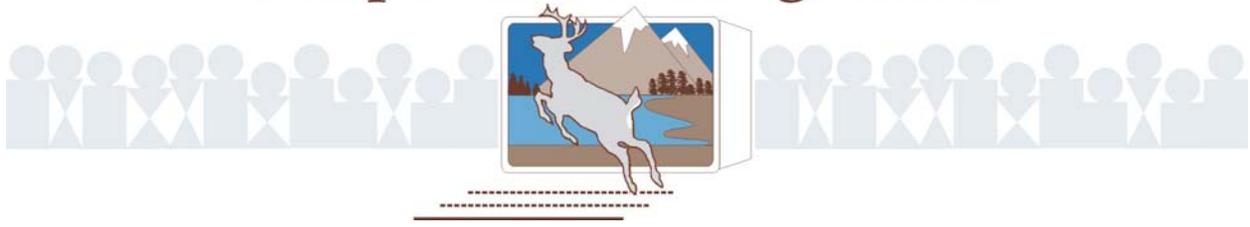


Responsive Management



IOWA ANGLER SURVEY NONPARAMETRIC ANALYSES

**Conducted for the Iowa Department of Natural Resources
by Responsive Management**

2008

**IOWA ANGLER SURVEY
NONPARAMETRIC ANALYSES**

2008

Responsive Management National Office

Mark Damian Duda, Executive Director
Tom Beppler, Research Associate
Steven J. Bissell, Ph.D., Qualitative Research Associate
Andrea Criscione, Research Associate
Brad Hepler, Ph.D., Director of Research
James B. Herrick, Ph.D., Research Associate
Martin Jones, Technical Writer and Analyst
Alison Lanier, Business Manager
Amanda Ritchie, Research Associate
Carol L. Schilli, Research Associate
Tim Winegord, Survey Center Manager

130 Franklin Street
Harrisonburg, VA 22801
Phone: 540/432-1888 Fax: 540/432-1892
E-mail: mark@responsivemanagement.com
www.responsivemanagement.com

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TABLE OF CONTENTS

Introduction and Methodology	1
Purpose of Study and Survey Methodology	1
Nonparametric (Z-Score) Analysis Methodology	3
The Data That the Z-Score Calculations Consider	4
Interpreting Z-Score Tables.....	15
Z-Score Tables for Casual Anglers.....	16
Z-Score Tables for Avid Anglers.....	165
About Responsive Management	309

INTRODUCTION AND METHODOLOGY

PURPOSE OF STUDY AND SURVEY METHODOLOGY

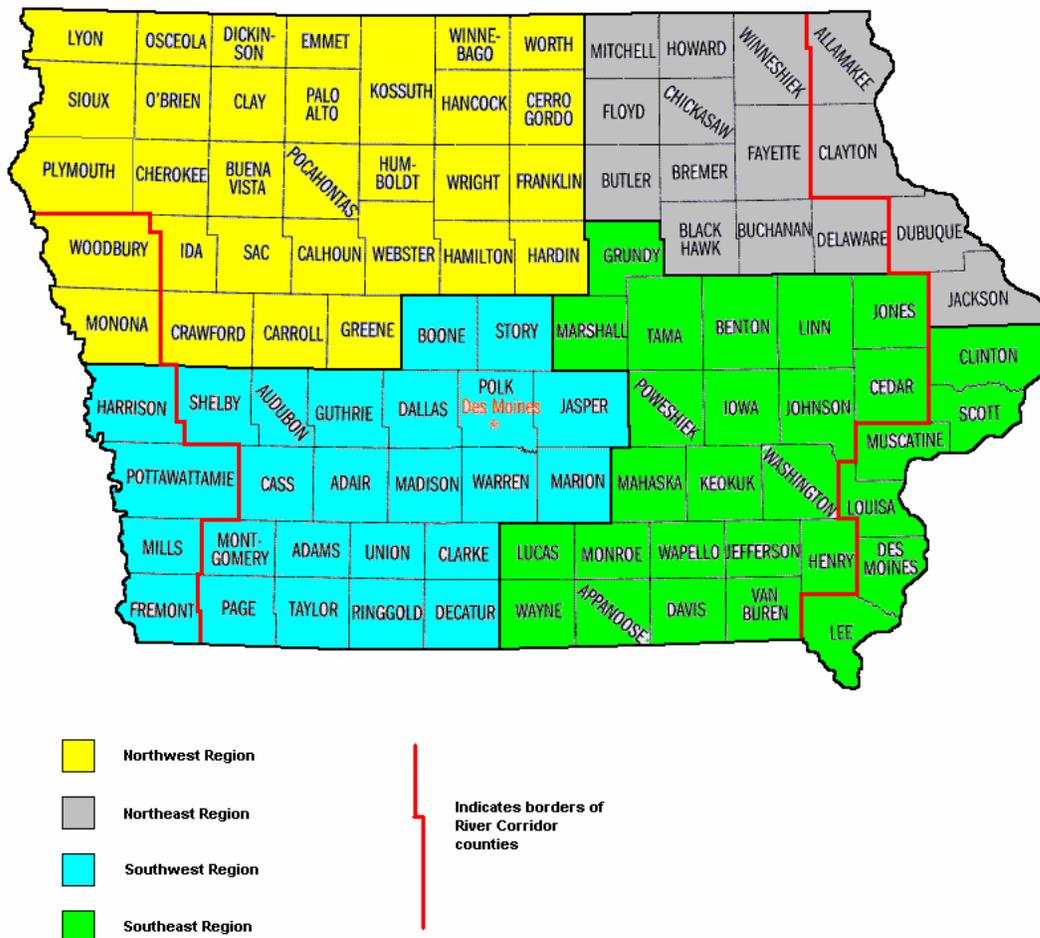
This study was conducted for the Iowa Department of Natural Resources (IDNR) to learn about anglers' fishing preferences and behaviors, as well as their opinions on and attitudes toward the IDNR and its programs. The study entailed a telephone survey of Iowa anglers who had purchased an Iowa fishing license within the 3 years previous to the survey. The results of this study are presented in a document titled, *Iowa Angler Survey*; this document is a companion to that report showing the nonparametric analyses that were performed on the survey data. The specific methodology for the survey are presented in the main report; nonetheless, a summary of the survey methodology is presented here, followed by an explanation of nonparametric analyses as well as a discussion of how to read the z-score tables.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. The telephone survey questionnaire was developed cooperatively by Responsive Management and the IDNR. Responsive Management conducted a pre-test of the questionnaire and made revisions to the questionnaire based on the pre-test.

The sample of licensed Iowa anglers was obtained from the IDNR and contained data from 3 years of licensing data. The sample included all those who had purchased an Iowa fishing license in any of the previous 3 years. The sample was then divided into avid anglers (those who had purchased a fishing license in all 3 of the 3 years of data) and casual angler (those who purchased a license only 1 or 2 of the 3 years).

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted in November and December 2007. Responsive Management obtained a total of 1,649 completed interviews. The software used for data collection was Questionnaire Programming Language 4.1. The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

The results were weighted so that the proportions of the sample among the State's regions (by respondents' counties of residence, not by the locations of respondents' fishing) matched the distribution of the angler population statewide for both avid and casual anglers. A detailed discussion of the weighting is included in the main report. The IDNR expressed interest in regional data among four state regions, as well as river-specific data for the Missouri and Mississippi River regions, and variables based on these regional breakdowns are included in this nonparametric analyses. The regions of interest overlapped: portions of the Missouri River Region are in both the Northwest Region and the Southwest Region of the state, and portions of the Mississippi River Region are in both the Northeast Region and the Southeast Region of the state. The map that follows shows the regional breakdowns.



NONPARAMETRIC (Z-SCORE) ANALYSIS METHODOLOGY

A nonparametric analysis, also referred to as a z-score analysis, examined how various responses in the survey related to behavioral, attitudinal, participatory, and demographic characteristics. Responses for selected questions were tested by means of z-scores for their relationships to behavioral, attitudinal, participatory, and demographic characteristics. There were two separate nonparametric analyses performed on the data: one was performed on the data among casual anglers (as discussed, those who had purchased a license only 1 or 2 of the 3 years of data in the sample), and the second nonparametric analysis was performed on the data among avid anglers (those who had purchased a fishing license in all 3 of the 3 years).

In the analyses, a positive z-score means that the response and characteristic are positively related; a negative z-score means that the response and characteristic are negatively related. Note that negative z-scores are often reverse images of positive z-scores (e.g., if being male had a z-score of 5.00, being female would have a z-score of -5.00); therefore, as negative z-scores usually do not provide additional information, they are not shown in the tables, thereby improving the readability of the tables.

The asterisks on the z-scores show the level of statistical significance (or, in general terms, the strength) of the relationship between the characteristic and the response to the question. Those z-scores that have an absolute value of 3.30 or greater have three asterisks—three asterisks indicate that the relationship would be expected to happen by chance only 1 out of 1,000 times. Those z-scores that have an absolute value of 2.58 to 3.29 have two asterisks—two asterisks indicate that the relationship would be expected to happen by chance only 1 out of 100 times. Finally, those z-scores that have an absolute value of 1.96 to 2.57 have one asterisk—one asterisk indicates that the relationship would be expected to happen by chance only 5 out of 100 times.

The z-scores were calculated as shown in the formula on the following page.

$$z = \frac{(p_1 - p_2)}{\sqrt{p(1-p) \left[\frac{1}{n_1} + \frac{1}{n_2} \right]}}$$

where:

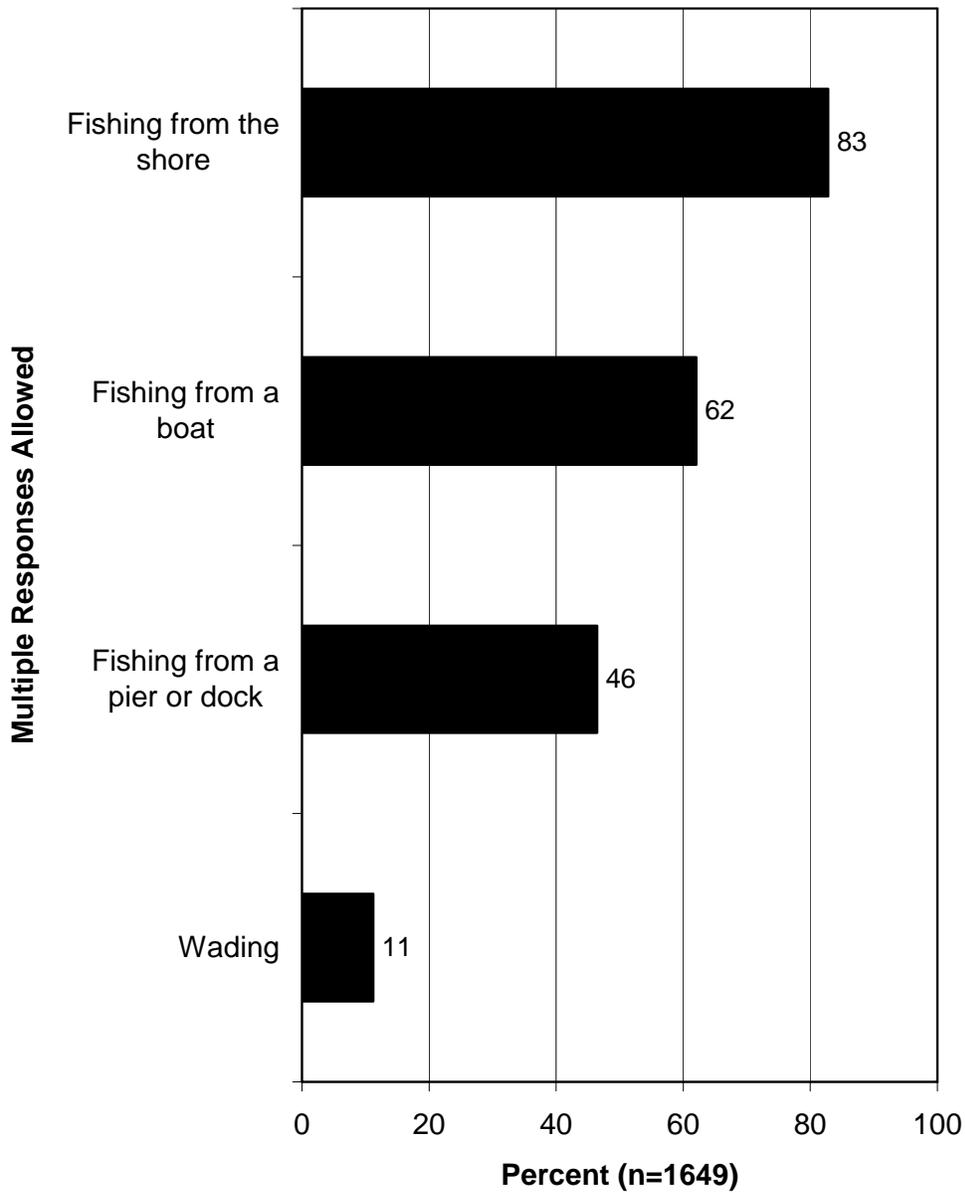
- n_1 represents the number of observations in Group 1.
- n_2 represents the number of observations in Group 2.
- $p_1 = a/(a + b) = a/n_1$ and represents the proportion of observations in Group 1 that falls in Cell a . It is employed to estimate the population proportion Π_1 (% of Group 1 who had specific characteristic).
- $p_2 = c/(c + d) = c/n_2$ and represents the proportion of observations in Group 2 that falls in Cell c . It is employed to estimate the population proportion Π_2 (% of Group 2 who had specific characteristic).
- $p = (a + c)/(n_1 + n_2) = (a + c)/n$ and is a pooled estimate of the proportion of respondents who had specific characteristic in the underlying population.

