chi-Squared test ran for respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus agreement that if wildlife managers determined that regulated hunting was necessary to achieve the desired number of bears in their area, they would support licensed hunters harvesting bears. Results were not statistically significant.**

Appendix C.60: Results of chi-square test of respondents who experienced damage from black bears (i.e., agricultural/crop damage, property damage, home/vehicle damage, bird feeder damage, trash/recycling damage) 1 or more times versus agreement that the presence of black bears in NC increases their quality of life

	Did Not Experience Damage from Bears (n = 5,696)	Did Experience Damage from Bears (n = 161)
Strongly disagree	185 (3%)	16 (10%)
Disagree	303 (5%)	22 (14%)
Neither agree nor disagree	2,224 (39%)	70 (43%)
Agree	1,589 (28%)	30 (19%)
Strongly agree	1,395 (24%)	23 (14%)
$\chi^2 = 52.45; p < 0.01$		

Dollar amount listed for contribution and how it affects being able to afford to contribute to bear conservation and management

Appendix C.61: Results of chi-square test of respondents unwilling to contribute to bear conservation and management due to not being able to afford the amount versus the dollar amount proposed for donation

	Did Not Select “I cannot afford to pay this amount” (n = 1,450)	Did Select “I cannot afford to pay this amount” (n = 1,074)
\$10	357 (25%)	175 (16%)
\$20	362 (25%)	257 (24%)
\$50	336 (23%)	309 (29%)
\$75	395 (27%)	333 (31%)
$\chi^2 = 31.16; p < 0.01$		

Income and how it affects being able to afford to contribute to bear conservation and management

Appendix C.62: Results of chi-square test of respondents unwilling to contribute to bear conservation and management due to not being able to afford the amount versus income

	Did Not Select “I cannot afford to pay this amount” (n = 1,461)	Did Select “I cannot afford to pay this amount” (n = 1,187)
<\$20,000	36 (2%)	145 (12%)
\$20,000 - \$39,999	108 (7%)	244 (21%)
\$40,000 - \$59,999	191 (13%)	243 (20%)
\$60,000 - \$79,999	199 (14%)	210 (18%)
\$80,000 - \$99,999	186 (13%)	123 (10%)
\$100,000 - \$149,999	353 (24%)	150 (13%)
\$150,000 or more	388 (27%)	72 (6%)
$\chi^2 = 412.63; p < 0.01$		

Being a hunter and/or bear hunter, specifically, and how it affects reactions to seeing bears in various scenarios

Appendix C.63: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' reaction to seeing a bear while on a hike in the woods

	Non-hunter (n = 4,578)	Hunter/Bear Hunter (n = 1,251)
Very negative	458 (10%)	64 (5%)
Negative	815 (18%)	154 (12%)
Neutral	1,515 (33%)	431 (34%)
Positive	1,333 (29%)	441 (35%)
Very positive	457 (10%)	161 (13%)
$\chi^2 = 64.46; p < 0.01$		

Appendix C.64: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' reaction to seeing a bear while on a walk in their neighborhood

	Non-hunter (n = 4,576)	Hunter/Bear Hunter (n = 1,236)
Very negative	890 (19%)	157 (13%)
Negative	1,369 (30%)	321 (26%)
Neutral	1,351 (30%)	426 (34%)
Positive	738 (16%)	250 (20%)
Very positive	228 (5%)	82 (7%)
$\chi^2 = 52.17; p < 0.01$		

Appendix C.65: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' reaction to seeing a bear while in a car on a scenic drive

	Non-hunter (n = 4,595)	Hunter/Bear Hunter (n = 1,244)
Very negative	54 (1%)	17 (1%)
Negative	108 (2%)	26 (2%)
Neutral	892 (19%)	256 (21%)
Positive	1,892 (41%)	559 (45%)
Very positive	1,649 (36%)	386 (31%)
$\chi^2 = 11.19; p = 0.03$		

Appendix C.66: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' reaction to seeing a bear while camping in a campground

	Non-hunter (n = 4,521)	Hunter/Bear Hunter (n = 1,237)
Very negative	544 (12%)	99 (8%)
Negative	1,287 (28%)	301 (24%)
Neutral	1,590 (35%)	474 (38%)
Positive	865 (19%)	274 (22%)
Very positive	235 (5%)	89 (7%)
$\chi^2 = 34.18; p < 0.01$		

Appendix C.67: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' reaction to seeing a bear while looking out a window from inside their home

	Non-hunter (n = 4,606)	Hunter/Bear Hunter (n = 1,247)
Very negative	411 (9%)	104 (8%)
Negative	816 (18%)	196 (16%)
Neutral	1,270 (28%)	413 (33%)
Positive	1,344 (29%)	369 (30%)
Very positive	765 (17%)	165 (13%)
$\chi^2 = 20.25; p < 0.01$		

Appendix C.68: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' reaction to seeing a bear while in a park or wooded area adjacent to a city or urban area

	Non-hunter (n = 4,587)	Hunter/Bear Hunter (n = 1,244)
Very negative	329 (7%)	67 (5%)
Negative	973 (21%)	232 (19%)
Neutral	1,779 (39%)	533 (43%)
Positive	1,161 (25%)	306 (25%)
Very positive	345 (8%)	106 (9%)
$\chi^2 = 13.24; p < 0.01$		

Being a hunter and/or bear hunter, specifically, and how it affects concern for encountering bears in various scenarios

Appendix C.69: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' concern for encountering a bear while outdoors

	Non-hunter (n = 4,603)	Hunter/Bear Hunter (n = 1,254)
Very concerned	532 (12%)	81 (6%)
Moderately concerned	1,015 (22%)	193 (15%)
Neutral	853 (19%)	304 (24%)
Slightly concerned	1,214 (26%)	280 (22%)
Not at all concerned	989 (21%)	396 (32%)
$\chi^2 = 110.72; p < 0.01$		

Appendix C.70: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' concern for being injured by a bear

	Non-hunter (n = 4,604)	Hunter/Bear Hunter (n = 1,249)
Very concerned	875 (19%)	155 (12%)
Moderately concerned	763 (17%)	161 (13%)
Neutral	536 (12%)	173 (14%)
Slightly concerned	1,134 (25%)	298 (24%)
Not at all concerned	1,296 (28%)	462 (37%)
$\chi^2 = 62.48; p < 0.01$		

***Chi-Squared test ran for respondents who were hunters or bear hunters versus respondents' concern for residential property damage caused by bears. Results were not statistically significant.**

Appendix C.71: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' concern for the safety of pets that may interact with a bear

	Non-hunter (n = 4,623)	Hunter/Bear Hunter (n = 1,256)
Very concerned	1,107 (24%)	200 (16%)
Moderately concerned	1,145 (25%)	280 (22%)
Neutral	581 (13%)	206 (16%)
Slightly concerned	1,097 (24%)	291 (23%)
Not at all concerned	693 (15%)	279 (22%)
$\chi^2 = 73.23; p < 0.01$		

Appendix C.72: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' concern for damage to agricultural crops caused by bears

	Non-hunter (n = 4,632)	Hunter/Bear Hunter (n = 1,258)
Very concerned	495 (11%)	179 (14%)
Moderately concerned	878 (19%)	253 (20%)
Neutral	1,120 (24%)	288 (23%)
Slightly concerned	760 (16%)	260 (21%)
Not at all concerned	1,379 (30%)	278 (22%)
$\chi^2 = 43.29; p < 0.01$		

Being a hunter and/or bear hunter, specifically, and how it affects support for different actions if they were included in a local, city, or county ordinance required for people living in areas with bears

Appendix C.73: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' support for keeping trash and/or recycling in a secure building until pick-up day

	Non-hunter (n = 4,569)	Hunter/Bear Hunter (n = 1,237)
Strongly oppose	290 (6%)	176 (14%)
Somewhat oppose	393 (9%)	120 (10%)
Neutral	674 (15%)	314 (25%)
Somewhat support	1,065 (23%)	300 (24%)
Strongly support	2,147 (47%)	327 (26%)
$\chi^2 = 238.22; p < 0.01$		

Appendix C.74: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' support for using an approved bear-resistant trash container

	Non-hunter (n = 4,557)	Hunter/Bear Hunter (n = 1,236)
Strongly oppose	223 (5%)	166 (13%)
Somewhat oppose	222 (5%)	90 (7%)
Neutral	704 (15%)	330 (28%)
Somewhat support	1,163 (26%)	310 (25%)
Strongly support	2,245 (49%)	340 (28%)
$\chi^2 = 288.17; p < 0.01$		

Appendix C.75: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' support for stopping feeding birds and/or other wildlife year-round

	Non-hunter (n = 4,559)	Hunter/Bear Hunter (n = 1,226)
Strongly oppose	1,063 (23%)	388 (32%)
Somewhat oppose	1,066 (23%)	289 (24%)
Neutral	1,007 (22%)	330 (27%)
Somewhat support	702 (15%)	121 (10%)
Strongly support	721 (16%)	98 (8%)
$\chi^2 = 99.01; p < 0.01$		

Appendix C.76: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' support for stopping feeding birds and/or other wildlife when bears are active

	Non-hunter (n = 4,560)	Hunter/Bear Hunter (n = 1,227)
Strongly oppose	597 (13%)	291 (24%)
Somewhat oppose	668 (15%)	227 (19%)
Neutral	860 (19%)	342 (28%)
Somewhat support	1,163 (26%)	200 (16%)
Strongly support	1,272 (28%)	167 (14%)
$\chi^2 = 232.32; p < 0.01$		

Appendix C.77: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' support for prohibiting feeding bears

	Non-hunter (n = 4,574)	Hunter/Bear Hunter (n = 1,231)
Strongly oppose	154 (3%)	136 (11%)
Somewhat oppose	110 (2%)	80 (7%)
Neutral	393 (9%)	239 (19%)
Somewhat support	465 (10%)	151 (12%)
Strongly support	3,452 (75%)	625 (51%)
$\chi^2 = 356.86; p < 0.01$		

Being a hunter and/or bear hunter, specifically, and how it affects knowledge about black bears and NCWRC

Appendix C.78: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' knowledge that NC only has one species of bear and that it is the black bear

	Non-hunter (n = 4,638)	Hunter/Bear Hunter (n = 1,267)
Did not know that NC only has 1 species of bear	1,221 (26%)	110 (9%)
Did know that NC only has 1 species of bear	3,417 (74%)	1,157 (91%)
$\chi^2 = 177.44; p < 0.01$		

Appendix C.79: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' knowledge that there is a state wildlife agency that is responsible for managing and conserving fish and wildlife in NC

	Non-hunter (n = 4,643)	Hunter/Bear Hunter (n = 1,263)
Did not know there is a state wildlife agency that is responsible for managing and conserving fish and wildlife in NC	207 (4%)	16 (1%)
Did know there is a state wildlife agency that is responsible for managing and conserving fish and wildlife in NC	4,436 (96%)	1,247 (99%)
$\chi^2 = 27.84; p < 0.01$		

Appendix C.80: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' knowledge that black bear populations in NC were successfully restored by the state wildlife agency and are now in most areas of the state

	Non-hunter (n = 4,621)	Hunter/Bear Hunter (n = 1,265)
Did not know black bear populations in NC were successfully restored by the state wildlife agency and are now in most areas of the state	1,779 (39%)	192 (15%)
Did know black bear populations in NC were successfully restored by the state wildlife agency and are now in most areas of the state	2,842 (61%)	1,073 (85%)
$\chi^2 = 242.49; p < 0.01$		

Appendix C.81: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' knowledge that there has been a regulated hunting season on black bears in NC for 100 years

	Non-hunter (n = 4,615)	Hunter/Bear Hunter (n = 1,254)
Did not know there has been a regulated hunting season on black bears in NC for 100 years	1,936 (42%)	234 (19%)
Did know there has been a regulated hunting season on black bears in NC for 100 years	2,679 (58%)	1,020 (81%)
$\chi^2 = 229.52; p < 0.01$		

Being a hunter and/or bear hunter, specifically, and how it affects opinions on bears and bear management

Appendix C.82: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' agreement that it is important to have a healthy, viable population of bears in NC

	Non-hunter (n = 4,608)	Hunter/Bear Hunter (n = 1,265)
Strongly disagree	98 (2%)	46 (4%)
Disagree	86 (2%)	31 (2%)
Neither agree nor disagree	643 (14%)	133 (11%)
Agree	1,862 (40%)	558 (44%)
Strongly agree	1,919 (42%)	497 (39%)
$\chi^2 = 24.46; p < 0.01$		

Appendix C.83: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' agreement that it is important to have a healthy, viable population of bears where they live

	Non-hunter (n = 4,599)	Hunter/Bear Hunter (n = 1,257)
Strongly disagree	229 (5%)	63 (5%)
Disagree	472 (10%)	85 (7%)
Neither agree nor disagree	1,239 (27%)	284 (23%)
Agree	1,490 (32%)	482 (38%)
Strongly agree	1,169 (25%)	343 (27%)
$\chi^2 = 31.60; p < 0.01$		

Appendix C.84: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' agreement that black bears living in their area cause problems for residents

	Non-hunter (n = 4,577)	Hunter/Bear Hunter (n = 1,258)
Strongly disagree	613 (13%)	186 (15%)
Disagree	1,254 (27%)	411 (33%)
Neither agree nor disagree	1,648 (36%)	405 (32%)
Agree	829 (18%)	193 (15%)
Strongly agree	233 (5%)	63 (5%)
$\chi^2 = 19.43; p < 0.01$		

Appendix C.85: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' agreement that black bears will be more of a problem in their area in the future

	Non-hunter (n = 4,594)	Hunter/Bear Hunter (n = 1,262)
Strongly disagree	458 (10%)	142 (11%)
Disagree	1,084 (24%)	314 (25%)
Neither agree nor disagree	1,979 (43%)	488 (39%)
Agree	836 (18%)	235 (19%)
Strongly agree	237 (5%)	83 (7%)
$\chi^2 = 10.58; p = 0.03$		

Appendix C.86: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' agreement that by following simple precautions, people can prevent conflicts with black bears

	Non-hunter (n = 4,602)	Hunter/Bear Hunter (n = 1,264)
Strongly disagree	59 (1%)	32 (3%)
Disagree	117 (3%)	45 (4%)
Neither agree nor disagree	367 (8%)	128 (10%)
Agree	2,278 (50%)	671 (53%)
Strongly agree	1,781 (39%)	388 (31%)
$\chi^2 = 38.86; p < 0.01$		

Appendix C.87: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' agreement that even if they never see a black bear in the wild, it is important for them to know they exist in NC

	Non-hunter (n = 4,599)	Hunter/Bear Hunter (n = 1,263)
Strongly disagree	43 (<1%)	23 (2%)
Disagree	35 (<1%)	10 (<1%)
Neither agree nor disagree	274 (6%)	103 (8%)
Agree	1,884 (41%)	594 (47%)
Strongly agree	2,363 (51%)	533 (42%)
$\chi^2 = 39.89; p < 0.01$		

Appendix C.88: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' agreement that regulated bear hunting, when properly managed, is compatible with healthy bear populations

	Non-hunter (n = 4,603)	Hunter/Bear Hunter (n = 1,264)
Strongly disagree	149 (3%)	14 (1%)
Disagree	195 (4%)	17 (1%)
Neither agree nor disagree	871 (19%)	66 (5%)
Agree	2,043 (44%)	489 (39%)
Strongly agree	1,345 (29%)	678 (54%)
$\chi^2 = 334.64; p < 0.01$		

Appendix C.89: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' agreement that if wildlife managers determined that regulated hunting was necessary to achieve the desired number of bears in their area, they would support licensed hunters harvesting bears.