(Equation from *Handbook of Parametric and Nonparametric Statistical Procedures*, 2nd Edition by David J. Sheskin. © 2000, Chapman & Hall/CRC, Boca Raton, FL.)

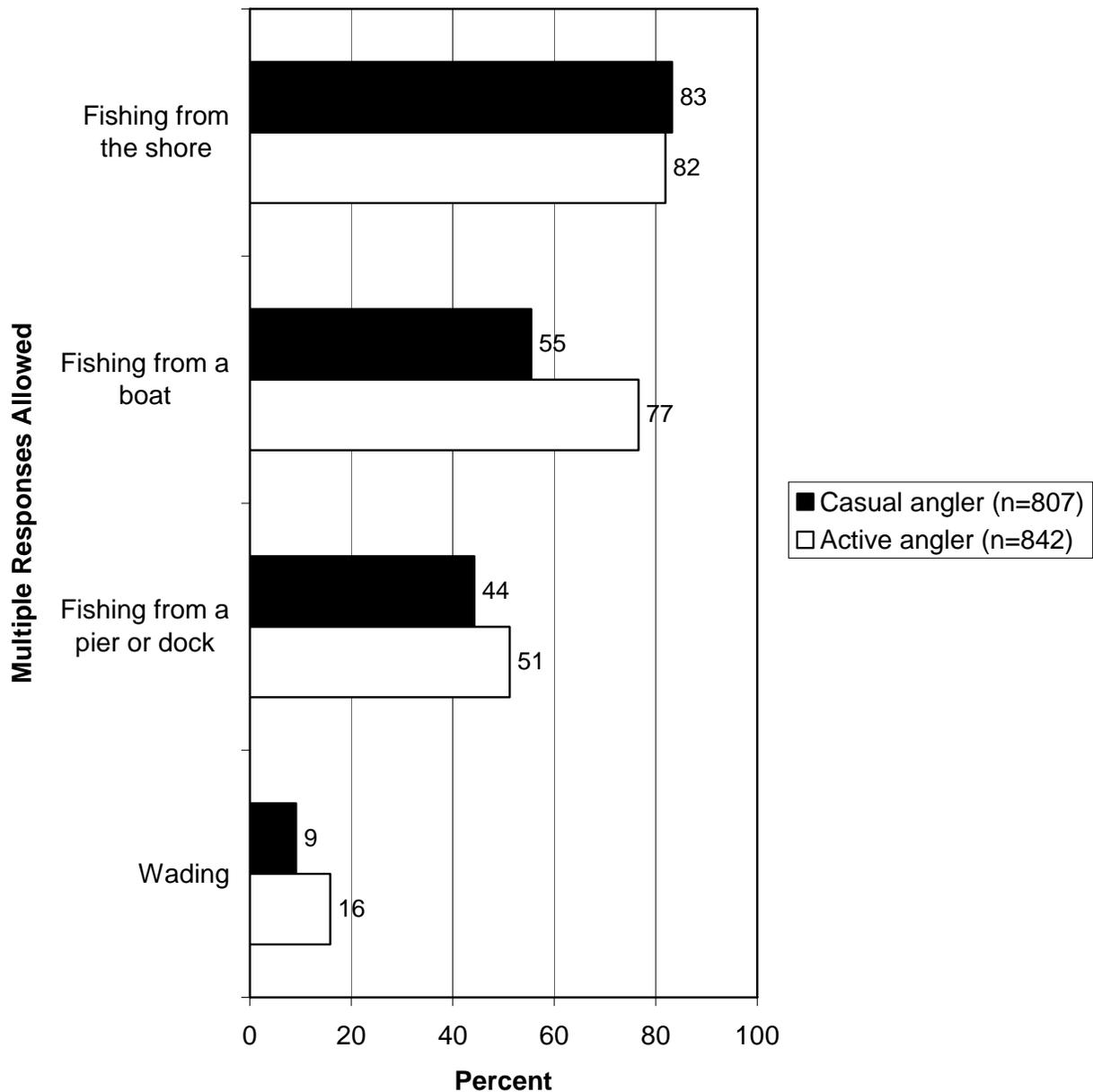
THE DATA THAT THE Z-SCORE CALCULATIONS CONSIDER

On the following pages are graphs from the main report showing the percentages who participated in various types of fishing (one of the graphs shows this question crosstabulated by avid versus casual angler—note that the z-score analyses were performed separately on avid and casual anglers). Among the findings, it shows that 62% of all Iowa anglers fished from a boat in the previous year or the last year they went fishing; additionally, 55% of casual anglers fished from a boat in the previous year or the last year they went fishing. The z-score analysis provides information regarding the differences in the percentages who fished from a boat between various mutually exclusive groups that make up the sample, such as males versus females or those who typically travel more than the median number of miles to fish versus those who typically travel the median or fewer miles to fish.

Q67. I'm going to name several types of fishing, and I'd like you to tell me if you did them in Iowa in the past 12 months/last year you fished. (Type of location for fishing.)



Q67. I'm going to name several types of fishing, and I'd like you to tell me if you did them in Iowa in the past 12 months/last year you fished. (Type of location for fishing.)



Because the z-score analyses were run separately on avid and casual anglers, we will now consider only the casual anglers in this explanation. The table that follows shows the characteristics (i.e., responses to other questions) that are positively associated with those 55% of casual anglers who fished from a boat. For example, casual anglers who fished for walleye are more likely to have fished from a boat than are casual anglers who did *not* fish for walleye. Note, however, that this does not mean that *all* casual anglers who fished for walleye also fished from a boat; it simply means that casual anglers who fished for walleye are *more likely* to have fished from a boat than are those who did *not* fish for walleye. Likewise, casual anglers who went ice fishing are more likely to have fished from a boat (although, obviously, not simultaneously) than are casual anglers who did *not* go ice fishing. Finally, casual anglers who typically travel more than the median number of miles to fish are more likely to have fished from a boat than are casual anglers who typically travel the median or fewer miles to fish. These rows are in bold.

Fished from a boat in last year of fishing.	Z-SCORE (casual anglers)
Fished for walleye in Iowa in the last year he/she fished.	8.8***
Fished for crappie in Iowa in the last year he/she fished.	6.02***
Went ice fishing in last year of fishing.	5.85***
Typically travels more than the median number of miles to fish in Iowa.	5.62***
Fished mostly for walleye in Iowa in the last year he/she fished.	5.48***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	5.27***
Prefers to fish for walleye.	4.93***
Most often fishes in Mississippi River.	4.85***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	4.73***
Fished mostly for bass in Iowa in the last year he/she fished.	4.41***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	4.31***
Fished for bass in Iowa in the last year he/she fished.	4.31***
Fished mostly for crappie in Iowa in the last year he/she fished.	4.2***
Fished more than the median number of days in Iowa in the past 12 months.	4.13***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	4.08***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	4.08***
Prefers to fish for bass.	3.82***
Has had contact with DNR enforcement officer while fishing.	3.77***
Says fishing being offered as part of a vacation would increase motivation to fish.	3.61***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.54***
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	3.43***
Rates own fishing skill level as expert.	3.06**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.04**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.81**
Rates own fishing skill level as medium.	2.8**

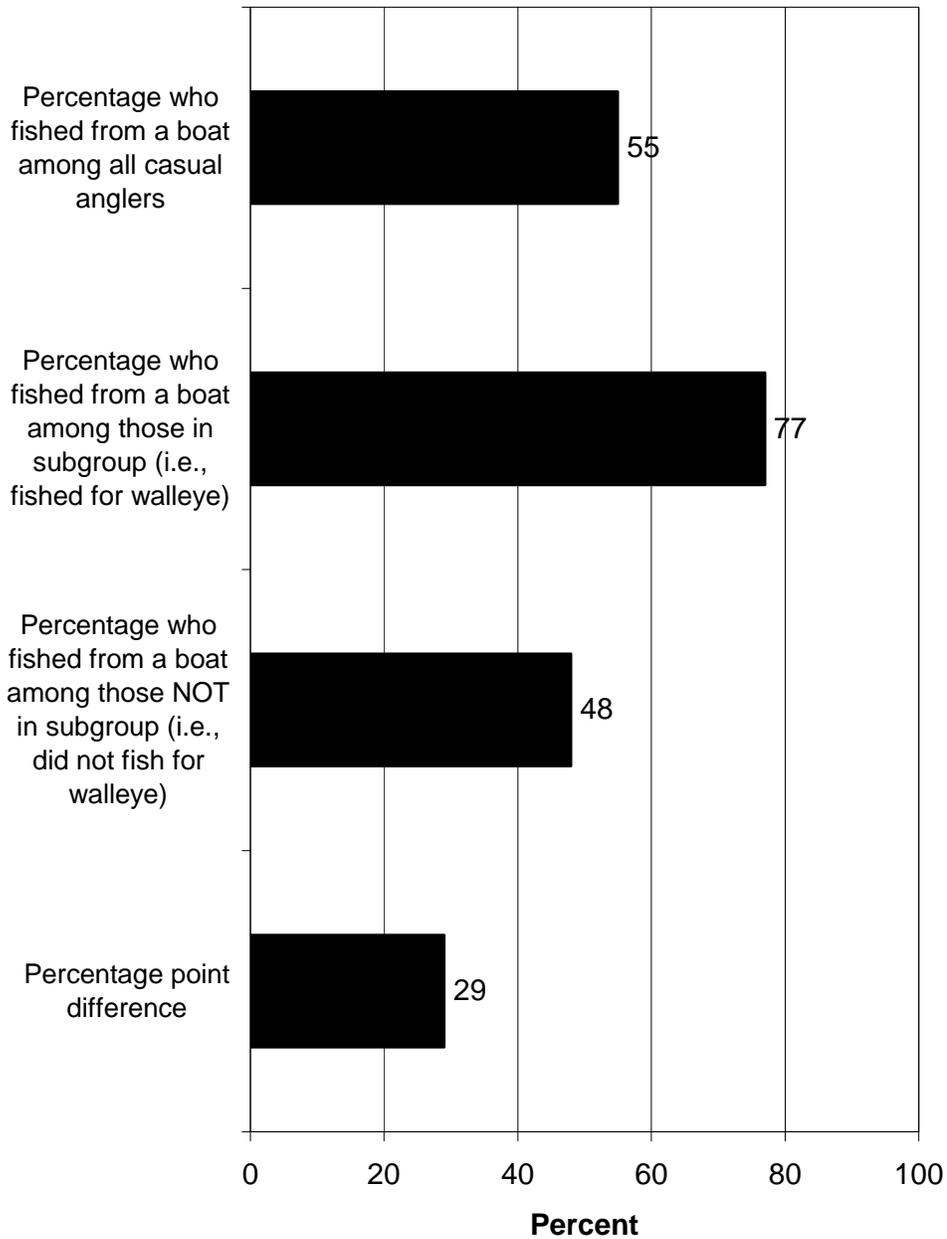
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.71**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.7**
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.68**
Rates the Department as fair or poor in managing fisheries and fishing.	2.64**
Prefers to fish for crappie.	2.51*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.42*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.37*
Did catch-and-release fishing in last year of fishing.	2.34*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.31*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.23*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.21*
Most important reason for fishing is for relaxation.	2.2*
Fished for northern pike in Iowa in the last year he/she fished.	2.09*
Visited Iowa Department of Natural Resources website.	2.08*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.07*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.06*
Describes Iowa's fishing regulations as clear.	2.06*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Four graphs follow that show specifically what the z-score calculation considers. These graphs show the percentages of various subgroups who fished from a boat in Iowa. The first, second, and third graphs illustrate significant z-score findings (whether the respondent fished for walleye or not, whether the respondent went ice fishing or not, and whether the respondent typically travels more than the median miles to fish or typically travels the median or fewer miles to fish), while the fourth graph illustrates a significant z-score finding (according to the respondent's gender). Note that no response related to gender is on the z-score table previously shown because gender is *not* significantly associated to the likelihood to have fished from a boat, and only significant z-scores are shown on that table; however, "Fished for walleye in Iowa in the last year he/she fished," "Went ice fishing in last year of fishing," and "Typically travels more than the median number of miles to fish in Iowa" are on that z-score table because these characteristics (responses) have significant associations to having fished from a boat in Iowa.

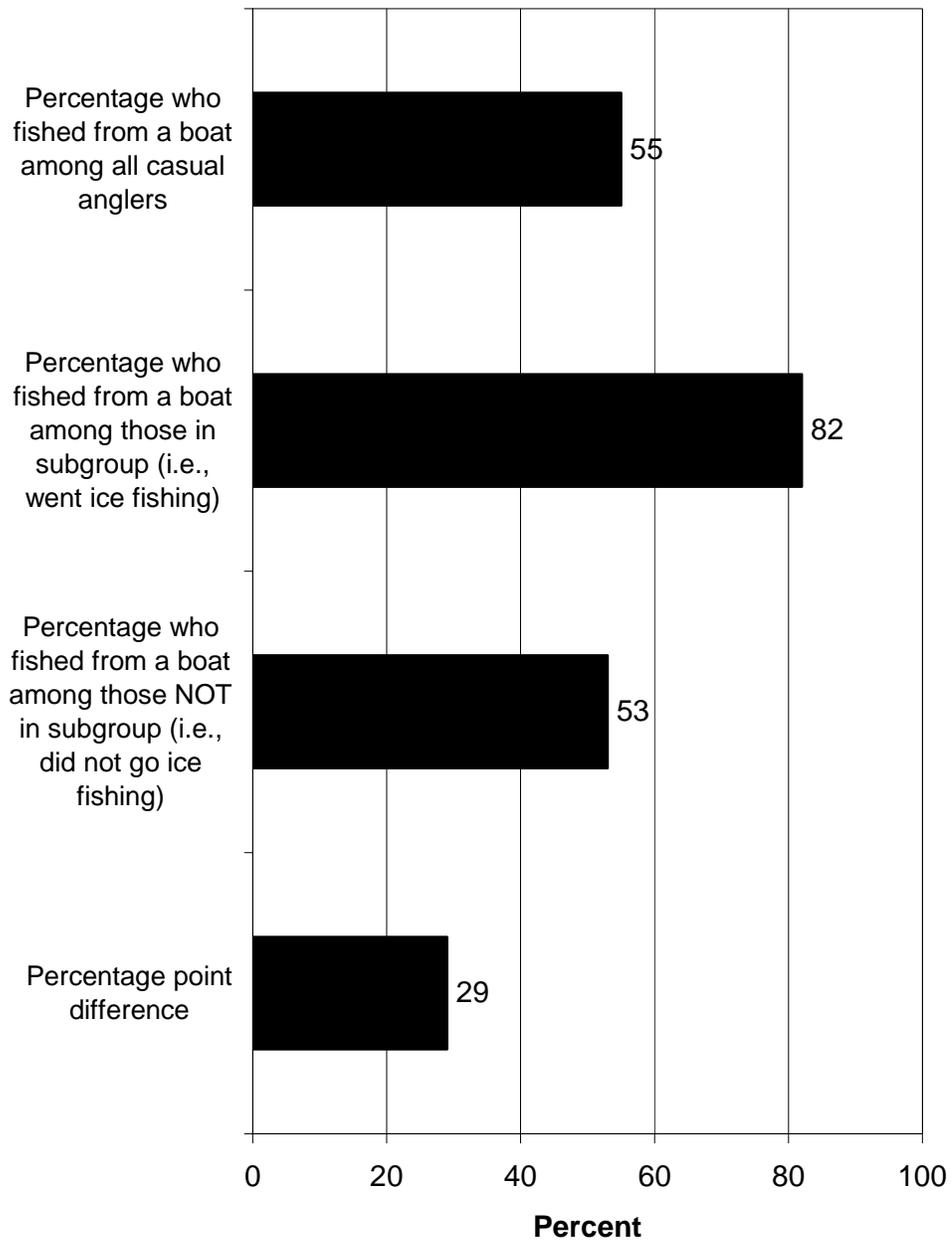
On the four graphs that follow, the first bar of each graph simply shows the percentage among all casual anglers who fished from a boat (55%). Below the top bar are two bars for the percentage

of various subgroups within the casual angler population who fished from a boat in Iowa (on the first graph, those who fished for walleye and those who did *not* fish for walleye; on the second graph, those who went ice fishing and those who did not go ice fishing; on the third graph, those who typically travel more than the median miles to fish and those who typically travel the median or fewer miles to fish; and on the fourth graph, males and females). The final bar on each graph shows the percentage point difference. Note that there is not much difference between males and females regarding whether they fished from a boat, but there is a large difference associated with whether they fished for walleye or not, whether they also ice fished or not, and whether they traveled the median or fewer miles or more than the median number of miles to fish in Iowa.

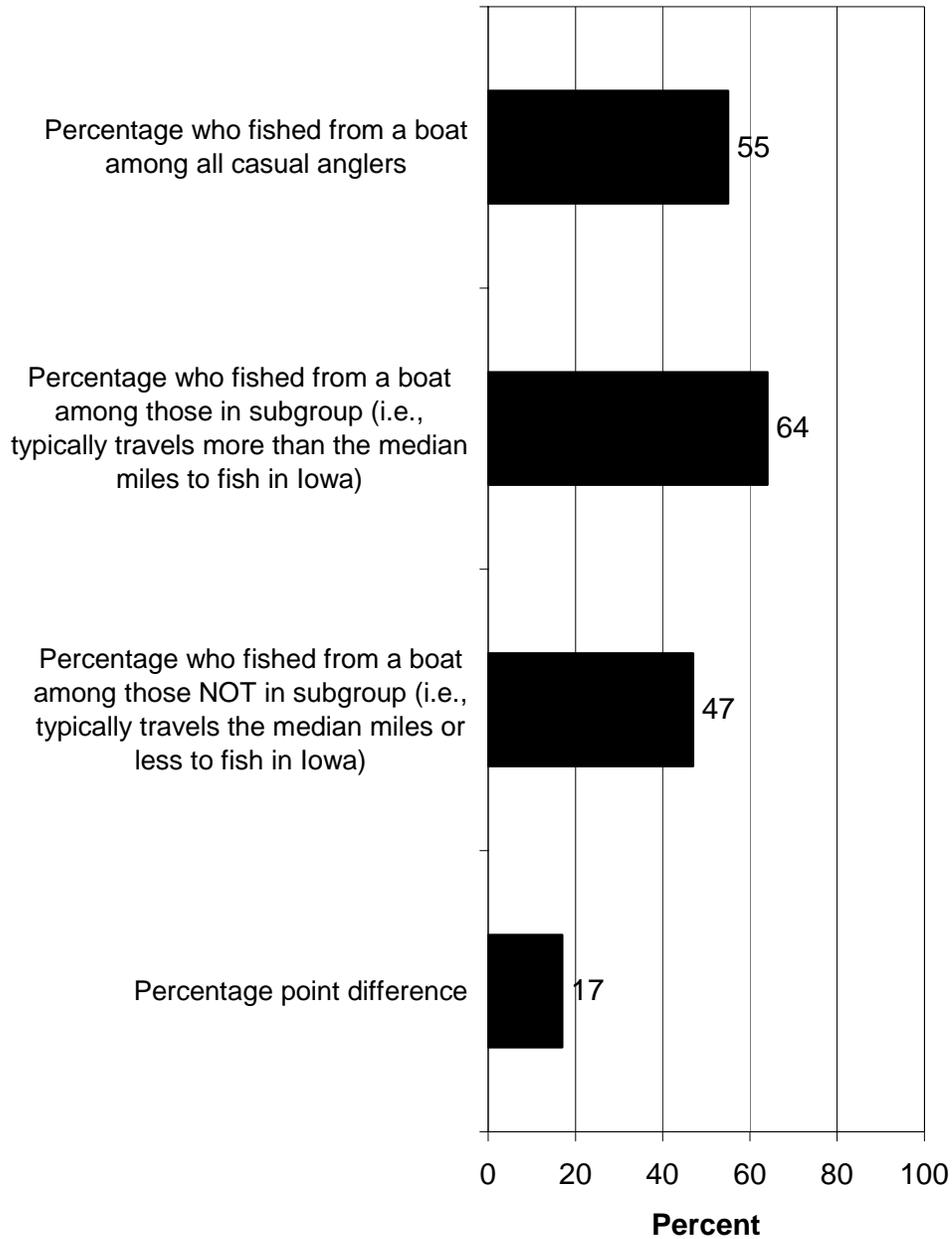
Fished from a boat in last year of fishing.
(For z-score calculations of correlation with "Fished for walleye in Iowa in the last year he/she fished.")