	Non-hunter (n = 4,591)	Hunter/Bear Hunter (n = 1,263)
Strongly disagree	276 (6%)	22 (2%)
Disagree	308 (7%)	16 (1%)
Neither agree nor disagree	723 (16%)	54 (4%)
Agree	2,080 (45%)	442 (35%)
Strongly agree	1,204 (26%)	729 (58%)
$\chi^2 = 508.68; p < 0.01$		

Appendix C.90: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' agreement that the presence of black bears in NC increases their quality of life

	Non-hunter (n = 4,596)	Hunter/Bear Hunter (n = 1,261)
Strongly disagree	144 (3%)	57 (5%)
Disagree	256 (6%)	69 (5%)
Neither agree nor disagree	1,832 (40%)	462 (37%)
Agree	1,269 (28%)	350 (28%)
Strongly agree	1,095 (24%)	323 (26%)
$\chi^2 = 9.51; p = 0.05$		

Being a hunter and/or bear hunter, specifically, and how it affects how they want the bear population to change over the next 10 years

Appendix C.91: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' opinion on how they want the black bear population to change over the next 10 years where they live

	Non-hunter (n = 4,685)	Hunter/Bear Hunter (n = 1,260)
Disappear completely	73 (2%)	13 (1%)
Decrease	501 (11%)	167 (13%)
Stay the same	2,554 (55%)	650 (52%)
Increase	1,023 (22%)	374 (30%)
Don't know	534 (11%)	56 (4%)
$\chi^2 = 83.67; p < 0.01$		

Appendix C.92: Results of chi-square test of respondents who were hunters or bear hunters versus respondents' opinion on how they want the black bear population to change over the next 10 years in NC

	Non-hunter (n = 4,635)	Hunter/Bear Hunter (n = 1,246)
Disappear completely	31 (<1%)	6 (<1%)
Decrease	403 (9%)	150 (12%)
Stay the same	2,187 (47%)	561 (45%)
Increase	1,347 (29%)	432 (35%)
Don't know	667 (14%)	97 (8%)
$\chi^2 = 56.40; p < 0.01$		

Appendix D: Analysis of Selected Questions by Sampling strata

Sampling strata and how it affects respondents' knowledge and perceptions of the black bear population in NC

Appendix D.1: Results of chi-square test of sampling strata versus knowledge of bears in NC

	NRCP (n = 784)	RME (n = 827)	RMW (n = 1,012)	RP (n = 674)	SRCP (n = 686)	UCP (n = 570)	UM (n = 974)	UP (n = 519)
No	6 (1%)	1 (<1%)	0 (0%)	18 (3%)	13 (2%)	14 (2%)	0 (0%)	13 (3%)
Yes	778 (99%)	826 (100%)	1,012 (100%)	656 (97%)	673 (98%)	556 (98%)	974 (100%)	506 (97%)
$\chi^2 = 70.04; p < 0.01$								

Appendix D.2: Results of chi-square test of sampling strata versus perceptions of bear abundance

	NRCP (n = 771)	RME (n = 827)	RMW (n = 1,017)	RP (n = 652)	SRCP (n = 679)	UCP (n = 555)	UM (n = 972)	UP (n = 506)
Abundant	136 (18%)	101 (12%)	251 (25%)	44 (7%)	95 (14%)	73 (13%)	379 (39%)	43 (8%)
Common	539 (70%)	604 (73%)	722 (71%)	472 (72%)	484 (71%)	399 (72%)	581 (60%)	356 (70%)
Rare	65 (8%)	102 (12%)	36 (4%)	102 (16%)	69 (10%)	63 (11%)	7 (1%)	84 (17%)
Extinct	1 (<1%)	0 (0%)	0 (0%)	0 (0%)	2 (<1%)	0 (0%)	0 (0%)	0 (0%)
Don't know	30 (4%)	20 (2%)	8 (1%)	34 (5%)	29 (4%)	20 (4%)	5 (1%)	23 (5%)
$\chi^2 = 626.53; p < 0.01$								

Appendix D.3: Results of chi-square test of sampling strata versus perceptions of where bears are located within NC

	NRCP (n = 1,876)	RME (n = 1,785)	RMW (n = 2,130)	RP (n = 1,469)	SRCP (n = 1,617)	UCP (n = 1,343)	UM (n = 1,992)	UP (n = 1,095)
Mountains	646 (34%)	792 (44%)	1,000 (47%)	612 (42%)	577 (37%)	491 (37%)	964 (48%)	481 (44%)
Piedmont	514 (27%)	515 (29%)	596 (28%)	442 (30%)	461 (29%)	388 (29%)	557 (28%)	306 (28%)
Coast	689 (37%)	462 (26%)	523 (25%)	408 (28%)	563 (35%)	451 (34%)	458 (23%)	301 (27%)
Don't know	27 (1%)	16 (<1%)	11 (<1%)	7 (<1%)	16 (<1%)	13 (<1%)	13 (<1%)	7 (<1%)
$\chi^2 = 730.01; p < 0.01$								

Appendix D.4: Results of chi-square test of sampling strata versus knowledge of if bears reside in your county of residence

	NRCP (n = 772)	RME (n = 826)	RMW (n = 1,016)	RP (n = 654)	SRCP (n = 679)	UCP (n = 554)	UM (n = 976)	UP (n = 504)
No	48 (6%)	69 (8%)	21 (2%)	171 (26%)	45 (7%)	97 (18%)	11 (1%)	193 (38%)
Yes	646 (84%)	678 (82%)	966 (95%)	331 (51%)	555 (82%)	374 (68%)	961 (98%)	164 (33%)
Don't know	78 (10%)	79 (10%)	29 (3%)	152 (23%)	79 (12%)	83 (15%)	4 (<1%)	147 (29%)
$\chi^2 = 1,400.00; p < 0.01$								

Appendix D.5: Results of chi-square test of sampling strata versus knowledge of if bears reside within 1 mile of your residence

	NRCP (n = 691)	RME (n = 740)	RMW (n = 980)	RP (n = 460)	SRCP (n = 605)	UCP (n = 449)	UM (n = 964)	UP (n = 275)
No	104 (15%)	117 (16%)	47 (5%)	152 (33%)	110 (18%)	130 (29%)	19 (2%)	112 (41%)
Yes	406 (59%)	391 (53%)	775 (79%)	126 (27%)	309 (51%)	192 (43%)	868 (90%)	36 (13%)
Don't know	181 (26%)	232 (31%)	158 (16%)	182 (40%)	186 (31%)	127 (28%)	77 (8%)	127 (46%)
$\chi^2 = 1,100.00; p < 0.01$								

Appendix D.6: Results of chi-square test of sampling strata versus perceptions of bear population

	NRCP (n = 727)	RME (n = 780)	RMW (n = 993)	RP (n = 563)	SRCP (n = 635)	UCP (n = 505)	UM (n = 971)	UP (n = 406)
Too low	93 (13%)	103 (13%)	71 (7%)	124 (22%)	93 (15%)	70 (14%)	32 (3%)	62 (15%)
Too high	75 (10%)	64 (8%)	138 (14%)	30 (5%)	52 (8%)	26 (5%)	303 (31%)	15 (4%)
About right	328 (45%)	362 (46%)	536 (54%)	202 (36%)	253 (40%)	229 (45%)	464 (48%)	170 (42%)
Don't know	231 (32%)	251 (32%)	248 (25%)	207 (37%)	237 (37%)	180 (36%)	172 (18%)	159 (39%)
$\chi^2 = 635.40; p < 0.01$								

Sampling strata and how it affects respondents' opinions on the bear population over the last 10 years

Appendix D.7: Results of chi-square test of sampling strata versus opinions on the bear population where you live over the last 10 years

	NRCP (n = 772)	RME (n = 825)	RMW (n = 1,013)	RP (n = 651)	SRCP (n = 680)	UCP (n = 554)	UM (n = 974)	UP (n = 503)
Disappeared completely	4 (1%)	3 (<1%)	2 (<1%)	8 (1%)	6 (1%)	7 (1%)	3 (<1%)	12 (2%)
Decreased	91 (12%)	87 (11%)	124 (12%)	70 (11%)	125 (18%)	107 (19%)	59 (6%)	63 (13%)
Stayed the same	153 (20%)	173 (21%)	229 (23%)	146 (22%)	129 (19%)	105 (19%)	156 (16%)	141 (28%)
Increased	325 (42%)	351 (43%)	441 (44%)	211 (32%)	206 (30%)	146 (26%)	604 (62%)	100 (20%)
Don't know	199 (26%)	211 (26%)	217 (21%)	216 (33%)	214 (31%)	189 (34%)	152 (16%)	187 (37%)
$\chi^2 = 467.51; p < 0.01$								

Appendix D.8: Results of chi-square test of sampling strata versus opinions on the bear population in NC over the last 10 years

	NRCP (n = 757)	RME (n = 812)	RMW (n = 998)	RP (n = 649)	SRCP (n = 675)	UCP (n = 547)	UM (n = 959)	UP (n = 503)
Disappeared completely	1 (<1%)	0 (0%)	2 (<1%)	2 (<1%)	2 (<1%)	0 (0%)	2 (<1%)	2 (<1%)
Decreased	93 (13%)	100 (12%)	118 (12%)	107 (16%)	119 (18%)	116 (21%)	71 (7%)	107 (21%)
Stayed the same	102 (13%)	136 (17%)	149 (15%)	107 (16%)	122 (18%)	93 (17%)	118 (12%)	100 (20%)
Increased	338 (45%)	371 (46%)	430 (43%)	256 (39%)	213 (32%)	184 (34%)	477 (50%)	171 (34%)
Don't know	218 (29%)	205 (25%)	299 (30%)	177 (27%)	219 (32%)	154 (28%)	291 (30%)	123 (24%)
$\chi^2 = 172.13; p < 0.01$								

Sampling strata and how it affects respondents' opinions on the bear population over the next 10 years

Appendix D.9: Results of chi-square test of sampling strata versus opinions on the bear population where they live over the next 10 years

	NRCP (n = 770)	RME (n = 822)	RMW (n = 1,009)	RP (n = 651)	SRCP (n = 674)	UCP (n = 550)	UM (n = 969)	UP (n = 500)
Disappear completely	13 (2%)	13 (2%)	3 (<1%)	19 (3%)	10 (1%)	6 (1%)	10 (1%)	12 (2%)
Decrease	71 (9%)	78 (9%)	125 (12%)	44 (7%)	66 (10%)	47 (9%)	209 (22%)	28 (6%)
Stay the same	417 (54%)	449 (55%)	589 (58%)	328 (50%)	334 (50%)	301 (55%)	520 (54%)	266 (53%)
Increase	187 (24%)	196 (24%)	224 (22%)	196 (30%)	118 (28%)	125 (23%)	155 (16%)	126 (25%)
Don't know	82 (11%)	86 (10%)	68 (7%)	64 (10%)	76 (11%)	71 (13%)	75 (8%)	68 (14%)
$\chi^2 = 231.98; p < 0.01$								

Appendix D.10: Results of chi-square test of sampling strata versus opinions on the bear population in NC over the next 10 years

	NRCP (n = 751)	RME (n = 811)	RMW (n = 1,000)	RP (n = 644)	SRCP (n = 671)	UCP (n = 544)	UM (n = 959)	UP (n = 501)
Disappear completely	6 (1%)	6 (1%)	1 (<1%)	7 (1%)	6 (1%)	1 (<1%)	1 (<1%)	6 (1%)
Decrease	61 (8%)	69 (9%)	103 (10%)	46 (7%)	60 (9%)	40 (7%)	142 (15%)	32 (6%)
Stay the same	370 (49%)	388 (48%)	511 (51%)	279 (43%)	305 (45%)	239 (44%)	454 (47%)	202 (40%)
Increase	223 (30%)	251 (31%)	256 (26%)	252 (39%)	209 (31%)	188 (35%)	195 (20%)	205 (41%)
Don't know	91 (12%)	97 (12%)	129 (13%)	60 (9%)	91 (14%)	76 (14%)	164 (17%)	56 (11%)
$\chi^2 = 168.75; p < 0.01$								