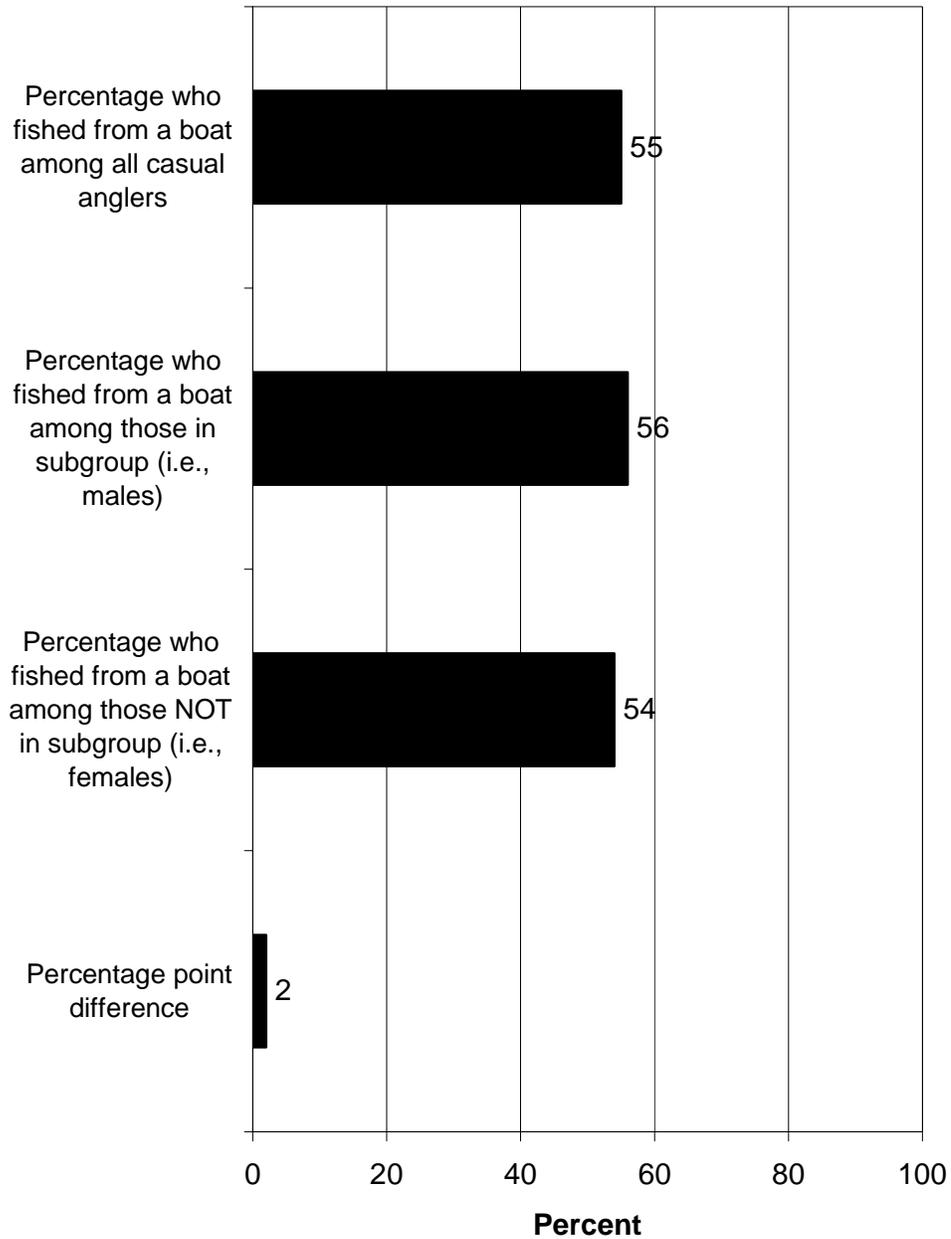
Fished from a boat in last year of fishing.
(For z-score calculations of correlation with "Went ice fishing in last year of fishing.")



Fished from a boat in last year of fishing.
(For z-score calculations of correlation with "Typically travels more than the median number of miles to fish in Iowa.")



Fished from a boat in last year of fishing.
(For z-score calculations of correlation with "Is male.")



Below is a table that shows z-scores discussed above and their associations with having fished from a boat among casual anglers, with the percentages of each subgroup who fished from a boat and the differences between them. This shows, for example, that 77% of casual anglers who fished for walleye had fished from a boat as well, but only 48% of casual anglers who did *not* fish for walleye had fished from a boat. Likewise, 82% of casual anglers who went ice fishing also had fished from a boat (obviously, not simultaneously), but only 53% of casual anglers who did *not* go ice fishing had fished from a boat. Also, 64% of casual anglers who typically travel more than the median number of miles to fish in Iowa had fished from a boat, but only 47% of casual anglers who typically travel the median or fewer miles to fish in Iowa had fished from a boat. Finally, 56% of male casual anglers had fished from a boat in Iowa, while nearly as high a percentage (54%) of female casual anglers had fished from a boat. Note that the table below includes an insignificant z-score (male/female), which is not shown in the actual z-score table included in the body of this report because insignificant z-scores are omitted.

What the Z-Score Calculations Consider (Casual Anglers)

Z-Score Variables (responses to survey analyzed in the z-score analysis)	Fished from a boat (among those in the group indicated in each row)	Fished from a boat (among those <i>not</i> in the group indicated in each row)	Percentage Point Difference	Z-Score
Fished for walleye in Iowa in the last year he/she fished.	77%	48%	29%	8.8***
Went ice fishing in last year of fishing.	82%	53%	29%	5.85***
Typically travels more than the median number of miles to fish in Iowa.	64%	47%	17%	5.62***
Is male.	56%	54%	2%	0.71

INTERPRETING Z-SCORE TABLES

The z-score tables are presented on the following pages. The first table shows the responses among casual anglers positively associated with “Fished more than the median number of days in Iowa in the past 12 months.” The z-score analysis found, for instance, that the response, “Rates own fishing skill level as expert,” is positively associated (z-score of 6.38***) with “Fished more than the median number of days in Iowa in the past 12 months,” and the relatively high z-score suggests that the association is strong. It also shows that “Is not married” is positively associated (z-score of 2.67**) with “Fished more than the median number of days in Iowa in the past 12 months,” and the medium z-score suggests that the association is moderate. Finally, “Describes Iowa’s fishing regulations as clear” is positively associated (z-score of 2.04*) with “Fished more than the median number of days in Iowa in the past 12 months,” but the relatively low z-score suggests that this is a weak association (although statistically significant, nonetheless). Note that the positive z-scores get higher (suggesting a stronger association) toward the top of the table.

The way to actually interpret this, when reporting results, is as follows:

- Among casual anglers, those who rate their own fishing skill level as expert are much more likely to have fished more than the median number of days in Iowa in the past 12 months than are those who do not rate their own fishing skill level as expert.
- Among casual anglers, those who are not married are somewhat more likely to have fished more than the median number of days in Iowa in the past 12 months than are those who are married.
- Among casual anglers, those who describe Iowa’s fishing regulations as clear are slightly more likely to have fished more than the median number of days in Iowa in the past 12 months than are those who do not describe Iowa’s fishing regulations as clear.

Z-SCORE TABLES FOR CASUAL ANGLERS

Fished more than the median number of days in Iowa in the past 12 months.	Z-SCORE (casual anglers)
Rates own fishing skill level as expert.	6.38***
Rates fishing in Iowa as excellent or good.	5.41***
Fished for bass in Iowa in the last year he/she fished.	5.03***
Fished for crappie in Iowa in the last year he/she fished.	4.49***
Went ice fishing in last year of fishing.	4.19***
Fished from a boat in last year of fishing.	4.13***
Has had contact with DNR enforcement officer while fishing.	3.99***
Did catch-and-release fishing in last year of fishing.	3.67***
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	3.67***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.51***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	3.29**
Fished for walleye in Iowa in the last year he/she fished.	3.04**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.98**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.88**
Fished for trout in Iowa in the last year he/she fished.	2.8**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.71**
Is not married.	2.67**
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.67**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.64**
Rates the importance of stocking fish for the Department at 9 or 10.	2.6**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.37*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.31*
Prefers to fish for crappie.	2.3*
Is aware of at least one aquatic invasive species in Iowa.	2.27*
Fished mostly for crappie in Iowa in the last year he/she fished.	2.21*
Fished for northern pike in Iowa in the last year he/she fished.	2.21*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.19*
Fished for bluegill in Iowa in the last year he/she fished.	2.19*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.16*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.08*
Describes Iowa's fishing regulations as clear.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	Z-SCORE (casual anglers)
Rates fishing in Iowa as fair or poor.	4.95***
Rates own fishing skill level as beginner or not very skilled.	4.54***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	4.33***
Did not ice fish in last year of fishing.	4.19***
Did not fish from a boat in last year of fishing.	4.13***
Has not had contact with DNR enforcement officer while fishing.	3.99***
Did not do catch-and-release fishing in last year of fishing.	3.67***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.42***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.15**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.93**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.88**
Most important reason for fishing is to be with family.	2.85**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.67**
Rates the importance of stocking fish for the Department at 8 or less.	2.6**
Is married.	2.59**
Is not aware of any aquatic invasive species in Iowa.	2.27*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.27*
Gets or has gotten information about fishing in Iowa from newspapers.	2.25*
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.19*
Does not describe Iowa's fishing regulations as clear.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for bass in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Fished mostly for bass in Iowa in the last year he/she fished.	15.74***
Prefers to fish for bass.	12.99***
Did catch-and-release fishing in last year of fishing.	7.89***
Fished more than the median number of days in Iowa in the past 12 months.	5.03***
Says fishing being offered as part of a vacation would increase motivation to fish.	4.68***
Lives in Southwest region.	4.62***
Fished from a boat in last year of fishing.	4.31***
Visited Iowa Department of Natural Resources website.	3.98***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.27**
Fished for northern pike in Iowa in the last year he/she fished.	3.21**
Fished for crappie in Iowa in the last year he/she fished.	3.14**
Rates own fishing skill level as medium.	3.08**
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	3.03**
Is male.	2.95**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.95**
Rates the importance of stocking fish for the Department at 8 or less.	2.93**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.84**
Is the median age or younger.	2.84**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.77**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.33*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.29*
Household size is above the median.	2.23*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.22*
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.19*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.16*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.11*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for trout in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Prefers to fish for trout.	15.77***
Most important reason for fishing is to be close to nature.	4.61***
Did catch-and-release fishing in last year of fishing.	4.02***
Visited Iowa Department of Natural Resources website.	3.62***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	3.4***
Is in Mississippi River region.	3.35***
Did not fish from a boat in last year of fishing.	2.94**
Fished more than the median number of days in Iowa in the past 12 months.	2.8**
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.7**
Lives in Northeast region.	2.62**
Typically travels more than the median number of miles to fish in Iowa.	2.53*
Lives in Southeast region.	2.36*
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.03*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for catfish or bullhead in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	14.15***
Prefers to fish for catfish or bullhead.	11.88***
Lives in Southeast region.	6.45***
Has had contact with DNR enforcement officer while fishing.	4.61***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.69***
Is not married.	3.34***
Fished more than the median number of days in Iowa in the past 12 months.	3.29**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.21**
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.2**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.91**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.25*
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.24*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.21*
Rates own fishing skill level as medium.	2.19*
Rates own fishing skill level as expert.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for walleye in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Prefers to fish for walleye.	13.04***
Fished mostly for walleye in Iowa in the last year he/she fished.	12.84***
Fished for northern pike in Iowa in the last year he/she fished.	9.28***
Fished from a boat in last year of fishing.	8.8***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	5.76***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	5.38***
Typically travels more than the median number of miles to fish in Iowa.	4.39***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	4.32***
Went ice fishing in last year of fishing.	4.27***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	3.95***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.89***
Lives in Northwest region.	3.34***
Fished for crappie in Iowa in the last year he/she fished.	3.31***
Is above the median age.	3.28**
Is aware of at least one aquatic invasive species in Iowa.	3.25**
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	3.22**
Rates own fishing skill level as medium.	3.17**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	3.11**
Fished more than the median number of days in Iowa in the past 12 months.	3.04**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.86**
Does not have children living in household.	2.84**
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.74**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.66**
Rates own fishing skill level as expert.	2.65**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.6**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.42*
Is not in a river region.	2.28*
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.23*
Household size is the median or smaller.	2.17*
Fished mostly for crappie in Iowa in the last year he/she fished.	2.11*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for northern pike in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Fished for walleye in Iowa in the last year he/she fished.	9.28***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.58***
Lives in Northeast region.	4.38***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.67***
Fished for bass in Iowa in the last year he/she fished.	3.21**
Fished mostly for walleye in Iowa in the last year he/she fished.	3.11**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.02**
Fished for crappie in Iowa in the last year he/she fished.	2.87**
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.81**
Is not in a river region.	2.73**
Typically travels more than the median number of miles to fish in Iowa.	2.67**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.56*
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.55*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.45*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.44*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.42*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.3*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.3*
Household size is the median or smaller.	2.26*
Most important reason for fishing is for the sport.	2.26*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.24*
Fished more than the median number of days in Iowa in the past 12 months.	2.21*
Went ice fishing in last year of fishing.	2.1*
Fished from a boat in last year of fishing.	2.09*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.06*
Rates own fishing skill level as expert.	1.99*
Prefers to fish for walleye.	1.98*
Does not have children living in household.	1.97*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for bluegill in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Fished for crappie in Iowa in the last year he/she fished.	16.07***
Fished mostly for bluegill in Iowa in the last year he/she fished.	11.32***
Prefers to fish for bluegill.	10.55***
Prefers to fish for crappie.	5.86***
Fished mostly for crappie in Iowa in the last year he/she fished.	5.84***
Is aware of at least one aquatic invasive species in Iowa.	4.51***
Did catch-and-release fishing in last year of fishing.	4.05***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.77***
Visited Iowa Department of Natural Resources website.	3.59***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.84**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.54*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.49*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.36*
Lives in Southwest region.	2.36*
Went ice fishing in last year of fishing.	2.3*
Household size is the median or smaller.	2.29*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.22*
Fished more than the median number of days in Iowa in the past 12 months.	2.19*
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.15*
Rates own fishing skill level as expert.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for crappie in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Fished for bluegill in Iowa in the last year he/she fished.	16.07***
Fished mostly for crappie in Iowa in the last year he/she fished.	13.44***
Prefers to fish for crappie.	13.11***
Fished from a boat in last year of fishing.	6.02***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	5.58***
Lives in Southwest region.	5.04***
Rates own fishing skill level as medium.	4.86***
Went ice fishing in last year of fishing.	4.57***
Fished more than the median number of days in Iowa in the past 12 months.	4.49***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	4.31***
Has been fishing in Iowa for more than the median number of years.	3.92***
Is aware of at least one aquatic invasive species in Iowa.	3.83***
Has had contact with DNR enforcement officer while fishing.	3.49***
Lives in Polk County.	3.39***
Is above the median age.	3.34***
Fished for walleye in Iowa in the last year he/she fished.	3.31***
Is married.	3.2**
Fished for bass in Iowa in the last year he/she fished.	3.14**
Gets or has gotten information about fishing in Iowa from newspapers.	3.01**
Did catch-and-release fishing in last year of fishing.	2.89**
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.88**
Fished for northern pike in Iowa in the last year he/she fished.	2.87**
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.81**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.78**
Household size is the median or smaller.	2.71**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.65**
Prefers to fish for bass.	2.59**
Is male.	2.38*
Does not have children living in household.	2.36*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.31*
Rates own fishing skill level as expert.	2.16*
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.14*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for bass in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Prefers to fish for bass.	19.55***
Fished for bass in Iowa in the last year he/she fished.	15.74***
Did catch-and-release fishing in last year of fishing.	4.99***
Lives in Southwest region.	4.93***
Fished from a boat in last year of fishing.	4.41***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	4.07***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	3.55***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	3.22**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	3.19**
Rates the importance of stocking fish for the Department at 8 or less.	3.18**
Has not had contact with DNR enforcement officer while fishing.	3.01**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.96**
Is the median age or younger.	2.9**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.84**
Household size is above the median.	2.82**
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.76**
Visited Iowa Department of Natural Resources website.	2.51*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.46*
Is not in a river region.	2.43*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.43*
Has been fishing in Iowa for the median number of years or less.	2.31*
Lives in Polk County.	2.21*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.06*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Prefers to fish for catfish or bullhead.	19.76***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	14.15***
Did not do catch-and-release fishing in last year of fishing.	6.1***
Did not visit Iowa Department of Natural Resources website.	4.66***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.1***
Lives in Southeast region.	3.46***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.4***
Has had contact with DNR enforcement officer while fishing.	3.29**
Gets or has gotten information about fishing in Iowa from newspapers.	3.2**
Household size is the median or smaller.	3.2**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.06**
Did not fish from a boat in last year of fishing.	2.94**
Is female.	2.64**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.6**
Is above the median age.	2.56*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.55*
Is not married.	2.47*
Rates fishing in Iowa as fair or poor.	2.44*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.43*
Has been fishing in Iowa for more than the median number of years.	2.4*
Lives in Northwest region.	2.33*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.25*
Rates the importance of stocking fish for the Department at 9 or 10.	2.23*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.09*
Most often fishes in Mississippi River.	2.05*
Does not have children living in household.	1.97*
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for walleye in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Prefers to fish for walleye.	21.96***
Fished for walleye in Iowa in the last year he/she fished.	12.84***
Lives in Northwest region.	6.57***
Fished from a boat in last year of fishing.	5.48***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.8***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	4.52***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.82***
Did not do catch-and-release fishing in last year of fishing.	3.76***
Fished for northern pike in Iowa in the last year he/she fished.	3.11**
Is above the median age.	2.9**
Went ice fishing in last year of fishing.	2.9**
Rates own fishing skill level as medium.	2.84**
Is not in a river region.	2.59**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.57*
Most often fishes in Mississippi River.	2.32*
Does not have children living in household.	2.26*
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.17*
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for bluegill in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Prefers to fish for bluegill.	24.52***
Fished for bluegill in Iowa in the last year he/she fished.	11.32***
Lives in Northeast region.	3.36***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.24**
Did not fish from a boat in last year of fishing.	3.01**
Most important reason for fishing is to be with family.	2.54*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.43*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.31*
Most often fishes in Mississippi River.	2.31*
Has not had contact with DNR enforcement officer while fishing.	2.09*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for crappie in Iowa in the last year he/she fished.	Z-SCORE (casual anglers)
Prefers to fish for crappie.	24.57***
Fished for crappie in Iowa in the last year he/she fished.	13.44***
Fished for bluegill in Iowa in the last year he/she fished.	5.84***
Went ice fishing in last year of fishing.	5.24***
Lives in Southwest region.	4.37***
Fished from a boat in last year of fishing.	4.2***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.86***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.42***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.33***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.06**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.97**
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.91**
Is married.	2.73**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.72**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.24*
Rates the importance of stocking fish for the Department at 9 or 10.	2.22*
Fished more than the median number of days in Iowa in the past 12 months.	2.21*
Fished for walleye in Iowa in the last year he/she fished.	2.11*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for bass.	Z-SCORE (casual anglers)
Fished mostly for bass in Iowa in the last year he/she fished.	19.55***
Fished for bass in Iowa in the last year he/she fished.	12.99***
Did catch-and-release fishing in last year of fishing.	4.12***
Fished from a boat in last year of fishing.	3.82***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.37***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	3.22**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	3.15**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	3.14**
Has not had contact with DNR enforcement officer while fishing.	3.07**
Lives in Southwest region.	3.06**
Is the median age or younger.	2.94**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.74**
Household size is above the median.	2.73**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.7**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.6**
Fished for crappie in Iowa in the last year he/she fished.	2.59**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.34*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.3*
Is male.	2.2*
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.19*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.14*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for trout.	Z-SCORE (casual anglers)
Fished for trout in Iowa in the last year he/she fished.	15.77***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	4.51***
Visited Iowa Department of Natural Resources website.	4.3***
Most important reason for fishing is to be close to nature.	3.67***
Did not fish from a boat in last year of fishing.	3.27**
Lives in Northeast region.	3.2**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.76**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.73**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.67**
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.66**
Most important reason for fishing is for relaxation.	2.61**
Is male.	2.59**
Rates the Department as excellent or good in managing fisheries and fishing.	2.49*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.44*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.36*
Typically travels more than the median number of miles to fish in Iowa.	2.34*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for catfish or bullhead.	Z-SCORE (casual anglers)
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	19.76***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	11.88***
Did not do catch-and-release fishing in last year of fishing.	5.34***
Did not visit Iowa Department of Natural Resources website.	4.53***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	4.08***
Is female.	3.77***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.64***
Has had contact with DNR enforcement officer while fishing.	3.55***
Lives in Southeast region.	3.42***
Household size is the median or smaller.	3.11**
Is not married.	2.96**
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.67**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.44*
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.32*
Does not have children living in household.	2.32*
Most often fishes in Mississippi River.	2.22*
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.21*
Did not ice fish in last year of fishing.	2.06*
Is above the median age.	2.01*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for walleye.	Z-SCORE (casual anglers)
Fished mostly for walleye in Iowa in the last year he/she fished.	21.96***
Fished for walleye in Iowa in the last year he/she fished.	13.04***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	6.98***
Lives in Northwest region.	4.96***
Fished from a boat in last year of fishing.	4.93***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	4.59***
Household size is the median or smaller.	3.33***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.28**
Rates fishing in Iowa as fair or poor.	3.21**
Is above the median age.	3.02**
Does not have children living in household.	2.98**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.96**
Has been fishing in Iowa for more than the median number of years.	2.85**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.83**
Went ice fishing in last year of fishing.	2.49*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.48*
Is not in a river region.	2.14*
Fished for northern pike in Iowa in the last year he/she fished.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for bluegill.	Z-SCORE (casual anglers)
Fished mostly for bluegill in Iowa in the last year he/she fished.	24.52***
Fished for bluegill in Iowa in the last year he/she fished.	10.55***
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	3.19**
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.58*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.53*
Lives in Northeast region.	2.34*
Is female.	2.17*
Is in Mississippi River region.	2.16*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.16*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for crappie.	Z-SCORE (casual anglers)
Fished mostly for crappie in Iowa in the last year he/she fished.	24.57***
Fished for crappie in Iowa in the last year he/she fished.	13.11***
Fished for bluegill in Iowa in the last year he/she fished.	5.86***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.21***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	4.77***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	4.7***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	3.77***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	3.6***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.33***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.29**
Is above the median age.	3.16**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.13**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.99**
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.84**
Is not in a river region.	2.73**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.69**
Lives in Southwest region.	2.64**
Is married.	2.6**
Went ice fishing in last year of fishing.	2.58**