Sampling strata and how it affects respondents having traveled to see bears in the wild

Appendix D.11: Results of chi-square test of sampling strata versus whether respondents have traveled within NC to see black bears in the wild

	NRCP (n = 768)	RME (n = 818)	RMW (n = 1,001)	RP (n = 652)	SRCP (n = 676)	UCP (n = 550)	UM (n = 969)	UP (n = 501)
Did not travel to see bears	537 (70%)	579 (71%)	703 (70%)	454 (70%)	469 (69%)	394 (72%)	811 (84%)	372 (74%)
Did travel to see bears	231 (30%)	239 (29%)	298 (30%)	198 (30%)	207 (31%)	156 (28%)	158 (16%)	129 (26%)
$\chi^2 = 74.47; p < 0.01$								

Sampling strata and how it affects respondents encountering bears in NC, either near their home or on a trip

Appendix D.12: Results of chi-square test of sampling strata versus whether respondents had encountered a black bear in NC, either near their home or on a trip

	NRCP (n = 769)	RME (n = 808)	RMW (n = 1,009)	RP (n = 643)	SRCP (n = 674)	UCP (n = 547)	UM (n = 973)	UP (n = 497)
Had not encountered a bear	223 (29%)	242 (30%)	103 (10%)	301 (47%)	203 (30%)	206 (38%)	28 (3%)	256 (52%)
Had encountered a bear	546 (71%)	566 (70%)	906 (90%)	342 (53%)	471 (70%)	341 (62%)	945 (97%)	241 (48%)
$\chi^2 = 761.04; p < 0.01$								

Sampling strata and how it affects reactions to seeing bears in various scenarios

Appendix D.13: Results of chi-square test of sampling strata versus reaction to seeing a bear while on a hike in the woods

	NRCP (n = 750)	RME (n = 796)	RMW (n = 991)	RP (n = 643)	SRCP (n = 658)	UCP (n = 545)	UM (n = 953)	UP (n = 493)
Very negative	89 (12%)	74 (9%)	51 (5%)	81 (13%)	75 (11%)	46 (8%)	59 (6%)	47 (10%)
Negative	139 (19%)	140 (18%)	133 (13%)	109 (17%)	103 (16%)	105 (19%)	139 (15%)	101 (20%)
Neutral	224 (30%)	273 (34%)	331 (33%)	211 (33%)	218 (33%)	176 (32%)	345 (36%)	148 (30%)
Positive	204 (27%)	234 (29%)	343 (35%)	186 (29%)	197 (30%)	160 (29%)	294 (31%)	156 (32%)
Very positive	74 (10%)	75 (9%)	133 (13%)	56 (9%)	65 (10%)	58 (11%)	116 (12%)	41 (8%)
$\chi^2 = 93.50; p < 0.01$								

Appendix D.14: Results of chi-square test of sampling strata versus reaction to seeing a bear while on a walk in their neighborhood

	NRCP (n = 745)	RME (n = 799)	RMW (n = 983)	RP (n = 640)	SRCP (n = 656)	UCP (n = 539)	UM (n = 961)	UP (n = 489)
Very negative	164 (22%)	153 (19%)	101 (10%)	151 (24%)	130 (20%)	122 (23%)	105 (11%)	121 (25%)
Negative	227 (30%)	239 (30%)	226 (23%)	214 (33%)	213 (32%)	181 (34%)	230 (24%)	160 (33%)
Neutral	211 (28%)	240 (30%)	345 (35%)	159 (25%)	187 (29%)	152 (28%)	339 (35%)	144 (29%)
Positive	104 (14%)	129 (16%)	243 (25%)	84 (13%)	96 (15%)	65 (12%)	215 (22%)	52 (11%)
Very positive	39 (5%)	38 (5%)	68 (7%)	32 (5%)	30 (5%)	19 (4%)	72 (7%)	12 (2%)
$\chi^2 = 263.82; p < 0.01$								

Appendix D.15: Results of chi-square test of sampling strata versus reaction to seeing a bear in a car on a scenic drive

	NRCP (n = 755)	RME (n = 802)	RMW (n = 990)	RP (n = 641)	SRCP (n = 659)	UCP (n = 540)	UM (n = 961)	UP (n = 491)
Very negative	13 (2%)	12 (1%)	7 (1%)	12 (2%)	9 (1%)	9 (2%)	5 (1%)	4 (1%)
Negative	18 (2%)	17 (2%)	13 (1%)	22 (3%)	22 (3%)	10 (2%)	17 (2%)	15 (3%)
Neutral	167 (22%)	164 (20%)	189 (19%)	134 (21%)	127 (19%)	107 (20%)	189 (20%)	71 (14%)
Positive	314 (42%)	340 (42%)	409 (41%)	268 (42%)	292 (44%)	223 (41%)	400 (42%)	205 (42%)
Very positive	243 (32%)	269 (34%)	372 (38%)	205 (32%)	209 (32%)	191 (35%)	350 (36%)	196 (40%)
$\chi^2 = 48.80; p < 0.01$								

Appendix D.16: Results of chi-square test of sampling strata versus reaction to seeing a bear while camping in a campground

	NRCP (n = 736)	RME (n = 796)	RMW (n = 979)	RP (n = 635)	SRCP (n = 649)	UCP (n = 537)	UM (n = 938)	UP (n = 488)
Very negative	98 (13%)	89 (11%)	81 (8%)	86 (14%)	79 (12%)	57 (11%)	95 (10%)	58 (12%)
Negative	192 (26%)	213 (27%)	284 (29%)	159 (25%)	156 (24%)	144 (27%)	303 (32%)	137 (28%)
Neutral	259 (35%)	290 (36%)	333 (34%)	224 (35%)	252 (39%)	207 (39%)	333 (36%)	166 (34%)
Positive	141 (19%)	156 (20%)	219 (22%)	131 (21%)	128 (20%)	104 (19%)	158 (17%)	102 (21%)
Very positive	46 (6%)	48 (6%)	62 (6%)	35 (6%)	34 (5%)	25 (5%)	49 (5%)	25 (5%)
$\chi^2 = 44.82; p = 0.02$								

Appendix D.17: Results of chi-square test of sampling strata versus reaction to seeing a bear while looking out a window from inside my home

	NRCP (n = 752)	RME (n = 805)	RMW (n = 995)	RP (n = 640)	SRCP (n = 659)	UCP (n = 542)	UM (n = 967)	UP (n = 493)
Very negative	79 (11%)	66 (8%)	64 (6%)	72 (11%)	70 (11%)	62 (11%)	48 (5%)	54 (11%)
Negative	147 (20%)	152 (19%)	120 (12%)	129 (20%)	121 (18%)	108 (20%)	123 (13%)	112 (23%)
Neutral	223 (30%)	237 (29%)	261 (26%)	198 (31%)	218 (33%)	168 (31%)	218 (23%)	150 (30%)
Positive	196 (26%)	233 (29%)	348 (35%)	180 (28%)	174 (26%)	137 (25%)	326 (34%)	119 (24%)
Very positive	97 (13%)	117 (15%)	202 (20%)	61 (10%)	76 (12%)	67 (12%)	252 (26%)	58 (12%)
$\chi^2 = 251.10; p < 0.01$								

Appendix D.18: Results of chi-square test of sampling strata versus reaction to seeing a bear in a park or wooded area adjacent to a city or urban area

	NRCP (n = 753)	RME (n = 797)	RMW (n = 989)	RP (n = 638)	SRCP (n = 657)	UCP (n = 543)	UM (n = 962)	UP (n = 492)
Very negative	62 (8%)	59 (7%)	50 (5%)	61 (10%)	47 (7%)	36 (7%)	35 (4%)	46 (9%)
Negative	150 (20%)	186 (23%)	186 (19%)	141 (22%)	141 (21%)	115 (21%)	163 (17%)	123 (25%)
Neutral	306 (41%)	325 (41%)	404 (41%)	252 (39%)	272 (41%)	217 (40%)	368 (38%)	168 (34%)
Positive	180 (24%)	174 (22%)	267 (27%)	145 (23%)	153 (23%)	136 (25%)	289 (30%)	123 (25%)
Very positive	55 (7%)	53 (7%)	82 (8%)	39 (6%)	44 (7%)	39 (7%)	107 (11%)	32 (7%)
$\chi^2 = 92.47; p < 0.01$								

Sampling strata and how it affects concern for encountering bears in various scenarios

Appendix D.19: Results of chi-square test of sampling strata versus respondents' concern for encountering a bear while outdoors

	NRCP (n = 765)	RME (n = 802)	RMW (n = 995)	RP (n = 640)	SRCP (n = 662)	UCP (n = 543)	UM (n = 958)	UP (n = 492)
Very concerned	107 (14%)	80 (10%)	85 (9%)	76 (12%)	61 (9%)	51 (9%)	112 (12%)	41 (8%)
Moderately concerned	141 (18%)	175 (22%)	207 (21%)	126 (20%)	136 (21%)	102 (19%)	227 (24%)	94 (19%)
Neutral	163 (21%)	160 (20%)	179 (18%)	142 (22%)	138 (21%)	124 (23%)	150 (16%)	101 (21%)
Slightly concerned	180 (24%)	194 (24%)	289 (29%)	146 (23%)	169 (26%)	111 (20%)	283 (30%)	122 (25%)
Not at all concerned	174 (23%)	193 (24%)	235 (24%)	150 (23%)	158 (24%)	155 (29%)	186 (19%)	134 (27%)
$\chi^2 = 79.15; p < 0.01$								

Appendix D.20: Results of chi-square test of sampling strata versus respondents' concern for being injured by a bear

	NRCP (n = 756)	RME (n = 804)	RMW (n = 990)	RP (n = 637)	SRCP (n = 669)	UCP (n = 543)	UM (n = 958)	UP (n = 496)
Very concerned	159 (21%)	135 (17%)	158 (16%)	135 (21%)	114 (17%)	99 (18%)	128 (13%)	102 (21%)
Moderately concerned	100 (13%)	135 (17%)	146 (15%)	97 (15%)	106 (16%)	87 (16%)	184 (19%)	69 (14%)
Neutral	88 (12%)	108 (13%)	112 (11%)	75 (12%)	98 (15%)	66 (12%)	100 (10%)	62 (13%)
Slightly concerned	188 (25%)	196 (24%)	269 (27%)	133 (21%)	154 (23%)	110 (20%)	277 (29%)	105 (21%)
Not at all concerned	221 (29%)	230 (29%)	305 (31%)	197 (31%)	197 (29%)	181 (33%)	269 (28%)	158 (32%)
$\chi^2 = 70.14; p < 0.01$								

Appendix D.21: Results of chi-square test of sampling strata versus respondents' concern for residential property damage caused by bears

	NRCP (n = 765)	RME (n = 807)	RMW (n = 994)	RP (n = 642)	SRCP (n = 671)	UCP (n = 545)	UM (n = 964)	UP (n = 495)
Very concerned	98 (13%)	107 (13%)	131 (13%)	83 (13%)	71 (11%)	61 (11%)	143 (15%)	58 (12%)
Moderately concerned	142 (19%)	154 (19%)	194 (20%)	133 (21%)	126 (19%)	107 (20%)	220 (23%)	80 (16%)
Neutral	143 (19%)	131 (16%)	177 (18%)	104 (16%)	133 (20%)	97 (18%)	140 (15%)	91 (18%)
Slightly concerned	171 (22%)	195 (24%)	268 (27%)	126 (20%)	145 (22%)	93 (17%)	236 (24%)	85 (17%)
Not at all concerned	211 (28%)	220 (27%)	224 (23%)	196 (31%)	196 (29%)	187 (34%)	225 (23%)	181 (37%)
$\chi^2 = 94.45; p < 0.01$								

Appendix D.22: Results of chi-square test of sampling strata versus respondents' concern for the safety of pets that may interact with a bear

	NRCP (n = 763)	RME (n = 807)	RMW (n = 989)	RP (n = 643)	SRCP (n = 673)	UCP (n = 545)	UM (n = 962)	UP (n = 497)
Very concerned	163 (21%)	164 (20%)	198 (20%)	164 (26%)	142 (21%)	103 (19%)	253 (26%)	120 (24%)
Moderately concerned	174 (23%)	206 (26%)	250 (25%)	145 (23%)	149 (22%)	146 (27%)	248 (26%)	107 (22%)
Neutral	104 (14%)	115 (14%)	138 (14%)	72 (11%)	104 (15%)	67 (12%)	117 (12%)	70 (14%)
Slightly concerned	176 (23%)	191 (24%)	250 (25%)	147 (23%)	159 (24%)	125 (23%)	223 (23%)	117 (24%)
Not at all concerned	146 (19%)	131 (16%)	153 (15%)	115 (18%)	119 (18%)	104 (19%)	121 (13%)	83 (17%)
$\chi^2 = 50.33; p < 0.01$								

Appendix D.23: Results of chi-square test of sampling strata versus respondents' concern for damage to agricultural crops caused by bears

	NRCP (n = 763)	RME (n = 811)	RMW (n = 995)	RP (n = 643)	SRCP (n = 671)	UCP (n = 545)	UM (n = 966)	UP (n = 496)
Very concerned	105 (14%)	96 (12%)	107 (11%)	82 (13%)	86 (13%)	54 (10%)	90 (9%)	54 (11%)
Moderately concerned	171 (22%)	141 (17%)	181 (18%)	141 (22%)	134 (20%)	104 (19%)	160 (17%)	99 (20%)
Neutral	188 (25%)	200 (25%)	225 (23%)	136 (21%)	149 (22%)	136 (25%)	261 (27%)	113 (23%)
Slightly concerned	131 (17%)	149 (18%)	177 (18%)	102 (16%)	133 (20%)	87 (16%)	156 (16%)	85 (17%)
Not at all concerned	168 (22%)	225 (28%)	305 (31%)	182 (28%)	169 (25%)	164 (30%)	299 (31%)	145 (29%)
$\chi^2 = 55.37; p < 0.01$								

Sampling strata and how it affects the number of times respondents experience various scenarios over the past 3 years

Appendix D.24: Results of chi-square test of sampling strata versus number of times respondents observed black bears in their neighborhood

	NRCP (n = 764)	RME (n = 816)	RMW (n = 1,002)	RP (n = 644)	SRCP (n = 677)	UCP (n = 548)	UM (n = 968)	UP (n = 498)
0 times	447 (59%)	444 (54%)	244 (24%)	519 (81%)	422 (62%)	422 (77%)	65 (7%)	447 (90%)
1-2 times	182 (24%)	231 (28%)	330 (33%)	107 (17%)	168 (25%)	93 (17%)	149 (15%)	41 (8%)
3-4 times	66 (9%)	76 (9%)	204 (20%)	6 (1%)	52 (8%)	24 (4%)	190 (20%)	7 (1%)
Over 5 times	69 (9%)	65 (8%)	224 (22%)	12 (2%)	35 (5%)	9 (2%)	564 (58%)	3 (1%)
$\chi^2 = 2,700.00; p < 0.01$								

Appendix D.25: Results of chi-square test of sampling strata versus number of times respondents observed black bears on their property

	NRCP (n = 763)	RME (n = 818)	RMW (n = 1,007)	RP (n = 646)	SRCP (n = 676)	UCP (n = 549)	UM (n = 969)	UP (n = 496)
0 times	535 (70%)	543 (66%)	355 (35%)	572 (89%)	508 (75%)	461 (84%)	139 (14%)	464 (94%)
1-2 times	125 (16%)	175 (21%)	332 (33%)	54 (8%)	103 (15%)	55 (10%)	226 (23%)	25 (5%)
3-4 times	50 (7%)	44 (5%)	147 (15%)	12 (2%)	23 (3%)	16 (3%)	163 (17%)	3 (1%)
Over 5 times	53 (7%)	56 (7%)	173 (17%)	8 (1%)	42 (6%)	17 (3%)	441 (46%)	4 (1%)
$\chi^2 = 2,200.00; p < 0.01$								

Appendix D.26: Results of chi-square test of sampling strata versus number of times respondents observed black bears on their porch and/or deck

	NRCP (n = 764)	RME (n = 813)	RMW (n = 997)	RP (n = 641)	SRCP (n = 674)	UCP (n = 548)	UM (n = 966)	UP (n = 495)
0 times	736 (96%)	722 (89%)	738 (74%)	635 (99%)	652 (97%)	538 (98%)	543 (56%)	488 (99%)
1-2 times	21 (3%)	59 (7%)	169 (17%)	3 (<1%)	17 (3%)	8 (1%)	215 (22%)	6 (1%)
3-4 times	4 (1%)	17 (2%)	44 (4%)	1 (<1%)	3 (<1%)	2 (<1%)	76 (8%)	0 (0%)
Over 5 times	3 (<1%)	15 (2%)	46 (5%)	2 (<1%)	2 (<1%)	0 (0%)	132 (14%)	1 (<1%)
$\chi^2 = 1,200.00; p < 0.01$								

Appendix D.27: Results of chi-square test of sampling strata versus number of times respondents had a black bear get into or attempt to get into their bird feeders

	NRCP (n = 760)	RME (n = 814)	RMW (n = 993)	RP (n = 643)	SRCP (n = 678)	UCP (n = 547)	UM (n = 952)	UP (n = 496)
0 times	716 (94%)	709 (87%)	690 (69%)	626 (97%)	657 (97%)	536 (98%)	571 (60%)	488 (98%)
1-2 times	21 (3%)	58 (7%)	160 (16%)	11 (2%)	12 (2%)	9 (2%)	171 (18%)	6 (1%)
3-4 times	11 (1%)	27 (3%)	67 (7%)	5 (1%)	5 (1%)	1 (<1%)	77 (8%)	2 (<1%)
Over 5 times	12 (2%)	20 (2%)	76 (8%)	1 (<1%)	4 (1%)	1 (<1%)	133 (14%)	0 (0%)
$\chi^2 = 1,000.00; p < 0.01$								

Appendix D.28: Results of chi-square test of sampling strata versus number of times respondents had a black bear get into or attempt to get into their trash and/or recycling

	NRCP	RME	RMW	RP	SRCP	UCP	UM	UP
0 times	719 (94%)	714 (88%)	770 (77%)	631 (98%)	653 (96%)	534 (98%)	410 (42%)	409 (99%)
1-2 times	26 (3%)	59 (7%)	131 (13%)	8 (1%)	14 (2%)	7 (1%)	241 (25%)	4 (1%)
3-4 times	8 (1%)	12 (1%)	49 (5%)	1 (<1%)	5 (1%)	3 (1%)	106 (11%)	1 (<1%)
Over 5 times	9 (1%)	24 (3%)	51 (5%)	2 (0%)	6 (1%)	0 (0%)	209 (22%)	1 (<1%)
$\chi^2 = 1,700.00; p < 0.01$								

Appendix D.29: Results of chi-square test of sampling strata versus number of times respondents had a black bear enter or attempt to enter their home or vehicle

	NRCP (n = 765)	RME (n = 807)	RMW (n = 998)	RP (n = 643)	SRCP (n = 675)	UCP (n = 546)	UM (n = 965)	UP (n = 496)
0 times	758 (99%)	786 (97%)	949 (95%)	641 (99%)	665 (99%)	544 (99%)	844 (87%)	492 (99%)
1-2 times	5 (1%)	15 (2%)	39 (4%)	2 (<1%)	6 (1%)	1 (<1%)	92 (10%)	4 (1%)
3-4 times	2 (<1%)	3 (<1%)	3 (<1%)	0 (0%)	1 (<1%)	1 (<1%)	9 (1%)	0 (0%)
Over 5 times	0 (0%)	3 (<1%)	7 (1%)	0 (0%)	3 (<1%)	0 (0%)	20 (2%)	0 (0%)
$\chi^2 = 301.63; p < 0.01$								

Appendix D.30: Results of chi-square test of sampling strata versus number of times respondents had a black bear damage their home or property

	NRCP (n = 761)	RME (n = 806)	RMW (n = 992)	RP (n = 642)	SRCP (n = 672)	UCP (n = 545)	UM (n = 961)	UP (n = 497)
0 times	721 (95%)	750 (93%)	857 (86%)	631 (98%)	644 (96%)	532 (98%)	730 (76%)	494 (99%)
1-2 times	27 (4%)	46 (6%)	101 (10%)	8 (1%)	18 (3%)	11 (2%)	153 (16%)	1 (<1%)
3-4 times	8 (1%)	4 (<1%)	14 (1%)	3 (<1%)	5 (1%)	1 (<1%)	34 (4%)	1 (<1%)
Over 5 times	5 (1%)	6 (1%)	20 (2%)	0 (0%)	5 (1%)	1 (<1%)	44 (5%)	1 (<1%)
$\chi^2 = 463.58; p < 0.01$								

Appendix D.31: Results of chi-square test of sampling strata versus number of times respondents had a black bear damage their agricultural crops

	NRCP (n = 760)	RME (n = 799)	RMW (n = 993)	RP (n = 639)	SRCP (n = 669)	UCP (n = 546)	UM (n = 951)	UP (n = 495)
0 times	646 (85%)	762 (95%)	912 (92%)	614 (96%)	602 (90%)	515 (94%)	856 (90%)	490 (99%)
1-2 times	52 (7%)	23 (3%)	50 (5%)	19 (3%)	34 (5%)	16 (3%)	62 (7%)	2 (<1%)
3-4 times	15 (2%)	6 (1%)	17 (2%)	1 (<1%)	9 (1%)	8 (1%)	12 (1%)	2 (<1%)
Over 5 times	47 (6%)	8 (1%)	14 (1%)	5 (1%)	24 (4%)	7 (1%)	21 (2%)	1 (<1%)
$\chi^2 = 162.15; p < 0.01$								

Sampling strata and how it affects having taken various actions because a black bear has been in their area

Appendix D.32: Results of chi-square test of sampling strata versus respondents securing the lids of their trash and/or recycling containers to prevent bear access because a black bear had been in their area

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not secured lids of trash and/or recycling containers to prevent bear access	174 (68%)	186 (58%)	369 (53%)	56 (58%)	148 (69%)	68 (69%)	416 (49%)	26 (58%)
Have secured lids of trash and/or recycling containers to prevent bear access	81 (32%)	134 (42%)	331 (47%)	41 (31%)	67 (31%)	31 (31%)	435 (51%)	19 (42%)
$\chi^2 = 57.61; p < 0.01$								

Appendix D.33: Results of chi-square test of sampling strata versus respondents kept trash and/or recycling inside a building until the day of pick-up because a black bear had been in their area

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not kept trash and/or recycling inside a building until the day of pick-up	193 (76%)	168 (53%)	277 (40%)	64 (66%)	161 (75%)	80 (81%)	282 (33%)	28 (62%)
Have kept trash and/or recycling inside a building until the day of pick-up	62 (24%)	152 (47%)	423 (60%)	33 (34%)	54 (25%)	19 (19%)	569 (67%)	17 (38%)
$\chi^2 = 296.79; p < 0.01$								

Appendix D.34: Results of chi-square test of sampling strata versus respondents using a bear resistant trash container because a black bear had been in their area

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not used a bear-resistant trash container	246 (96%)	293 (92%)	617 (88%)	90 (93%)	201 (93%)	96 (97%)	681 (80%)	40 (89%)
Have used a bear-resistant trash container	9 (4%)	27 (8%)	83 (12%)	7 (7%)	14 (7%)	3 (3%)	170 (20%)	5 (11%)
$\chi^2 = 86.08; p < 0.01$								

Appendix D.35: Results of chi-square test of sampling strata versus respondents refraining from feeding pets outside because a black bear had been in their area

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not refrained from feeding pets outside	221 (87%)	223 (70%)	472 (67%)	73 (75%)	174 (81%)	77 (78%)	513 (60%)	30 (67%)
Have refrained from feeding pets outside	34 (13%)	97 (30%)	228 (33%)	24 (25%)	41 (19%)	22 (22%)	338 (40%)	15 (33%)
$\chi^2 = 88.17; p < 0.01$								

***Chi-square test ran for sampling strata versus respondents stored barbeque grill in a secure building when not in use because a black bear had been in their area. Results were not statistically significant.**

Appendix D.36: Results of chi-square test of sampling strata versus respondents avoided feeding birds and/or other wildlife because a black bear had been in their area

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not avoided feeding birds and/or other wildlife	205 (80%)	233 (73%)	431 (62%)	80 (82%)	190 (88%)	90 (91%)	412 (48%)	34 (76%)
Have avoided feeding birds and/or other wildlife	50 (20%)	87 (27%)	269 (38%)	17 (18%)	25 (12%)	9 (9%)	439 (52%)	11 (24%)
$\chi^2 = 237.31; p < 0.01$								

***Chi-square test ran for sampling strata versus respondents installed fencing or other excluding devices because a black bear had been in their area. Results were not statistically significant.**

Appendix D.37: Results of chi-square test of sampling strata versus respondents made noise to frighten a bear away

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not made noise to frighten bear away	194 (76%)	224 (76%)	452 (65%)	78 (80%)	169 (79%)	81 (82%)	394 (46%)	40 (89%)
Have made noise to frighten bear away	61 (24%)	76 (24%)	248 (35%)	19 (20%)	46 (21%)	18 (18%)	457 (54%)	5 (11%)
$\chi^2 = 209.76; p < 0.01$								

Appendix D.38: Results of chi-square test of sampling strata versus respondents kept pets inside or on leash because a black bear had been in their area

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not kept pets inside or on a leash	195 (76%)	205 (64%)	432 (62%)	67 (69%)	156 (73%)	71 (72%)	458 (54%)	26 (58%)
Have kept pets inside or on a leash	60 (24%)	115 (36%)	268 (38%)	30 (31%)	59 (27%)	28 (28%)	393 (46%)	19 (42%)
$\chi^2 = 64.08; p < 0.01$								

Appendix D.39: Results of chi-square test of sampling strata versus respondents allowed hunters on their property during the bear hunting season

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not allowed hunters on their property during the bear hunting season	189 (74%)	293 (92%)	621 (89%)	87 (90%)	181 (84%)	79 (80%)	839 (99%)	42 (93%)
Have allowed hunters on their property during the bear hunting season	66 (26%)	27 (8%)	79 (11%)	10 (10%)	34 (16%)	20 (20%)	12 (1%)	3 (7%)
$\chi^2 = 167.42; p < 0.01$								

***Chi-Squared test ran for sampling strata versus respondents discharging a firearm. Results were not statistically significant.**

Appendix D.40: Results of chi-square test of sampling strata versus respondents called NC wildlife helpline because a black bear had been in their area

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not called the NC wildlife helpline	253 (99%)	313 (98%)	680 (97%)	97 (100%)	209 (97%)	95 (96%)	810 (95%)	42 (93%)
Have called the NC wildlife helpline	2 (<1%)	7 (2%)	20 (3%)	0 (0%)	6 (3%)	4 (4%)	41 (5%)	3 (7%)
$\chi^2 = 18.53; p = 0.01$								

***Chi-Squared test ran for sampling strata versus respondents who contacted the state wildlife agency. Results were not statistically significant.**

***Chi-Squared test ran for sampling strata versus respondents who contacted other officials (animals control, sheriffs office, etc.). Results were not statistically significant.**

Appendix D.41: Results of chi-square test of sampling strata versus respondents have taken another action not listed because a black bear had been in their area