Fished from a boat in last year of fishing.	2.51*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.31*
Fished more than the median number of days in Iowa in the past 12 months.	2.3*
Describes Iowa's fishing regulations as clear.	2.14*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.05*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Typically travels more than the median number of miles to fish in Iowa.	Z-SCORE (casual anglers)
Fished from a boat in last year of fishing.	5.62***
Fished for walleye in Iowa in the last year he/she fished.	4.39***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	4***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.72***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.51***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.32***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.3***
Is female.	3.19**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.16**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.03**
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.75**
Fished for northern pike in Iowa in the last year he/she fished.	2.67**
Has been fishing in Iowa for more than the median number of years.	2.64**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.55*
Fished for trout in Iowa in the last year he/she fished.	2.53*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.49*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.4*
Rates fishing in Iowa as fair or poor.	2.39*
Has had contact with DNR enforcement officer while fishing.	2.38*
Prefers to fish for trout.	2.34*
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.34*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.32*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.29*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.23*
Rates the importance of stocking fish for the Department at 9 or 10.	2.23*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.1*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Typically travels the median number of miles or less to fish in Iowa.	Z-SCORE (casual anglers)
Did not fish from a boat in last year of fishing.	5.62***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.91***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.88***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	3.3***
Is male.	3.19**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.05**
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	3**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.89**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.69**
Has been fishing in Iowa for the median number of years or less.	2.64**
Has not had contact with DNR enforcement officer while fishing.	2.38*
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.26*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.25*
Rates the importance of stocking fish for the Department at 8 or less.	2.23*
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.11*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.03*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.02*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	1.99*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished from a boat in last year of fishing.	Z-SCORE (casual anglers)
Fished for walleye in Iowa in the last year he/she fished.	8.8***
Fished for crappie in Iowa in the last year he/she fished.	6.02***
Went ice fishing in last year of fishing.	5.85***
Typically travels more than the median number of miles to fish in Iowa.	5.62***
Fished mostly for walleye in Iowa in the last year he/she fished.	5.48***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	5.27***
Prefers to fish for walleye.	4.93***
Most often fishes in Mississippi River.	4.85***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	4.73***
Fished mostly for bass in Iowa in the last year he/she fished.	4.41***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	4.31***
Fished for bass in Iowa in the last year he/she fished.	4.31***
Fished mostly for crappie in Iowa in the last year he/she fished.	4.2***
Fished more than the median number of days in Iowa in the past 12 months.	4.13***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	4.08***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	4.08***
Prefers to fish for bass.	3.82***
Has had contact with DNR enforcement officer while fishing.	3.77***
Says fishing being offered as part of a vacation would increase motivation to fish.	3.61***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.54***
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	3.43***
Rates own fishing skill level as expert.	3.06**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.04**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.81**
Rates own fishing skill level as medium.	2.8**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.71**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.7**
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.68**
Rates the Department as fair or poor in managing fisheries and fishing.	2.64**
Prefers to fish for crappie.	2.51*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.42*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.37*
Did catch-and-release fishing in last year of fishing.	2.34*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.31*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.23*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.21*
Most important reason for fishing is for relaxation.	2.2*
Fished for northern pike in Iowa in the last year he/she fished.	2.09*
Visited Iowa Department of Natural Resources website.	2.08*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.07*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.06*
Describes Iowa's fishing regulations as clear.	2.06*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not fish from a boat in last year of fishing.	Z-SCORE (casual anglers)
Did not ice fish in last year of fishing.	5.85***
Typically travels the median number of miles or less to fish in Iowa.	5.62***
Rates own fishing skill level as beginner or not very skilled.	5.37***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	5.27***
Most important reason for fishing is to be with family.	4.45***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	4.42***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	4.25***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	4.13***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	4.12***
Has not had contact with DNR enforcement officer while fishing.	3.77***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	3.55***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.34***
Prefers to fish for trout.	3.27**
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.13**
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	3.03**
Fished mostly for bluegill in Iowa in the last year he/she fished.	3.01**
Fished for trout in Iowa in the last year he/she fished.	2.94**
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.94**
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.51*
Did not do catch-and-release fishing in last year of fishing.	2.34*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.28*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.23*
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.16*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.07*
Does not describe Iowa's fishing regulations as clear.	2.06*
Did not visit Iowa Department of Natural Resources website.	2.04*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Went ice fishing in last year of fishing.	Z-SCORE (casual anglers)
Fished from a boat in last year of fishing.	5.85***
Fished mostly for crappie in Iowa in the last year he/she fished.	5.24***
Fished for crappie in Iowa in the last year he/she fished.	4.57***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	4.53***
Fished for walleye in Iowa in the last year he/she fished.	4.27***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	4.21***
Fished more than the median number of days in Iowa in the past 12 months.	4.19***
Has had contact with DNR enforcement officer while fishing.	4.16***
Visited Iowa Department of Natural Resources website.	4.14***
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	4.09***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	3.74***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	3.48***
Did catch-and-release fishing in last year of fishing.	3.45***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.35***
Most important reason for fishing is to be close to nature.	3.34***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.08**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.04**
Most important reason for fishing is for the sport.	2.98**
Fished mostly for walleye in Iowa in the last year he/she fished.	2.9**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.88**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.77**
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.75**
Is not in a river region.	2.74**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.6**
Prefers to fish for crappie.	2.58**
Rates own fishing skill level as expert.	2.57*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.52*
Lives in Southwest region.	2.52*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.5*
Prefers to fish for walleye.	2.49*
Fished for bluegill in Iowa in the last year he/she fished.	2.3*
Describes Iowa's fishing regulations as clear.	2.24*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.17*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.17*
Is aware of at least one aquatic invasive species in Iowa.	2.13*
Fished for northern pike in Iowa in the last year he/she fished.	2.1*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.08*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not ice fish in last year of fishing.	Z-SCORE (casual anglers)
Did not fish from a boat in last year of fishing.	5.85***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	4.21***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	4.19***
Has not had contact with DNR enforcement officer while fishing.	4.16***
Did not visit Iowa Department of Natural Resources website.	3.84***
Did not do catch-and-release fishing in last year of fishing.	3.45***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.17**
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	3.06**
Is in Mississippi River region.	2.98**
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.93**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.81**
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.79**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.74**
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.73**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.72**
Lives in Southeast region.	2.7**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.56*
Rates own fishing skill level as beginner or not very skilled.	2.43*
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.32*
Does not describe Iowa's fishing regulations as clear.	2.24*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.17*
Is not aware of any aquatic invasive species in Iowa.	2.13*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.09*
Prefers to fish for catfish or bullhead.	2.06*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.04*
Most important reason for fishing is to be with family.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did catch-and-release fishing in last year of fishing.	Z-SCORE (casual anglers)
Fished for bass in Iowa in the last year he/she fished.	7.89***
Visited Iowa Department of Natural Resources website.	5.75***
Fished mostly for bass in Iowa in the last year he/she fished.	4.99***
Is male.	4.39***
Prefers to fish for bass.	4.12***
Household size is above the median.	4.09***
Fished for bluegill in Iowa in the last year he/she fished.	4.05***
Fished for trout in Iowa in the last year he/she fished.	4.02***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	3.73***
Fished more than the median number of days in Iowa in the past 12 months.	3.67***
Went ice fishing in last year of fishing.	3.45***
Is the median age or younger.	3.31***
Is aware of at least one aquatic invasive species in Iowa.	3.2**
Has children living in household.	3.1**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.96**
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.94**
Fished for crappie in Iowa in the last year he/she fished.	2.89**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.71**
Most important reason for fishing is for the sport.	2.6**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.52*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.49*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.43*
Fished from a boat in last year of fishing.	2.34*
Has had contact with DNR enforcement officer while fishing.	2.23*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.18*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.16*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.07*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not do catch-and-release fishing in last year of fishing.	Z-SCORE (casual anglers)
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	6.1***
Did not visit Iowa Department of Natural Resources website.	5.93***
Prefers to fish for catfish or bullhead.	5.34***
Is female.	4.39***
Household size is the median or smaller.	4.09***
Fished mostly for walleye in Iowa in the last year he/she fished.	3.76***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.73***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	3.67***
Did not ice fish in last year of fishing.	3.45***
Is above the median age.	3.31***
Is not aware of any aquatic invasive species in Iowa.	3.2**
Does not have children living in household.	3.1**
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.94**
Gets or has gotten information about fishing in Iowa from newspapers.	2.85**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.67**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.56*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.42*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.38*
Did not fish from a boat in last year of fishing.	2.34*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.3*
Has not had contact with DNR enforcement officer while fishing.	2.23*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.22*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Most important reason for fishing is for the sport.	Z-SCORE (casual anglers)
Is male.	3.12**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.01**
Went ice fishing in last year of fishing.	2.98**
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.9**
Is not married.	2.8**
Has had contact with DNR enforcement officer while fishing.	2.72**
Did catch-and-release fishing in last year of fishing.	2.6**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.59**
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.57*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.53*
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.45*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.33*
Rates own fishing skill level as expert.	2.32*
Describes Iowa's fishing regulations as clear.	2.27*
Fished for northern pike in Iowa in the last year he/she fished.	2.26*
Rates the importance of stocking fish for the Department at 9 or 10.	2.06*
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Most important reason for fishing is to be with family.	Z-SCORE (casual anglers)
Has children living in household.	8.46***
Household size is above the median.	8.39***
Is the median age or younger.	6.18***
Is female.	6.14***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	4.94***
Rates own fishing skill level as beginner or not very skilled.	4.63***
Did not fish from a boat in last year of fishing.	4.45***
Has been fishing in Iowa for the median number of years or less.	4.44***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	4.1***
Rates the importance of stocking fish for the Department at 8 or less.	3.77***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	3.41***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.33***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	3.2**
Has not had contact with DNR enforcement officer while fishing.	3.1**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	3**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.92**
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.85**
Does not describe Iowa's fishing regulations as clear.	2.6**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.55*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.55*
Fished mostly for bluegill in Iowa in the last year he/she fished.	2.54*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.43*
Is not aware of any aquatic invasive species in Iowa.	2.34*
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.25*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.24*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.08*
Did not ice fish in last year of fishing.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Most important reason for fishing is for relaxation.	Z-SCORE (casual anglers)
Does not have children living in household.	5.2***
Is above the median age.	4.7***
Household size is the median or smaller.	4.15***
Is married.	3.97***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.63***
Has been fishing in Iowa for more than the median number of years.	3.15**
Prefers to fish for trout.	2.61**
Rates own fishing skill level as medium.	2.43*
Lives in Polk County.	2.29*
Rates the Department as excellent or good in managing fisheries and fishing.	2.25*
Fished from a boat in last year of fishing.	2.2*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.09*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Most important reason for fishing is to be close to nature.	Z-SCORE (casual anglers)
Fished for trout in Iowa in the last year he/she fished.	4.61***
Prefers to fish for trout.	3.67***
Went ice fishing in last year of fishing.	3.34***
Household size is the median or smaller.	3.1**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.78**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.73**
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.52*
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.28*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.27*
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.25*
Rates fishing in Iowa as excellent or good.	2.23*
Rates the Department as excellent or good in managing fisheries and fishing.	2.22*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.2*
Visited Iowa Department of Natural Resources website.	2.18*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.14*
Rates own fishing skill level as expert.	2.11*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	9.69***
Is the median age or younger.	5.87***
Visited Iowa Department of Natural Resources website.	5.43***
Has children living in household.	4.63***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	4.33***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	4.14***
Household size is above the median.	3.52***
Fished mostly for bass in Iowa in the last year he/she fished.	3.22**
Describes Iowa's fishing regulations as clear.	3.07**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.02**
Most important reason for fishing is to be with family.	3**
Rates own fishing skill level as medium.	2.9**
Is aware of at least one aquatic invasive species in Iowa.	2.88**
Rates the Department as excellent or good in managing fisheries and fishing.	2.88**
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.85**
Is married.	2.8**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.8**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.72**
Did catch-and-release fishing in last year of fishing.	2.71**
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.69**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.58*
Prefers to fish for bluegill.	2.53*
Is not in a river region.	2.27*
Prefers to fish for bass.	2.14*
Fished for bass in Iowa in the last year he/she fished.	2.11*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.08*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	5.82***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.97***
Says fishing being offered as part of a vacation would increase motivation to fish.	3.95***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.65***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.43***
Has been fishing in Iowa for the median number of years or less.	3.31***
Is the median age or younger.	3.27**
Rates fishing in Iowa as excellent or good.	3.07**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.02**
Fished from a boat in last year of fishing.	2.68**
Fished more than the median number of days in Iowa in the past 12 months.	2.67**
Household size is above the median.	2.41*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.32*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.25*
Most important reason for fishing is to be close to nature.	2.25*
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.03*
Fished for trout in Iowa in the last year he/she fished.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.98***
Is above the median age.	8.56***
Did not visit Iowa Department of Natural Resources website.	6.14***
Does not have children living in household.	6.1***
Household size is the median or smaller.	5.41***
Prefers to fish for crappie.	5.21***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	4.74***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	4.64***
Is not aware of any aquatic invasive species in Iowa.	4.23***
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	4.1***
Rates own fishing skill level as expert.	3.67***
Prefers to fish for catfish or bullhead.	3.64***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.64***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	3.17**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.17**
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	3.01**
Fished mostly for crappie in Iowa in the last year he/she fished.	2.97**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.86**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.79**
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.77**
Does not describe Iowa's fishing regulations as clear.	2.74**
Most often fishes in Mississippi River.	2.69**
Did not do catch-and-release fishing in last year of fishing.	2.67**
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.66**
Most important reason for fishing is for the sport.	2.59**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.58*
Rates fishing in Iowa as fair or poor.	2.47*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.42*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.33*
Has not had contact with DNR enforcement officer while fishing.	2.32*
Fished more than median number of days in Iowa in the past 12 months.	2.31*
Has been fishing in Iowa for more than the median number of years.	2.29*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.28*
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.25*
Rates the importance of stocking fish for the Department at 9 or 10.	2.07*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.01*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	15.75***
Rates fishing in Iowa as fair or poor.	9.02***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	8.57***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	8.19***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	7.83***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	5.83***
Prefers to fish for walleye.	4.59***
Rates the Department as fair or poor in managing fisheries and fishing.	4.54***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	4.13***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	3.96***
Fished mostly for walleye in Iowa in the last year he/she fished.	3.82***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	3.82***
Typically travels more than the median number of miles to fish in Iowa.	3.72***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.5***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	3.42***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.75**
Does not describe Iowa's fishing regulations as clear.	2.6**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.58**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.35*
Is above the median age.	2.33*
Lives in Polk County.	2.28*
Rates the importance of stocking fish for the Department at 9 or 10.	2.25*
Is female.	2.19*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.05*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	10.86***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	8.71***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	7.3***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	7.26***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	5.72***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	5.71***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.9***