	NRCP (n = 255)	RME (n = 320)	RMW (n = 700)	RP (n = 97)	SRCP (n = 215)	UCP (n = 99)	UM (n = 851)	UP (n = 45)
Have not taken another action not listed	208 (81%)	270 (84%)	634 (90%)	77 (79%)	158 (73%)	81 (82%)	740 (87%)	36 (80%)
Have taken another action not listed	48 (19%)	50 (16%)	67 (10%)	20 (21%)	57 (27%)	18 (18%)	111 (13%)	9 (20%)
$\chi^2 = 48.79; p < 0.01$								

Sampling strata and how it affects likelihood to implement various actions to address issues with black bears

Appendix D.42: Results of chi-square test of sampling strata versus respondents' likelihood to implement keeping trash and/or recycling in a secure building until pick-up day

	NRCP (n = 748)	RME (n = 802)	RMW (n = 995)	RP (n = 632)	SRCP (n = 657)	UCP (n = 532)	UM (n = 958)	UP (n = 489)
Very unlikely	64 (8%)	79 (10%)	76 (8%)	42 (7%)	74 (11%)	45 (8%)	83 (9%)	27 (5%)
Unlikely	63 (8%)	57 (7%)	48 (5%)	26 (4%)	43 (6%)	36 (7%)	68 (7%)	119 (24%)
Likely	211 (28%)	195 (24%)	192 (19%)	169 (49%)	177 (26%)	123 (23%)	153 (16%)	100 (20%)
Very likely	310 (41%)	403 (50%)	611 (61%)	318 (49%)	293 (44%)	265 (49%)	611 (63%)	279 (56%)
No opinion/does not apply to me	100 (13%)	68 (8%)	68 (7%)	77 (12%)	70 (10%)	63 (12%)	43 (4%)	64 (13%)
$\chi^2 = 209.61; p < 0.01$								

Appendix D.43: Results of chi-square test of sampling strata versus respondents' likelihood to implement using an approved bear-resistant trash container

	NRCP (n = 747)	RME (n = 794)	RMW (n = 981)	RP (n = 631)	SRCP (n = 648)	UCP (n = 526)	UM (n = 943)	UP (n = 487)
Very unlikely	86 (12%)	87 (11%)	87 (9%)	40 (6%)	82 (13%)	41 (8%)	72 (8%)	28 (6%)
Unlikely	110 (15%)	97 (12%)	127 (13%)	64 (10%)	59 (9%)	63 (12%)	103 (11%)	31 (6%)
Likely	206 (28%)	183 (23%)	219 (22%)	155 (25%)	175 (27%)	115 (22%)	233 (25%)	106 (22%)
Very likely	229 (31%)	325 (41%)	407 (41%)	280 (44%)	242 (37%)	242 (46%)	463 (49%)	245 (50%)
No opinion/does not apply to me	116 (16%)	102 (13%)	141 (14%)	92 (15%)	90 (14%)	65 (12%)	72 (8%)	77 (16%)
$\chi^2 = 144.98; p < 0.01$								

Appendix D.44: Results of chi-square test of sampling strata versus respondents' likelihood to implement keeping bird seed or pet food in a secure building

	NRCP (n = 743)	RME (n = 803)	RMW (n = 993)	RP (n = 629)	SRCP (n = 651)	UCP (n = 533)	UM (n = 955)	UP (n = 489)
Very unlikely	69 (9%)	75 (9%)	54 (5%)	38 (6%)	69 (11%)	37 (7%)	39 (4%)	23 (5%)
Unlikely	59 (8%)	46 (6%)	48 (5%)	26 (4%)	48 (7%)	35 (7%)	38 (4%)	17 (3%)
Likely	207 (28%)	198 (25%)	232 (23%)	167 (27%)	179 (27%)	128 (24%)	171 (18%)	111 (23%)
Very likely	288 (39%)	385 (48%)	563 (57%)	306 (49%)	273 (42%)	255 (48%)	621 (65%)	253 (52%)
No opinion/does not apply to me	120 (16%)	99 (12%)	96 (10%)	92 (15%)	82 (13%)	78 (15%)	86 (9%)	85 (17%)
$\chi^2 = 208.01; p < 0.01$								

Appendix D.45: Results of chi-square test of sampling strata versus respondents' likelihood to implement removing pet food from outdoors after pets are done feeding

	NRCP (n = 745)	RME (n = 798)	RMW (n = 979)	RP (n = 633)	SRCP (n = 647)	UCP (n = 531)	UM (n = 946)	UP (n = 488)
Very unlikely	63 (8%)	68 (9%)	56 (6%)	40 (6%)	69 (11%)	33 (6%)	36 (4%)	16 (3%)
Unlikely	59 (8%)	61 (8%)	43 (4%)	28 (4%)	41 (6%)	27 (5%)	23 (2%)	12 (2%)
Likely	170 (23%)	172 (22%)	171 (17%)	137 (22%)	152 (23%)	106 (20%)	124 (13%)	93 (19%)
Very likely	268 (36%)	322 (40%)	463 (47%)	297 (47%)	253 (39%)	257 (48%)	493 (52%)	242 (50%)
No opinion/does not apply to me	185 (25%)	175 (22%)	246 (25%)	131 (21%)	132 (20%)	108 (20%)	270 (29%)	125 (26%)
$\chi^2 = 183.52; p < 0.01$								

Appendix D.46: Results of chi-square test of sampling strata versus respondents' likelihood to implement securing barbeque grills in a secure building when not in use

	NRCP (n = 745)	RME (n = 796)	RMW (n = 981)	RP (n = 630)	SRCP (n = 649)	UCP (n = 531)	UM (n = 947)	UP (n = 487)
Very unlikely	85 (11%)	104 (13%)	139 (14%)	66 (10%)	94 (14%)	47 (9%)	138 (15%)	33 (7%)
Unlikely	157 (21%)	186 (23%)	242 (25%)	107 (17%)	124 (19%)	102 (19%)	249 (26%)	85 (17%)
Likely	201 (27%)	180 (23%)	180 (18%)	155 (25%)	156 (24%)	136 (25%)	148 (16%)	119 (24%)
Very likely	191 (26%)	216 (27%)	278 (28%)	209 (33%)	181 (28%)	171 (32%)	275 (29%)	168 (34%)
No opinion/does not apply to me	111 (15%)	110 (14%)	142 (14%)	93 (15%)	94 (14%)	77 (15%)	137 (14%)	82 (17%)
$\chi^2 = 113.11; p < 0.01$								

Appendix D.47: Results of chi-square test of sampling strata versus respondents' likelihood to implement stopping feeding birds and/or other wildlife year-round

	NRCP (n = 743)	RME (n = 792)	RMW (n = 976)	RP (n = 632)	SRCP (n = 647)	UCP (n = 531)	UM (n = 939)	UP (n = 487)
Very unlikely	163 (22%)	181 (23%)	228 (23%)	124 (20%)	170 (26%)	109 (21%)	170 (18%)	69 (14%)
Unlikely	248 (33%)	264 (33%)	290 (30%)	196 (31%)	191 (30%)	178 (34%)	231 (25%)	160 (33%)
Likely	100 (13%)	116 (15%)	131 (13%)	104 (16%)	92 (14%)	62 (12%)	152 (16%)	80 (16%)
Very likely	91 (12%)	117 (15%)	229 (23%)	100 (16%)	83 (13%)	87 (16%)	285 (30%)	84 (17%)
No opinion/does not apply to me	141 (19%)	114 (14%)	98 (10%)	108 (17%)	111 (17%)	95 (18%)	101 (11%)	94 (19%)
$\chi^2 = 222.30; p < 0.01$								

Appendix D.48: Results of chi-square test of sampling strata versus respondents' likelihood to implement stopping feeding birds and/or other wildlife when bears are active

	NRCP (n = 743)	RME (n = 789)	RMW (n = 973)	RP (n = 632)	SRCP (n = 645)	UCP (n = 532)	UM (n = 946)	UP (n = 487)
Very unlikely	112 (15%)	127 (16%)	155 (16%)	71 (11%)	127 (20%)	67 (13%)	103 (11%)	44 (9%)
Unlikely	167 (22%)	166 (21%)	162 (17%)	119 (19%)	116 (18%)	120 (23%)	122 (13%)	80 (16%)
Likely	178 (24%)	190 (24%)	229 (24%)	174 (28%)	162 (25%)	112 (21%)	222 (23%)	135 (28%)
Very likely	145 (20%)	195 (25%)	322 (33%)	164 (26%)	133 (21%)	138 (26%)	392 (41%)	137 (28%)
No opinion/does not apply to me	141 (19%)	111 (14%)	105 (11%)	104 (16%)	107 (17%)	95 (18%)	107 (11%)	91 (19%)
$\chi^2 = 223.96; p < 0.01$								

Appendix D.49: Results of chi-square test of sampling strata versus respondents' likelihood to implement keeping pets inside or on leash at all times

	NRCP (n = 744)	RME (n = 789)	RMW (n = 972)	RP (n = 627)	SRCP (n = 643)	UCP (n = 531)	UM (n = 945)	UP (n = 488)
Very unlikely	96 (13%)	104 (13%)	134 (16%)	67 (11%)	99 (15%)	58 (11%)	119 (13%)	31 (6%)
Unlikely	171 (23%)	165 (21%)	183 (17%)	112 (18%)	120 (19%)	108 (20%)	150 (16%)	69 (14%)
Likely	173 (23%)	164 (21%)	209 (24%)	154 (25%)	148 (23%)	110 (21%)	166 (18%)	134 (27%)
Very likely	146 (20%)	213 (27%)	276 (33%)	188 (30%)	156 (24%)	167 (31%)	326 (34%)	154 (32%)
No opinion/does not apply to me	158 (21%)	143 (18%)	170 (11%)	106 (17%)	120 (19%)	88 (17%)	184 (19%)	100 (20%)
$\chi^2 = 110.27; p < 0.01$								

Appendix D.50: Results of chi-square test of sampling strata versus respondents' likelihood to implement installing fencing or other devices

	NRCP (n = 743)	RME (n = 790)	RMW (n = 958)	RP (n = 627)	SRCP (n = 641)	UCP (n = 530)	UM (n = 932)	UP (n = 484)
Very unlikely	172 (23%)	202 (26%)	293 (31%)	106 (17%)	140 (22%)	83 (16%)	275 (30%)	65 (13%)
Unlikely	192 (26%)	254 (32%)	273 (28%)	159 (25%)	133 (21%)	128 (24%)	221 (24%)	114 (24%)
Likely	143 (19%)	111 (14%)	122 (13%)	142 (23%)	140 (22%)	107 (20%)	132 (14%)	113 (23%)
Very likely	115 (15%)	97 (12%)	146 (15%)	128 (20%)	134 (21%)	130 (25%)	184 (20%)	103 (21%)
No opinion/does not apply to me	121 (16%)	126 (16%)	124 (13%)	92 (15%)	94 (15%)	82 (15%)	120 (13%)	89 (18%)
$\chi^2 = 213.71; p < 0.01$								

Appendix D.51: Results of chi-square test of sampling strata versus respondents' likelihood to implement learning more about living responsibly with bears

	NRCP (n = 748)	RME (n = 792)	RMW (n = 981)	RP (n = 632)	SRCP (n = 649)	UCP (n = 530)	UM (n = 943)	UP (n = 487)
Very unlikely	57 (8%)	65 (8%)	55 (6%)	33 (5%)	48 (7%)	26 (5%)	34 (4%)	15 (3%)
Unlikely	60 (8%)	59 (7%)	88 (9%)	36 (6%)	48 (7%)	35 (7%)	60 (6%)	12 (2%)
Likely	270 (36%)	273 (34%)	347 (35%)	189 (30%)	232 (36%)	166 (31%)	319 (34%)	151 (31%)
Very likely	271 (36%)	328 (41%)	422 (43%)	295 (47%)	258 (40%)	239 (45%)	483 (51%)	242 (50%)
No opinion/does not apply to me	90 (12%)	67 (8%)	69 (7%)	79 (13%)	63 (10%)	64 (12%)	47 (5%)	67 (14%)
$\chi^2 = 143.52; p < 0.01$								

Appendix D.52: Results of chi-square test of sampling strata versus respondents' likelihood to implement creating communities that have pledged to secure wildlife attractants

	NRCP (n = 728)	RME (n = 783)	RMW (n = 950)	RP (n = 623)	SRCP (n = 634)	UCP (n = 530)	UM (n = 930)	UP (n = 486)
Very unlikely	92 (13%)	103 (13%)	125 (13%)	69 (11%)	86 (14%)	55 (10%)	114 (12%)	39 (8%)
Unlikely	148 (20%)	160 (20%)	195 (21%)	112 (18%)	113 (18%)	101 (19%)	148 (16%)	87 (18%)
Likely	186 (26%)	192 (25%)	212 (22%)	158 (25%)	163 (26%)	135 (25%)	237 (25%)	123 (25%)
Very likely	109 (15%)	127 (16%)	182 (19%)	123 (20%)	113 (18%)	114 (22%)	225 (24%)	111 (23%)
No opinion/does not apply to me	193 (27%)	201 (26%)	236 (25%)	161 (26%)	159 (25%)	125 (24%)	206 (22%)	126 (26%)
$\chi^2 = 54.98; p < 0.01$								

Sampling strata and how it affects support for different actions if they were included in a local, city, or county ordinance required for people living in areas with bears

Appendix D.53: Results of chi-square test of sampling strata versus respondents' support for keeping trash and/or recycling in a secure building until pick-up day