Says fishing being offered as part of a vacation would increase motivation to fish.	4.77***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	4.6***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	4.34***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	4.3***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.11***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	4.09***
Rates the Department as fair or poor in managing fisheries and fishing.	4.04***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	4.02***
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	3.97***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	3.35***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.26**
Gets or has gotten information about fishing in Iowa from word-of-mouth.	3.17**
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	3.02**
Fished for northern pike in Iowa in the last year he/she fished.	3.02**
Fished for bass in Iowa in the last year he/she fished.	2.84**
Prefers to fish for bass.	2.74**
Does not describe Iowa's fishing regulations as clear.	2.57*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.53*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.42*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.38*
Typically travels more than the median number of miles to fish in Iowa.	2.32*
Rates fishing in Iowa as fair or poor.	2.3*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.28*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.24*
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.22*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.15*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	15.51***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	13.28***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.33***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	10.24***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.96***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.93***
Rates fishing in Iowa as excellent or good.	8.12***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	5.31***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	5.2***
Typically travels the median number of miles or less to fish in Iowa.	4.88***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	4.52***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	4.47***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	4.31***
Describes Iowa's fishing regulations as clear.	4.22***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.82***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.67***
Rates the Department as excellent or good in managing fisheries and fishing.	3.6***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	3.52***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.35***
Fished mostly for bluegill in Iowa in the last year he/she fished.	3.24**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.19**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	3.05**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.42*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.39*
Is married.	2.39*
Fished more than the median number of days in Iowa in the past 12 months.	2.16*
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.06*
Is male.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	9.69***
Has children living in household.	6.22***
Household size is above the median.	6.17***
Is married.	4.14***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.83***
Is the median age or younger.	3.73***
Visited Iowa Department of Natural Resources website.	3.45***
Did catch-and-release fishing in last year of fishing.	2.96**
Has been fishing in Iowa for the median number of years or less.	2.95**
Most important reason for fishing is to be with family.	2.92**
Rates the Department as excellent or good in managing fisheries and fishing.	2.91**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.77**
Is aware of at least one aquatic invasive species in Iowa.	2.73**
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.67**
Prefers to fish for trout.	2.44*
Typically travels more than the median number of miles to fish in Iowa.	2.4*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.33*
Lives in Polk County.	2.24*
Is not in a river region.	2.13*
Did not fish from a boat in last year of fishing.	2.03*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	5.82***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	4.85***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	4.51***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	4.11***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	3.62***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.35***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	3.11**
Says fishing being offered as part of a vacation would increase motivation to fish.	3.02**
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.97**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.95**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.88**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.81**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.8**
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.74**
Prefers to fish for trout.	2.67**
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.6**
Rates the Department as fair or poor in managing fisheries and fishing.	2.52*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.49*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.48*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.42*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.18*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.1*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.04*
Lives in Northeast region.	2.03*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.98***
Does not have children living in household.	6.08***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.6***
Household size is the median or smaller.	5.57***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.86***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	4.2***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.59***
Is not married.	3.4***
Did not visit Iowa Department of Natural Resources website.	3.23**
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.19**
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	3.19**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.19**
Is above the median age.	3.14**
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	3.09**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.93**
Is not aware of any aquatic invasive species in Iowa.	2.87**
Fished more than the median number of days in Iowa in the past 12 months.	2.71**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.68**
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.66**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.66**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.61**
Did not do catch-and-release fishing in last year of fishing.	2.56*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.46*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.28*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.25*
Prefers to fish for catfish or bullhead.	2.21*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.21*
Typically travels the median number of miles or less to fish in Iowa.	2.11*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	12.87***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	6.43***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	5.65***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	4.33***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	4.13***
Rates the Department as fair or poor in managing fisheries and fishing.	3.83***
Rates fishing in Iowa as fair or poor.	3.58***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.51***
Is aware of at least one aquatic invasive species in Iowa.	3.47***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	3.34***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.21**
Does not describe Iowa's fishing regulations as clear.	3.21**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.95**
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.88**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.85**
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.82**
Fished for walleye in Iowa in the last year he/she fished.	2.74**
Has been fishing in Iowa for more than the median number of years.	2.6**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.57*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.48*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.48*
Lives in Southeast region.	2.35*
Fished for northern pike in Iowa in the last year he/she fished.	2.3*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.28*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.21*
Did catch-and-release fishing in last year of fishing.	2.02*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	8.79***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	8.13***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	7.3***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	6.72***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	6***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	4.68***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.67***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	4.48***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.93***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.72***
Rates the Department as fair or poor in managing fisheries and fishing.	3.65***
Rates fishing in Iowa as fair or poor.	3.58***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.44***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.37***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.35***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	3.21**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	3.2**
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	3.17**
Fished more than median number of days in Iowa in the past 12 months.	2.98**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.75**
Prefers to fish for bass.	2.6**
Fished mostly for bass in Iowa in the last year he/she fished.	2.46*
Rates the importance of stocking fish for the Department at 9 or 10.	2.42*
Is male.	2.36*
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.35*
Fished for crappie in Iowa in the last year he/she fished.	2.31*
Most important reason for fishing is to be close to nature.	2.27*
Typically travels more than the median number of miles to fish in Iowa.	2.23*
Fished for bass in Iowa in the last year he/she fished.	2.22*
Fished from a boat in last year of fishing.	2.06*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.04*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.04*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	15.11***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.93***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.46***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.1***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.49***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	6.02***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.33***
Rates fishing in Iowa as excellent or good.	5.01***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	4.42***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	4.4***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	4.39***
Rates the Department as excellent or good in managing fisheries and fishing.	4.1***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.92***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.23**
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.94**
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.93**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.87**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.86**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.63**
Rates the importance of stocking fish for the Department at 8 or less.	2.63**
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.56*
Is married.	2.44*
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.38*
Describes Iowa's fishing regulations as clear.	2.32*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.27*
Typically travels the median number of miles or less to fish in Iowa.	2.25*
Prefers to fish for bluegill.	2.16*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	8.57***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	8.07***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	6.67***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	6.56***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	6.43***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.66***
Rates fishing in Iowa as fair or poor.	4.54***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.92***
Is above the median age.	3.78***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	3.32***
Gets or has gotten information about fishing in Iowa from newspapers.	3.21**
Typically travels more than the median number of miles to fish in Iowa.	3.16**
Has been fishing in Iowa for more than the median number of years.	2.86**
Has had contact with DNR enforcement officer while fishing.	2.79**
Prefers to fish for trout.	2.73**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.29*
Does not have children living in household.	2.05*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2*
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	1.99*
Household size is the median or smaller.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	9.02***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	7.92***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	7.26***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	6.95***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	6.72***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	4.85***
Fished from a boat in last year of fishing.	4.73***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	4.24***
Fished mostly for bass in Iowa in the last year he/she fished.	4.07***
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	3.95***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.94***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	3.7***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.54***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	3.43***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	3.4***
Prefers to fish for bass.	3.37***
Typically travels more than the median number of miles to fish in Iowa.	3.32***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.29**
Fished for bass in Iowa in the last year he/she fished.	3.27**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.12**
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.78**
Has children living in household.	2.76**
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.63**
Is not aware of any aquatic invasive species in Iowa.	2.6**
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.55*
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.43*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.17*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.12*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.06*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	12.84***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	10.49***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	10.24***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.49***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.16***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.72***
Typically travels the median number of miles or less to fish in Iowa.	4.91***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.86***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	4.01***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	3.78***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	3.67***
Rates fishing in Iowa as excellent or good.	3.52***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	3.42***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.41***
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	3.4***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	3.34***
Did not fish from a boat in last year of fishing.	3.13**
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.78**
Prefers to fish for catfish or bullhead.	2.67**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.63**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.58**
Did not ice fish in last year of fishing.	2.32*
Is married.	2.29*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.24*
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.17*
Is aware of at least one aquatic invasive species in Iowa.	2.15*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.12*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	15.75***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	11.44***
Rates fishing in Iowa as fair or poor.	8.35***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	6.73***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	6.67***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	4.45***
Rates the Department as fair or poor in managing fisheries and fishing.	3.99***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	3.51***
Prefers to fish for walleye.	3.28**
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	3.15**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.08**
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.96**
Rates the importance of stocking fish for the Department at 9 or 10.	2.83**
Did not visit Iowa Department of Natural Resources website.	2.78**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.78**
Does not have children living in household.	2.42*
Does not describe Iowa's fishing regulations as clear.	2.35*
Typically travels more than the median number of miles to fish in Iowa.	2.34*
Lives in Northwest region.	2.07*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.04*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	10.86***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	9.02***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	8.13***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	6.78***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	5.9***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	5.3***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	4.78***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.69***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	3.57***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.35***
Gets or has gotten information about fishing in Iowa from word-of-mouth.	3.08**
Rates fishing in Iowa as fair or poor.	3.08**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.01**
Rates the Department as fair or poor in managing fisheries and fishing.	3.01**
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.98**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.92**
Prefers to fish for bass.	2.7**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.67**
Visited Iowa Department of Natural Resources website.	2.51*
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.48*
Prefers to fish for walleye.	2.48*
Fished for bass in Iowa in the last year he/she fished.	2.29*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.27*
Fished from a boat in last year of fishing.	2.21*
Is male.	2.12*
Is not aware of any aquatic invasive species in Iowa.	2.05*
Has had contact with DNR enforcement officer while fishing.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	15.51***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.34***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	10.72***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	10.49***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.46***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.67***
Rates fishing in Iowa as excellent or good.	7.03***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	5.07***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	4.54***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	4.22***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	4.13***
Rates the Department as excellent or good in managing fisheries and fishing.	3.84***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.79***
Fished more than the median number of days in Iowa in the past 12 months.	3.51***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	3.5***
Rates own fishing skill level as beginner or not very skilled.	3.12**
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.91**
Rates the importance of stocking fish for the Department at 8 or less.	2.87**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.81**
Most important reason for fishing is to be close to nature.	2.73**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.69**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.56*
Is aware of at least one aquatic invasive species in Iowa.	2.54*
Describes Iowa's fishing regulations as clear.	2.39*
Is female.	2.35*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.27*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	9.21***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	8.07***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	7.83***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	7***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	6.73***
Rates the Department as fair or poor in managing fisheries and fishing.	4.47***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.34***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	4.33***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	3.63***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	3.51***
Rates fishing in Iowa as fair or poor.	3.38***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.27**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.17**
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.15**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.9**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.8**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.65**
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.63**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.55*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.45*
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.24*
Does not describe Iowa's fishing regulations as clear.	2.22*
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.12*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	1.99*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	8.71***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	7.92***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	6.81***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	6.78***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	6***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	4.11***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.92***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.92***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	3.87***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	3.75***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.69***
Typically travels more than the median number of miles to fish in Iowa.	3.51***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	3.29**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.23**
Rates fishing in Iowa as fair or poor.	3.23**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.99**
Fished for bass in Iowa in the last year he/she fished.	2.95**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.94**
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.94**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.79**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.74**
Visited Iowa Department of Natural Resources website.	2.74**
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	2.56*
Went ice fishing in last year of fishing.	2.5*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.49*
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.32*
Prefers to fish for bass.	2.3*
Fished for northern pike in Iowa in the last year he/she fished.	2.3*
Rates the Department as fair or poor in managing fisheries and fishing.	2.07*
Fished mostly for bass in Iowa in the last year he/she fished.	2.06*
Rates own fishing skill level as medium.	2.05*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.02*
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.01*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	1.99*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	1.98*