	NRCP (n = 751)	RME (n = 796)	RMW (n = 995)	RP (n = 629)	SRCP (n = 654)	UCP (n = 534)	UM (n = 961)	UP (n = 486)
Strongly oppose	84 (11%)	66 (8%)	71 (7%)	58 (9%)	54 (8%)	41 (8%)	71 (7%)	21 (4%)
Somewhat oppose	69 (9%)	59 (7%)	80 (8%)	44 (7%)	57 (9%)	51 (10%)	119 (12%)	34 (7%)
Neutral or no opinion	169 (23%)	152 (19%)	147 (15%)	117 (19%)	131 (20%)	81 (15%)	109 (11%)	85 (17%)
Somewhat support	185 (25%)	193 (24%)	226 (23%)	160 (25%)	147 (22%)	118 (22%)	200 (21%)	136 (28%)
Strongly support	244 (32%)	326 (41%)	471 (47%)	250 (40%)	265 (41%)	243 (46%)	465 (48%)	210 (43%)
$\chi^2 = 129.39; p < 0.01$								

Appendix D.54: Results of chi-square test of sampling strata versus respondents' support for using an approved bear-resistant trash container

	NRCP (n = 747)	RME (n = 793)	RMW (n = 990)	RP (n = 629)	SRCP (n = 651)	UCP (n = 533)	UM (n = 963)	UP (n = 487)
Strongly oppose	70 (9%)	59 (7%)	78 (8%)	52 (8%)	47 (7%)	28 (5%)	39 (4%)	16 (3%)
Somewhat oppose	47 (6%)	44 (6%)	52 (5%)	35 (6%)	37 (6%)	36 (7%)	35 (4%)	26 (5%)
Neutral or no opinion	183 (25%)	153 (19%)	178 (18%)	113 (18%)	120 (18%)	83 (16%)	127 (13%)	77 (16%)
Somewhat support	209 (28%)	203 (26%)	247 (25%)	158 (25%)	176 (27%)	138 (26%)	223 (23%)	119 (24%)
Strongly support	238 (32%)	334 (42%)	435 (44%)	271 (43%)	271 (42%)	248 (47%)	539 (56%)	249 (51%)
$\chi^2 = 143.90; p < 0.01$								

Appendix D.55: Results of chi-square test of sampling strata versus respondents' support for stopping feeding birds and/or other wildlife year-round

	NRCP (n = 745)	RME (n = 791)	RMW (n = 990)	RP (n = 628)	SRCP (n = 652)	UCP (n = 534)	UM (n = 962)	UP (n = 483)
Strongly oppose	212 (28%)	205 (26%)	289 (29%)	153 (24%)	174 (27%)	114 (21%)	218 (23%)	86 (18%)
Somewhat oppose	181 (24%)	206 (26%)	214 (22%)	157 (25%)	126 (19%)	143 (27%)	197 (20%)	131 (27%)
Neutral or no opinion	186 (25%)	187 (24%)	216 (22%)	140 (22%)	171 (26%)	128 (24%)	191 (20%)	118 (24%)
Somewhat support	97 (13%)	100 (13%)	130 (13%)	97 (15%)	86 (13%)	77 (14%)	162 (17%)	74 (15%)
Strongly support	69 (9%)	93 (12%)	141 (14%)	81 (13%)	95 (15%)	72 (13%)	194 (20%)	74 (15%)
$\chi^2 = 105.47; p < 0.01$								

Appendix D.56: Results of chi-square test of sampling strata versus respondents' support for stopping feeding birds and/or other wildlife when bears are active

	NRCP (n = 749)	RME (n = 792)	RMW (n = 988)	RP (n = 627)	SRCP (n = 650)	UCP (n = 532)	UM (n = 962)	UP (n = 487)
Strongly oppose	144 (19%)	122 (15%)	177 (18%)	99 (16%)	114 (17%)	76 (14%)	119 (12%)	37 (8%)
Somewhat oppose	133 (18%)	124 (16%)	139 (14%)	89 (14%)	102 (16%)	99 (19%)	129 (13%)	80 (16%)
Neutral or no opinion	180 (24%)	170 (21%)	195 (20%)	139 (22%)	147 (23%)	105 (20%)	145 (15%)	121 (25%)
Somewhat support	155 (21%)	207 (26%)	225 (23%)	157 (25%)	136 (21%)	115 (22%)	240 (25%)	128 (26%)
Strongly support	137 (18%)	169 (21%)	252 (26%)	143 (23%)	151 (23%)	137 (26%)	329 (34%)	121 (25%)
$\chi^2 = 138.47; p < 0.01$								

Appendix D.57: Results of chi-square test of sampling strata versus respondents' support for prohibiting feeding bears

	NRCP (n = 751)	RME (n = 795)	RMW (n = 996)	RP (n = 630)	SRCP (n = 653)	UCP (n = 532)	UM (n = 963)	UP (n = 485)
Strongly oppose	54 (7%)	50 (6%)	58 (6%)	42 (7%)	26 (4%)	23 (4%)	26 (3%)	11 (3%)
Somewhat oppose	30 (4%)	31 (4%)	42 (4%)	17 (3%)	16 (3%)	20 (4%)	25 (3%)	9 (2%)
Neutral or no opinion	114 (15%)	96 (12%)	93 (9%)	76 (12%)	103 (16%)	55 (10%)	39 (4%)	56 (12%)
Somewhat support	89 (12%)	102 (13%)	88 (9%)	85 (13%)	71 (11%)	66 (12%)	66 (7%)	49 (10%)
Strongly support	464 (62%)	516 (65%)	715 (72%)	410 (65%)	437 (67%)	368 (69%)	807 (84%)	360 (74%)
$\chi^2 = 186.57; p < 0.01$								

Sampling strata and how it affects knowledge about black bears and NCWRC

Appendix D.58: Results of chi-square test of sampling strata versus respondents' knowledge that NC only has one species of bear and that it is the black bear

	NRCP (n = 763)	RME (n = 812)	RMW (n = 996)	RP (n = 650)	SRCP (n = 668)	UCP (n = 547)	UM (n = 968)	UP (n = 501)
Did not know	197 (26%)	160 (20%)	118 (12%)	199 (31%)	214 (32%)	198 (36%)	98 (10%)	147 (29%)
Knew	566 (74%)	652 (80%)	878 (88%)	451 (69%)	454 (68%)	349 (64%)	870 (90%)	354 (71%)
$\chi^2 = 289.62; p < 0.01$								

Appendix D.59: Results of chi-square test of sampling strata versus respondents' knowledge that there is a state wildlife agency that is responsible for managing and conserving fish and wildlife in NC

	NRCP (n = 765)	RME (n = 811)	RMW (n = 993)	RP (n = 651)	SRCP (n = 671)	UCP (n = 551)	UM (n = 963)	UP (n = 501)
Did not know	30 (4%)	31 (4%)	23 (2%)	39 (6%)	27 (4%)	24 (4%)	28 (3%)	21 (4%)
Knew	735 (96%)	780 (96%)	970 (98%)	612 (94%)	644 (96%)	527 (96%)	935 (97%)	480 (96%)
$\chi^2 = 17.52; p = 0.01$								

Appendix D.60: Results of chi-square test of sampling strata versus respondents' knowledge that black bear populations in NC were successfully restored by the state wildlife agency and are now in most areas of the state

	NRCP (n = 761)	RME (n = 810)	RMW (n = 990)	RP (n = 652)	SRCP (n = 669)	UCP (n = 544)	UM (n = 960)	UP (n = 500)
Did not know	221 (29%)	266 (33%)	285 (29%)	253 (39%)	233 (35%)	209 (38%)	275 (29%)	229 (46%)
Knew	540 (71%)	544 (67%)	705 (71%)	399 (61%)	436 (65%)	335 (62%)	685 (71%)	271 (54%)
$\chi^2 = 75.61; p < 0.01$								

Appendix D.61: Results of chi-square test of sampling strata versus respondents' knowledge that there has been a regulated hunting season on black bears in NC for 100 years

	NRCP (n = 761)	RME (n = 804)	RMW (n = 989)	RP (n = 649)	SRCP (n = 664)	UCP (n = 545)	UM (n = 960)	UP (n = 497)
Did not know	263 (35%)	280 (35%)	249 (25%)	301 (46%)	264 (40%)	232 (43%)	332 (35%)	249 (50%)
Knew	498 (65%)	524 (65%)	740 (75%)	348 (54%)	400 (60%)	313 (57%)	628 (65%)	248 (50%)
$\chi^2 = 135.83; p < 0.01$								

Sampling strata and how it affects how it affects opinions on bears and bear management

Appendix D.62: Results of chi-square test of sampling strata versus respondents' agreement that it is important to have a healthy, viable population of bears in NC

	NRCP (n = 758)	RME (n = 807)	RMW (n = 987)	RP (n = 647)	SRCP (n = 666)	UCP (n = 546)	UM (n = 964)	UP (n = 498)
Strongly disagree	24 (3%)	21 (3%)	14 (1%)	18 (3%)	16 (2%)	11 (2%)	21 (2%)	19 (4%)
Disagree	20 (3%)	15 (2%)	14 (1%)	16 (2%)	15 (2%)	13 (2%)	16 (2%)	8 (2%)
Neither agree nor disagree	129 (17%)	115 (14%)	101 (10%)	112 (17%)	96 (14%)	76 (14%)	81 (8%)	66 (13%)
Agree	326 (43%)	353 (44%)	367 (37%)	281 (43%)	313 (47%)	229 (42%)	338 (35%)	213 (43%)
Strongly agree	259 (34%)	303 (38%)	491 (50%)	220 (34%)	226 (34%)	217 (40%)	508 (53%)	192 (39%)
$\chi^2 = 157.14; p < 0.01$								

Appendix D.63: Results of chi-square test of sampling strata versus respondents' agreement that it is important to have a healthy, viable population of bears where they live

	NRCP (n = 754)	RME (n = 801)	RMW (n = 989)	RP (n = 643)	SRCP (n = 662)	UCP (n = 546)	UM (n = 964)	UP (n = 497)
Strongly disagree	44 (6%)	39 (5%)	24 (2%)	47 (7%)	29 (4%)	25 (5%)	46 (8%)	38 (8%)
Disagree	67 (9%)	90 (11%)	55 (6%)	76 (12%)	64 (10%)	69 (13%)	60 (6%)	76 (15%)
Neither agree nor disagree	210 (28%)	224 (28%)	159 (16%)	243 (38%)	185 (28%)	177 (32%)	132 (14%)	193 (39%)
Agree	267 (35%)	279 (35%)	360 (36%)	191 (30%)	248 (37%)	177 (32%)	323 (34%)	127 (26%)
Strongly agree	166 (22%)	169 (21%)	391 (40%)	86 (13%)	136 (21%)	98 (18%)	403 (42%)	63 (13%)
$\chi^2 = 546.44; p < 0.01$								

Appendix D.64: Results of chi-square test of sampling strata versus respondents' agreement that black bears living in their area cause problems for residents

	NRCP (n = 753)	RME (n = 803)	RMW (n = 984)	RP (n = 642)	SRCP (n = 659)	UCP (n = 540)	UM (n = 963)	UP (n = 491)
Strongly disagree	105 (14%)	91 (11%)	147 (15%)	82 (13%)	118 (18%)	96 (18%)	80 (8%)	80 (16%)
Disagree	257 (34%)	217 (27%)	317 (32%)	182 (28%)	198 (30%)	149 (28%)	230 (24%)	115 (23%)
Neither agree nor disagree	274 (36%)	313 (39%)	294 (30%)	267 (42%)	242 (37%)	202 (37%)	262 (27%)	199 (41%)
Agree	94 (12%)	151 (19%)	183 (19%)	84 (13%)	76 (12%)	72 (13%)	286 (30%)	76 (15%)
Strongly agree	23 (3%)	31 (4%)	43 (4%)	27 (4%)	25 (4%)	21 (4%)	105 (11%)	21 (4%)
$\chi^2 = 310.59; p < 0.01$								

Appendix D.65: Results of chi-square test of sampling strata versus respondents' agreement that black bears will be more of a problem in their area in the future

	NRCP (n = 756)	RME (n = 803)	RMW (n = 983)	RP (n = 647)	SRCP (n = 662)	UCP (n = 545)	UM (n = 965)	UP (n = 495)
Strongly disagree	76 (10%)	71 (9%)	125 (13%)	57 (9%)	85 (13%)	65 (12%)	73 (8%)	48 (10%)
Disagree	179 (24%)	170 (21%)	258 (26%)	146 (23%)	168 (25%)	155 (28%)	183 (19%)	139 (28%)
Neither agree nor disagree	348 (46%)	370 (46%)	378 (38%)	304 (47%)	271 (41%)	234 (43%)	353 (37%)	209 (42%)
Agree	129 (17%)	158 (20%)	169 (17%)	117 (18%)	104 (16%)	78 (14%)	234 (24%)	82 (17%)
Strongly agree	24 (3%)	34 (4%)	53 (5%)	23 (4%)	34 (5%)	13 (2%)	122 (13%)	17 (3%)
$\chi^2 = 212.30; p < 0.01$								

Appendix D.66: Results of chi-square test of sampling strata versus respondents' agreement that by following simple precautions, people can prevent conflicts with black bears

	NRCP (n = 755)	RME (n = 805)	RMW (n = 989)	RP (n = 647)	SRCP (n = 664)	UCP (n = 545)	UM (n = 964)	UP (n = 497)
Strongly disagree	10 (1%)	14 (2%)	18 (2%)	11 (2%)	10 (2%)	8 (1%)	12 (1%)	8 (1%)
Disagree	20 (3%)	21 (3%)	15 (2%)	20 (3%)	14 (2%)	12 (2%)	40 (4%)	20 (4%)
Neither agree nor disagree	76 (10%)	77 (10%)	69 (7%)	65 (10%)	66 (10%)	50 (9%)	51 (5%)	41 (8%)
Agree	425 (56%)	423 (53%)	458 (46%)	361 (56%)	362 (55%)	275 (50%)	383 (40%)	262 (53%)
Strongly agree	224 (30%)	270 (34%)	429 (43%)	190 (29%)	212 (32%)	200 (37%)	478 (50%)	166 (33%)
$\chi^2 = 160.18; p < 0.01$								

Appendix D.67: Results of chi-square test of sampling strata versus respondents' agreement that even if they never see a black bear in the wild, it is important for them to know they exist in NC

	NRCP (n = 758)	RME (n = 802)	RMW (n = 985)	RP (n = 648)	SRCP (n = 666)	UCP (n = 546)	UM (n = 960)	UP (n = 497)
Strongly disagree	8 (1%)	6 (<1%)	8 (<1%)	10 (2%)	11 (2%)	7 (1%)	12 (1%)	4 (<1%)
Disagree	4 (<1%)	5 (<1%)	8 (<1%)	3 (<1%)	5 (<1%)	4 (<1%)	10 (1%)	6 (1%)
Neither agree nor disagree	57 (8%)	54 (7%)	58 (6%)	42 (6%)	49 (7%)	29 (5%)	58 (6%)	30 (6%)
Agree	363 (48%)	344 (43%)	377 (38%)	312 (48%)	313 (47%)	236 (43%)	320 (33%)	213 (43%)
Strongly agree	326 (43%)	393 (49%)	534 (54%)	281 (43%)	288 (43%)	270 (49%)	560 (58%)	244 (49%)
$\chi^2 = 86.20; p < 0.01$								

Appendix D.68: Results of chi-square test of sampling strata versus respondents' agreement that regulated bear hunting, when properly managed, is compatible with healthy bear populations

	NRCP (n = 756)	RME (n = 804)	RMW (n = 988)	RP (n = 648)	SRCP (n = 664)	UCP (n = 547)	UM (n = 963)	UP (n = 497)
Strongly disagree	12 (2%)	25 (3%)	32 (3%)	19 (3%)	13 (2%)	4 (<1%)	47 (5%)	11 (2%)
Disagree	11 (1%)	26 (3%)	32 (3%)	19 (3%)	14 (2%)	17 (3%)	63 (7%)	30 (6%)
Neither agree nor disagree	110 (15%)	130 (16%)	152 (15%)	104 (16%)	96 (14%)	85 (16%)	178 (18%)	82 (17%)
Agree	353 (47%)	346 (43%)	421 (43%)	290 (45%)	291 (44%)	250 (46%)	359 (37%)	222 (45%)
Strongly agree	270 (36%)	277 (34%)	351 (36%)	216 (33%)	250 (38%)	191 (35%)	316 (33%)	152 (31%)
$\chi^2 = 100.93; p < 0.01$								

Appendix D.69: Results of chi-square test of sampling strata versus respondents' agreement that if wildlife managers determined that regulated hunting was necessary to achieve the desired number of bears in their area, they would support licensed hunters harvesting bears

	NRCP (n = 756)	RME (n = 803)	RMW (n = 986)	RP (n = 647)	SRCP (n = 664)	UCP (n = 544)	UM (n = 959)	UP (n = 495)
Strongly disagree	24 (3%)	35 (4%)	63 (6%)	27 (4%)	28 (4%)	16 (3%)	82 (9%)	23 (5%)
Disagree	26 (3%)	49 (6%)	45 (5%)	34 (5%)	22 (3%)	30 (6%)	86 (9%)	32 (6%)
Neither agree nor disagree	86 (11%)	97 (12%)	123 (12%)	85 (13%)	93 (14%)	63 (12%)	151 (16%)	79 (16%)
Agree	347 (46%)	363 (45%)	423 (43%)	292 (45%)	293 (44%)	236 (43%)	352 (37%)	216 (44%)
Strongly agree	273 (36%)	259 (32%)	332 (34%)	209 (32%)	228 (34%)	199 (37%)	288 (30%)	145 (30%)
$\chi^2 = 108.42; p < 0.01$								

Appendix D.70: Results of chi-square test of sampling strata versus respondents' agreement that the presence of black bears in NC increases their quality of life

	NRCP (n = 756)	RME (n = 803)	RMW (n = 986)	RP (n = 646)	SRCP (n = 661)	UCP (n = 546)	UM (n = 963)	UP (n = 496)
Strongly disagree	38 (5%)	20 (4%)	32 (3%)	24 (4%)	20 (3%)	13 (2%)	31 (3%)	23 (5%)
Disagree	39 (5%)	56 (7%)	37 (4%)	41 (6%)	42 (6%)	36 (7%)	51 (5%)	23 (5%)
Neither agree nor disagree	339 (45%)	330 (41%)	312 (32%)	311 (48%)	310 (47%)	246 (45%)	238 (25%)	208 (42%)
Agree	189 (25%)	228 (28%)	285 (29%)	162 (25%)	182 (28%)	134 (25%)	301 (31%)	138 (28%)
Strongly agree	151 (20%)	169 (21%)	320 (33%)	108 (17%)	107 (16%)	117 (21%)	342 (36%)	104 (21%)
$\chi^2 = 260.83; p < 0.01$								

Sampling strata and how it affects willingness to contribute to bear conservation and management

Appendix D.71: Results of chi-square test of sampling strata versus respondents' willingness to contribute to a non-profit fund for black bear conservation

	NRCP (n = 720)	RME (n = 764)	RMW (n = 934)	RP (n = 625)	SRCP (n = 634)	UCP (n = 531)	UM (n = 925)	UP (n = 474)
Would not contribute	508 (71%)	522 (68%)	580 (62%)	440 (70%)	441 (70%)	351 (66%)	526 (57%)	299 (63%)
Would contribute	212 (29%)	242 (32%)	354 (38%)	185 (30%)	193 (30%)	180 (34%)	399 (43%)	175 (37%)
$\chi^2 = 58.62; p < 0.01$								

***Chi-Squared test ran for sampling strata versus respondents' reason for not contributing to a non-profit fund for bear conservation and management. Results for all 5 options were not statistically significant.**

Sampling strata and how it affects participation in other outdoor activities

Appendix D.72: Results of chi-square test of sampling strata versus respondents participating in hiking in the last 12 months

	NRCP (n = 728)	RME (n = 758)	RMW (n = 951)	RP (n = 615)	SRCP (n = 635)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	403 (55%)	255 (34%)	258 (27%)	265 (43%)	355 (56%)	229 (44%)	204 (22%)	164 (35%)
Participated	325 (45%)	503 (66%)	693 (73%)	350 (57%)	280 (44%)	228 (56%)	738 (78%)	311 (65%)
$\chi^2 = 358.20; p < 0.01$								

Appendix D.73: Results of chi-square test of sampling strata versus respondents participating in fishing in the last 12 months

	NRCP (n = 728)	RME (n = 758)	RMW (n = 951)	RP (n = 615)	SRCP (n = 635)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	338 (46%)	403 (53%)	579 (61%)	317 (52%)	323 (51%)	271 (52%)	692 (73%)	293 (62%)
Participated	390 (54%)	355 (47%)	372 (39%)	298 (48%)	312 (49%)	246 (48%)	250 (27%)	182 (38%)
$\chi^2 = 173.73; p < 0.01$								

Appendix D.74: Results of chi-square test of sampling strata versus respondents participating in camping in the last 12 months

	NRCP (n = 728)	RME (n = 758)	RMW (n = 951)	RP (n = 615)	SRCP (n = 635)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	563 (77%)	531 (70%)	647 (68%)	426 (69%)	479 (75%)	392 (63%)	596 (63%)	329 (69%)
Participated	165 (23%)	227 (30%)	304 (32%)	189 (31%)	156 (25%)	125 (24%)	346 (37%)	146 (31%)
$\chi^2 = 58.16; p < 0.01$								

Appendix D.75: Results of chi-square test of sampling strata versus respondents participating in gardening in the last 12 months

	NRCP (n = 728)	RME (n = 758)	RMW (n = 951)	RP (n = 615)	SRCP (n = 635)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	253 (35%)	216 (28%)	254 (27%)	185 (30%)	209 (33%)	138 (27%)	208 (22%)	150 (32%)
Participated	475 (65%)	542 (72%)	697 (73%)	430 (70%)	426 (67%)	379 (73%)	734 (78%)	325 (68%)
$\chi^2 = 44.09; p < 0.01$								

Appendix D.76: Results of chi-square test of sampling strata versus respondents participating in hunting in the last 12 months

	NRCP (n = 728)	RME (n = 758)	RMW (n = 950)	RP (n = 615)	SRCP (n = 635)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	495 (68%)	560 (74%)	753 (79%)	450 (73%)	448 (71%)	395 (76%)	852 (90%)	402 (85%)
Participated	233 (32%)	198 (26%)	197 (21%)	165 (27%)	187 (29%)	122 (24%)	90 (10%)	73 (15%)
$\chi^2 = 174.01; p < 0.01$								

Appendix D.77: Results of chi-square test of sampling strata versus respondents participating in hunting for bear, specifically, in the last 12 months

	NRCP (n = 728)	RME (n = 758)	RMW (n = 950)	RP (n = 615)	SRCP (n = 635)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	685 (94%)	733 (97%)	912 (96%)	604 (98%)	608 (96%)	491 (95%)	929 (99%)	470 (99%)
Participated	43 (6%)	25 (3%)	38 (4%)	11 (2%)	27 (4%)	26 (5%)	13 (1%)	5 (1%)
$\chi^2 = 45.77; p < 0.01$								

Appendix D.78: Results of chi-square test of sampling strata versus respondents participating in boating in the last 12 months

	NRCP (n = 728)	RME (n = 758)	RMW (n = 951)	RP (n = 615)	SRCP (n = 635)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	379 (52%)	489 (65%)	651 (68%)	374 (61%)	345 (54%)	270 (52%)	668 (71%)	292 (61%)
Participated	349 (48%)	269 (35%)	300 (32%)	241 (39%)	290 (46%)	247 (48%)	274 (29%)	183 (29%)
$\chi^2 = 117.80; p < 0.01$								

Appendix D.79: Results of chi-square test of sampling strata versus respondents participating in kayaking/paddle sports in the last 12 months

	NRCP (n = 728)	RME (n = 758)	RMW (n = 950)	RP (n = 615)	SRCP (n = 635)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	585 (80%)	551 (73%)	727 (77%)	467 (76%)	504 (79%)	375 (73%)	676 (72%)	357 (75%)
Participated	143 (20%)	207 (27%)	223 (23%)	148 (24%)	131 (21%)	142 (27%)	266 (28%)	118 (25%)
$\chi^2 = 27.85; p < 0.01$								

Appendix D.80: Results of chi-square test of sampling strata versus respondents participating in wildlife watching in the last 12 months

	NRCP (n = 728)	RME (n = 758)	RMW (n = 949)	RP (n = 615)	SRCP (n = 635)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	587 (81%)	603 (80%)	753 (79%)	488 (79%)	510 (80%)	378 (73%)	671 (71%)	360 (76%)
Participated	141 (19%)	155 (20%)	196 (21%)	127 (21%)	125 (20%)	139 (27%)	271 (29%)	115 (24%)
$\chi^2 = 39.47; p < 0.01$								

Appendix D.81: Results of chi-square test of sampling strata versus respondents participating in another outdoor activity not listed in the last 12 months

	NRCP (n = 728)	RME (n = 757)	RMW (n = 949)	RP (n = 615)	SRCP (n = 634)	UCP (n = 517)	UM (n = 942)	UP (n = 475)
Did not participate	626 (86%)	674 (89%)	849 (89%)	558 (91%)	563 (89%)	451 (87%)	845 (90%)	436 (92%)
Participated	102 (14%)	83 (11%)	100 (11%)	57 (9%)	71 (11%)	66 (13%)	97 (10%)	39 (8%)
$\chi^2 = 14.80; p = 0.04$								

Appendix E: Breakdown of Responses via Survey Instrument

Distribution Breakdown

Distribution	Count
QR Code	2,583 (42%)
Link	1,178 (19%)
Packet	2,376 (39%)
Total	6,137

Responses from each sampling strata

Sampling strata	Count
RME	838 (14%)
RMW	1,029 (17%)
UM	986 (16%)
NRCP	794 (13%)
SRCP	704 (11%)
RP	684 (11%)
UCP	576 (9%)
UP	526 (9%)

SECTION A: BEARS AND YOU

1. Before receiving this survey, did you know that black bears live in North Carolina?

Yes	5,981 (99%)
No	65 (1%)

2. How common do you think black bears are in North Carolina?

Abundant 1,122 (19%)	Common 4,157 (70%)	Rare 528 (9%)	Extinct 3 (<1%)	Don't know 169 (3%)
-------------------------	-----------------------	------------------	--------------------	------------------------

3. In what parts of North Carolina do you think black bears live? (select all that apply)

Western NC/ Mountains 5,563 (93%)	Central NC/ Piedmont 3,779 (63%)	Eastern NC/ Coast 3,855 (64%)	Don't know 110 (2%)
--------------------------------------	-------------------------------------	----------------------------------	------------------------

4. Do black bears live in your primary county of residence (your home county)?

Yes 4,675 (78%)	No 655 (11%)	Don't know 651 (11%)
--------------------	-----------------	-------------------------

5. Do black bears live within 1 mile of your home?

Yes 3,103 (60%)	No 791 (15%)	Don't know 1,270 (25%)
--------------------	-----------------	---------------------------

6. Would you say the black bear population in your county is too low, too high, or about right?

Too low 648 (12%)	Too high 703 (13%)	About right 2,544 (46%)	Don't know 1,685 (30%)
----------------------	-----------------------	----------------------------	---------------------------

7. In your opinion, how has the black bear population changed in the last 10 years?

...where you live				
Disappeared completely 45 (<1%)	Decreased 726 (12%)	Stayed the same 1,232 (21%)	Increased 2,384 (40%)	Don't know 1,585 (27%)
...in North Carolina				
Disappeared completely 11 (<1%)	Decreased 836 (14%)	Stayed the same 927 (16%)	Increased 2,440 (41%)	Don't know 1,686 (29%)

8. Over the next 10 years, how do you want the black bear population to change?

...where you live				
Disappear completely 86 (1%)	Decrease 668 (11%)	Stay the same 3,204 (54%)	Increase 1,397 (24%)	Don't know 590 (10%)
...in North Carolina				
Disappear completely 37 (<1%)	Decrease 553 (9%)	Stay the same 2,748 (47%)	Increase 1,779 (30%)	Don't know 764 (13%)

9. Have you ever traveled within North Carolina to see black bears in the wild?

Yes	1,616 (27%)
No	4,319 (73%)

10. How many **trips** did you take in the last 12 months to see black bears in the wild? $\mu=3.8$
(count individual trips away from home, which could be one day or several days long)

11. Approximately how many **miles** did you travel from your home to the place you went to see bears in North Carolina most often in the last 12 months? $\mu=102.3$

SECTION B: INTERACTIONS WITH BEARS

1. Have you ever encountered a black bear in North Carolina, either near your home or on a trip?

Yes	4,358 (74%)
No	1,562 (26%)

2. People may have different reactions to seeing black bears based on where they are encountered. Select what your reaction would be, from very negative to very positive, to seeing a black bear in each of the following scenarios.

	Very negative	Negative	Neutral	Positive	Very positive
While on a hike in the woods	522 (9%)	969 (17%)	1,946 (33 %)	1,744 (30 %)	618 (11%)
While on a walk in my neighborhood	1,047 (18%)	1,690 (29 %)	1,777 (31%)	988 (17%)	310 (5%)
While in a car on a scenic drive	71 (1%)	134 (2%)	1,148 (20%)	2,451 (42%)	2,035 (35%)
While camping in a campground	643 (11%)	1,588 (28%)	2,064 (36%)	1,139 (20%)	324 (6%)
Looking out a window from inside my home	515 (9%)	1,012 (17%)	1,683 (29%)	1713 (29%)	930 (16%)
In a park or wooded area adjacent to a city or urban area	396 (7%)	1,205 (21%)	2,312 (40%)	1,467 (25%)	451 (8%)

3. How concerned are you, personally, about the following kinds of possible interactions with black bears in North Carolina?

	Very concerned	Moderately concerned	Neutral	Slightly concerned	Not at all concerned
Encountering a bear while outdoors	613 (10%)	1,208 (21%)	1,157 (20%)	1,494 (26%)	1,385 (24%)
Being injured by a bear	1,030 (18%)	924 (16%)	709 (12%)	1,432 (24%)	1,758 (30%)
Residential property damage caused by bears	752 (13 %)	1,156 (20%)	1,016 (17%)	1,319 (22%)	1,640 (28%)
The safety of pets that may interact with a bear	1,307 (22%)	1,425 (24%)	787 (13%)	1,388 (24%)	972 (17%)
Damage to agricultural crops caused by bears	674 (11%)	1,131 (19%)	1,408 (24%)	1,020 (17%)	1,657 (28%)

4. How many times, if any, have you experienced any of the following with black bears in the past 3 years?

	0 times	1-2 times	3-4 times	Over 5 times
Observed black bears in my neighborhood	3,010 (51%)	1,301 (22%)	625 (11%)	981 (17%)
Observed black bears on my property	3,577 (60%)	1,095 (18%)	458 (8%)	794 (13%)
Observed a black bear on my porch and/or deck	5,052 (86%)	498 (8%)	147 (2%)	201 (3%)
Had a black bear get into or attempt to get into my birdfeeder	4,993 (85%)	448 (8%)	195 (3%)	247 (4%)
Had a black bear break into or attempt to break into my trash and/or recycling	4,921 (83%)	490 (8%)	185 (3%)	302 (5%)
Had a black bear enter or attempt to enter my home or vehicle	5,679 (96%)	164 (3%)	19 (<1%)	33 (<1%)
Had a black bear damage my home or property	5,359 (91%)	365 (6%)	70 (1%)	82 (1%)
Had a black bear damage my agricultural crops (e.g., corn, soybeans, peanuts, etc.)	5,397 (92%)	258 (4%)	70 (1%)	127 (2%)

5. Which of the following actions ***have you taken*** because a black bear has been in your area?
(select all that apply)

	Have taken	Have not
Secured lids of trash and/or recycling containers to prevent bear access.	1,139 (44%)	1,443 (56%)
Kept trash and/or recycling inside a building until the day of pick-up	1,329 (51%)	1,253 (49%)
Used a bear-resistant trash container	318 (12%)	2,264 (88%)
Refrained from feeding pets outside	799 (31%)	1,783 (70%)
Stored barbeque grill in a secure building when not in use	328 (13%)	2,254 (87%)
Avoided feeding birds and/or other wildlife	907 (35%)	1,675 (65%)
Installed fencing or other excluding devices	341 (13%)	2,241 (87%)
Made noise to frighten bear away	930 (36%)	1,652 (64%)
Kept pets inside or on leash	972 (38%)	1,610 (62%)
Allowed hunters on my property during the bear hunting season	251 (10%)	2,331 (90%)
Discharged a firearm	168 (7%)	2,414 (93%)
Called NC wildlife helpline	83 (3%)	2,499 (97%)
Contacted the state wildlife agency	71 (3%)	2,511 (97%)
Contacted other officials (animal control, sheriffs office, etc.)	69 (3%)	2,513 (97%)
Other, please describe:	380 (15%)	2,204 (85%)

6. If you live or lived in an area with black bears, how likely would you be to implement any of these actions to address issues with black bears?

Action	Very unlikely	Unlikely	Likely	Very likely	No opinion/ does not apply to me
Keep trash and/or recycling in a secure building until pick-up day	490 (8%)	360 (6%)	1,320 (23%)	3,090 (53%)	553 (10%)
Use an approved bear-resistant trash container	523 (9%)	654 (11%)	1,392 (24%)	2,433 (42%)	755 (13%)
Keep bird seed or pet food in a secure building	404 (7%)	317 (5%)	1,393 (24%)	2,944 (51%)	738 (13%)
Remove pet food from outdoors after pets are done feeding	381 (7%)	294 (5%)	1,125 (20%)	2,595 (45%)	1,372 (24%)
Store barbeque grills in a secure building when not in use	706 (12%)	1,252 (22%)	1,273 (22%)	1,689 (29%)	846 (15%)
Stop feeding birds and/or other wildlife year-round	1,214 (21%)	1,758 (31%)	837 (15%)	1,076 (19%)	862 (15%)
Stop feeding birds and/or other wildlife when bears are active	806 (14%)	1,052 (18%)	1,402 (24%)	1,626 (28%)	861 (15%)
Keep pets inside or on leash at all times	708 (12%)	1,078 (19%)	1,258 (22%)	1,626 (28%)	1,069 (19%)
Install fencing or other devices	1,336 (23%)	1,474 (26%)	1,010 (18%)	1,037 (18%)	848 (15%)
Learn more about living responsibly with bears	333 (6%)	398 (7%)	1,947 (34 %)	2,538 (44%)	546 (9%)
Create communities that have pledged to secure wildlife attractants	683 (12%)	1,064 (19%)	1,406 (25%)	1,104 (19%)	1,407 (25%)

7. Select your level of support or opposition to the following actions if they were included in a local city or county ordinance required for people living in areas with bears.

Required Action	Strongly oppose	Somewhat oppose	Neutral or no opinion	Somewhat support	Strongly support
Keep trash and/or recycling in a secure building until pick-up day	466 (8%)	513 (9%)	988 (17%)	1,365 (24%)	2,474 (43%)
Use an approved bear-resistant trash container	389 (7%)	312 (5%)	1,034 (18%)	1,473 (25%)	2,585 (45%)
Stop feeding birds and/or other wildlife year-round	1,451 (25%)	1,355 (23%)	1337 (23%)	823 (14%)	819 (14%)
Stop feeding birds and/or other wildlife when bears are active	888 (15%)	895 (15%)	1,202 (21%)	1,363 (24%)	1,439 (25%)
Prohibit feeding bears	290 (5%)	190 (3%)	632 (11%)	616 (11%)	4,077 (70%)

SECTION C: BLACK BEARS IN NORTH CAROLINA

1. Did you know that...

	Yes	No
North Carolina only has one species of bear and that it is the black bear?	4,574 (77%)	1,331 (23%)
there is a state wildlife agency that is responsible for managing and conserving fish and wildlife in North Carolina?	5,683 (96%)	223 (4%)
black bear populations in North Carolina were successfully restored by the state wildlife agency and are now in most areas of the state?	3,915 (67%)	1,971 (33%)
there has been a regulated hunting season on black bears in North Carolina for 100 years?	3,699 (63%)	2,170 (37%)

2. Please select your level of agreement with each of the following statements.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
It is important to have a healthy, viable population of bears in North Carolina.	144 (2%)	117 (2%)	776 (13%)	2,420 (41%)	2,416 (41%)
It is important to have a healthy, viable population of bears where I live.	292 (5%)	557 (10%)	1,523 (26%)	1,972 (34%)	1,512 (26%)
Black bears living in my area cause problems for residents.	799 (14%)	1,665 (29%)	2,053 (35%)	1,022 (18%)	296 (5%)
Black bears will be more of a problem in my area in the future.	600 (10%)	1,398 (24%)	2,467 (42%)	1,071 (18%)	320 (5%)
By following simple precautions, people can prevent conflicts with black bears.	91 (2%)	162 (3%)	495 (8%)	2,949 (50%)	2,169 (37%)
Even if I never see a black bear in the wild, it is important for me to know they exist in North Carolina.	66 (1%)	45 (<1%)	377 (6%)	2,478 (42%)	2,896 (49%)
Regulated bear hunting, when properly managed, is compatible with healthy bear populations.	163 (3%)	212 (4%)	937 (16%)	2,532 (43%)	2,023 (34%)
If wildlife managers determined that regulated hunting was necessary to achieve the desired number of bears in my area, I would support licensed hunters harvesting bears.	298 (5%)	324 (6%)	777 (13%)	2,522 (43%)	1,933 (33%)
The presence of black bears in North Carolina increases my quality of life.	201 (3%)	325 (6%)	2,294 (39%)	1,619 (28%)	1,418 (24%)

3. The North Carolina Wildlife Resources Commission works with partners across the state to manage black bear populations in North Carolina. *In a hypothetical scenario*, suppose that budget cuts eliminate public programs supporting black bear conservation and management and that a non-profit trust fund is set up to make sure bear populations remain healthy in North Carolina. Knowing your contribution would go towards conserving bear habitat on public lands, would you contribute **X** per year for the foreseeable future to this non-profit fund?

Contribution Amount	Yes	No
\$10	590 (50%)	580 (50%)
\$20	517 (43%)	681 (57%)
\$50	459 (40%)	686 (60%)
\$75	374 (32%)	784 (68%)

4. If you selected NO above, which of the following describes your opinion? (select all that apply)

	Selected	Not Selected
I cannot afford to pay this amount	1,433 (42%)	1,958 (58%)
I do not want black bears in North Carolina	113 (3%)	3,278 (97%)
I would donate this amount to other wildlife or environmental organizations instead	309 (9%)	3,083 (91%)
I do not think it is worth it to pay that much to help black bears in North Carolina	567 (17%)	2,824 (83%)
Other, please describe:	1,180 (35%)	2,211 (65%)

SECTION D: DEMOGRAPHICS AND PRIZE DRAWING

*Prefer not to answer responses were excluded from analysis within report

1. In which of the following outdoor activities have you participated in the last 12 months? (check all that apply)

	Selected	Not Selected
Hiking	3,488 (62%)	2,133 (38%)
Fishing	2,405 (43%)	3,216 (57%)
Camping	1,658 (29%)	3,963 (71%)
Gardening	4,008 (71%)	1,613 (29%)
Hunting	1,265 (23%)	4,355 (77%)
Hunting for bear, specifically	188 (3%)	5,432 (97%)
Boating	2,153 (38%)	3,468 (62%)
Kayaking/ paddle sports	1,378 (25%)	4,242 (75%)
Wildlife watching	3,102 (55%)	2,519 (45%)
Bicycling or Mountain biking	1,269 (23%)	4,350 (77%)
Other, please describe:	615 (11%)	5,002 (89%)

2. In what zip code is your primary residence? **Used to assign sampling strata**

3. What is your gender?

Male 3,408 (58%)	Female 2,287 (39%)	Prefer not to answer 153 (3%)*
---------------------	-----------------------	-----------------------------------

4. What is the highest level of formal education you have completed?

Less than high school	66 (1%)
High school diploma	812 (14%)
Some college or associate's degree	1,732 (30%)
Bachelor's or 4-year degree	1,611 (28%)
Graduate or professional degree	1,387 (24%)
Prefer not to answer	173 (3%)*

5. Are you of Hispanic, Latino/a or Spanish origin?

Yes 110 (2%)	No 5,337 (96%)	Prefer not to answer 131 (2%)*
-----------------	-------------------	-----------------------------------

6. Please select the race(s) with which you most identify. Select all that apply.

White	5,222 (89%)
Black or African American	207 (4%)
Asian	48 (<1%)
American Indian or Alaskan Native	132 (2%)
Native Hawaiian or another Pacific Islander	11 (<1%)
Other	70 (1%)
Prefer not to answer	362 (6%)*

7. What is your age?

18-24 years old	85 (1%)
25-34 years old	299 (5%)
35-44 years old	585 (10%)
45-54 years old	815 (14%)
55-64 years old	1,276 (22%)
65-74 years old	1,600 (27%)
75-84 years old	914 (15%)
85 years or older	159 (3%)
Prefer not to answer	175 (3%)*

8. Which of the following best represents your gross household income before taxes last year?

Less than \$20,000	239 (4%)
\$20,000-\$39,999	532 (10%)
\$40,000-\$59,999	704 (13%)
\$60,000-\$79,999	705 (13%)
\$80,000-\$99,999	592 (11%)
\$100,000-\$149,999	955 (18%)
\$150,000 or more	1,029 (19%)
Prefer not to answer	681 (13%)*