Gets or has gotten information about fishing in Iowa from newspapers.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	13.28***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	12.84***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.37***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	10.72***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.1***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.96***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.6***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	4.99***
Rates fishing in Iowa as excellent or good.	4.82***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	4.46***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.54***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.52***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	3.48***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	3.28**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.17**
Typically travels the median number of miles or less to fish in Iowa.	3.05**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	3.02**
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.95**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.88**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.73**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.66**
Describes Iowa's fishing regulations as clear.	2.48*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.41*
Fished from a boat in last year of fishing.	2.37*
Lives in Southeast region.	2.18*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2*
Did not visit Iowa Department of Natural Resources website.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	11.44***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	8.19***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	7***
Prefers to fish for walleye.	6.98***
Rates fishing in Iowa as fair or poor.	6.58***
Rates the Department as fair or poor in managing fisheries and fishing.	5.93***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	4.95***
Fished mostly for walleye in Iowa in the last year he/she fished.	4.8***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	4.66***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.65***
Fished for northern pike in Iowa in the last year he/she fished.	4.58***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.11***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	4.04***
Fished for walleye in Iowa in the last year he/she fished.	3.95***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.75***
Does not have children living in household.	3.57***
Fished mostly for bass in Iowa in the last year he/she fished.	3.55***
Household size is the median or smaller.	2.98**
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.86**
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.85**
Is above the median age.	2.81**
Fished from a boat in last year of fishing.	2.71**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.66**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.6**
Rates own fishing skill level as medium.	2.56*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.48*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.38*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.35*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.19*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.9***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	4.67***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	4.53***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	4.48***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	4.44***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	4.24***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.09***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.7***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	3.62***
Went ice fishing in last year of fishing.	3.48***
Says fishing being offered as part of a vacation would increase motivation to fish.	3.38***
Rates fishing in Iowa as fair or poor.	3.32***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.29**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.99**
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.9**
Fished for bluegill in Iowa in the last year he/she fished.	2.84**
Rates own fishing skill level as medium.	2.82**
Fished for crappie in Iowa in the last year he/she fished.	2.78**
Fished from a boat in last year of fishing.	2.7**
Typically travels more than the median number of miles to fish in Iowa.	2.55*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.45*
Fished for walleye in Iowa in the last year he/she fished.	2.42*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.26*
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.05*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.34***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.96***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.96***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.81***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.72***
Rates fishing in Iowa as excellent or good.	6.04***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.33***
Rates own fishing skill level as beginner or not very skilled.	4.79***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	4.52***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	4.41***
Is the median age or younger.	3.84***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	3.6***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	3.27**
Rates the Department as excellent or good in managing fisheries and fishing.	3.24**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.22**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.19**
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.1**
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	3.08**
Lives in Southeast region.	2.83**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.78**
Typically travels the median number of miles or less to fish in Iowa.	2.69**
Fished more than the median number of days in Iowa in the past 12 months.	2.64**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.62**
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.59**
Did not fish from a boat in last year of fishing.	2.28*
Visited Iowa Department of Natural Resources website.	2.25*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.21*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.19*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.09*
Is aware of at least one aquatic invasive species in Iowa.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	12.87***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	9.21***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	6.56***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	6.27***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	5.83***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	5.59***
Fished for walleye in Iowa in the last year he/she fished.	5.38***
Rates the Department as fair or poor in managing fisheries and fishing.	5.29***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.9***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	4.67***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.65***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	4.6***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	4.54***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	4.49***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	4.38***
Says fishing being offered as part of a vacation would increase motivation to fish.	4.1***
Does not describe Iowa's fishing regulations as clear.	3.73***
Fished for northern pike in Iowa in the last year he/she fished.	3.67***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.61***
Rates fishing in Iowa as fair or poor.	3.59***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	3.57***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.23**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	3.08**
Prefers to fish for walleye.	2.83**
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.78**
Is female.	2.75**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.67**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.62**
Fished mostly for walleye in Iowa in the last year he/she fished.	2.57*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.52*
Has been fishing in Iowa for more than the median number of years.	2.51*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.44*
Rates own fishing skill level as expert.	2.43*
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.25*
Rates the importance of stocking fish for the Department at 9 or 10.	2.14*
Visited Iowa Department of Natural Resources website.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	8.79***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	6.95***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	6.81***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	5.71***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.3***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	4.67***
Is male.	4.23***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	4.17***
Rates fishing in Iowa as fair or poor.	3.82***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.67***
Most important reason for fishing is for relaxation.	3.63***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.53***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.42***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.97**
Fished for crappie in Iowa in the last year he/she fished.	2.88**
Fished for northern pike in Iowa in the last year he/she fished.	2.81**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.43*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.35*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.25*
Rates own fishing skill level as medium.	2.1*
Does not have children living in household.	2.06*
Household size is the median or smaller.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (casual anglers)
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	15.11***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.37***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.33***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.67***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.16***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.81***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	6.25***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	6.17***
Rates fishing in Iowa as excellent or good.	6.05***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	5.85***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	5.44***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	5.22***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	4.98***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	4.39***
Describes Iowa's fishing regulations as clear.	3.61***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.3**
Has been fishing in Iowa for the median number of years or less.	3.11**
Has children living in household.	2.87**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.74**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.67**
Household size is above the median.	2.57*
Most important reason for fishing is to be with family.	2.55*
Is the median age or younger.	2.44*
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.21*
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.15*
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.11*
Is not aware of any aquatic invasive species in Iowa.	2.07*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	Z-SCORE (casual anglers)
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	17.41***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	12.82***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	12.37***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	10.91***
Says fishing being offered as part of a vacation would increase motivation to fish.	10.91***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	10.7***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	9.8***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	9.66***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	8.7***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	8.64***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	6.72***
Is the median age or younger.	6.5***
Has children living in household.	5.61***
Is not married.	5.13***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	4.24***
Rates fishing in Iowa as excellent or good.	4.09***
Is not aware of any aquatic invasive species in Iowa.	3.81***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.7***
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	3.65***
Fished from a boat in last year of fishing.	3.54***
Has been fishing in Iowa for the median number of years or less.	3.48***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.37***
Most important reason for fishing is to be with family.	3.33***
Household size is above the median.	3.31***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	3.15**
Went ice fishing in last year of fishing.	3.08**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.74**
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.72**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.69**
Rates the Department as excellent or good in managing fisheries and fishing.	2.49*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.25*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.22*
Prefers to fish for bass.	2.19*
Fished mostly for walleye in Iowa in the last year he/she fished.	2.17*
Lives in Northwest region.	2.09*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	17.41***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	12.7***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	12.59***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	11.02***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	10.37***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	10.31***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	9.47***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	9.32***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	8.55***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	8.44***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	7.02***
Is above the median age.	6.29***
Does not have children living in household.	5.63***
Is married.	4.93***
Prefers to fish for crappie.	4.7***
Fished for crappie in Iowa in the last year he/she fished.	4.31***
Fished for bluegill in Iowa in the last year he/she fished.	3.77***
Rates fishing in Iowa as fair or poor.	3.66***
Is aware of at least one aquatic invasive species in Iowa.	3.46***
Household size is the median or smaller.	3.43***
Fished mostly for crappie in Iowa in the last year he/she fished.	3.42***
Did not fish from a boat in last year of fishing.	3.34***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	3.14**
Has been fishing in Iowa for more than the median number of years.	3.08**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.86**
Did not ice fish in last year of fishing.	2.81**
Prefers to fish for trout.	2.76**
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.7**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.66**
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.58**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.56*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.33*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.33*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.25*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.06*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says fishing being offered as part of a vacation would increase motivation to fish.	Z-SCORE (casual anglers)
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	13.02***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	11.14***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	10.91***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	10.84***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	10.05***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	9.44***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	9.18***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	8.82***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	8.71***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	8.54***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	7.48***
Is the median age or younger.	4.86***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.77***
Fished for bass in Iowa in the last year he/she fished.	4.68***
Has children living in household.	4.16***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.1***
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	3.95***
Rates the Department as excellent or good in managing fisheries and fishing.	3.85***
Fished from a boat in last year of fishing.	3.61***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	3.38***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	3.02**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.99**
Fished mostly for bass in Iowa in the last year he/she fished.	2.96**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.94**
Went ice fishing in last year of fishing.	2.88**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.77**
Is not married.	2.65**
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.5*
Typically travels more than the median number of miles to fish in Iowa.	2.49*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.48*
Prefers to fish for bass.	2.34*
Did catch-and-release fishing in last year of fishing.	2.18*
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.12*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.1*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.04*
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.03*
Household size is above the median.	2*
Lives in Northeast region.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says fishing being offered as part of a vacation would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	13.4***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	11.22***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	11.15***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	11.02***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	10.15***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	9.23***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	9.08***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	8.62***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	8.44***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	8.21***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	7.64***
Is above the median age.	4.75***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.74***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.47***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.2***
Does not have children living in household.	3.92***
Did not fish from a boat in last year of fishing.	3.55***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.48***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.87**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.74**
Did not ice fish in last year of fishing.	2.72**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.69**
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.58*
Typically travels the median number of miles or less to fish in Iowa.	2.26*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.2*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.19*
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.17*
Is married.	2.13*
Rates fishing in Iowa as fair or poor.	2.07*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	Z-SCORE (casual anglers)
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	17.41***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	14.42***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	13.27***
Says fishing being offered as part of a vacation would increase motivation to fish.	13.02***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	12.96***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	11.44***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	11.23***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	9.36***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	9.35***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	9.02***
Is the median age or younger.	7.94***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	7.91***
Has been fishing in Iowa for the median number of years or less.	6.27***
Has children living in household.	5.86***
Is not married.	5.64***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	4.51***
Household size is above the median.	4.36***
Most important reason for fishing is to be with family.	3.41***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.4***
Prefers to fish for bass.	3.22**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.21**
Visited Iowa Department of Natural Resources website.	3.09**
Fished for bass in Iowa in the last year he/she fished.	3.03**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.02**
Is not aware of any aquatic invasive species in Iowa.	2.85**
Rates Iowa's enforcement of fishing regs/laws as excellent or good.	2.76**
Fished mostly for bass in Iowa in the last year he/she fished.	2.76**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.69**
Went ice fishing in last year of fishing.	2.52*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.52*
Fished from a boat in last year of fishing.	2.31*
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.25*
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.04*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.02*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	17.41***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	14.43***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	13.4***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	13.25***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	12.24***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	10.97***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	10.97***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	9.46***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	9.19***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	9.01***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	8***
Is above the median age.	7.72***
Is married.	5.9***
Has been fishing in Iowa for more than the median number of years.	5.86***
Does not have children living in household.	5.68***
Prefers to fish for crappie.	4.77***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.64***
Household size is the median or smaller.	4.24***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.34***
Rates own fishing skill level as expert.	3.16**
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.05**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.02**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.81**
Did not ice fish in last year of fishing.	2.74**
Fished mostly for crappie in Iowa in the last year he/she fished.	2.72**
Did not visit Iowa Department of Natural Resources website.	2.7**
Fished for crappie in Iowa in the last year he/she fished.	2.65**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.61**
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.6**
Is aware of at least one aquatic invasive species in Iowa.	2.56*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.38*
Prefers to fish for catfish or bullhead.	2.32*
Did not fish from a boat in last year of fishing.	2.16*
Fished for bluegill in Iowa in the last year he/she fished.	2.15*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.15*
Most important reason for fishing is for the sport.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	Z-SCORE (casual anglers)
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	13.71***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	12.96***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	11.42***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	10.91***
Says fishing being offered as part of a vacation would increase motivation to fish.	10.84***
Has children living in household.	10.65***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	10.04***
Is the median age or younger.	10.02***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	9.63***
Household size is above the median.	9.4***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	9.04***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	8.87***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	7.63***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	7.61***
Has been fishing in Iowa for the median number of years or less.	6.61***
Most important reason for fishing is to be with family.	4.1***
Is not aware of any aquatic invasive species in Iowa.	3.98***
Prefers to fish for bass.	3.14**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.92**
Rates fishing in Iowa as excellent or good.	2.85**
Fished mostly for bass in Iowa in the last year he/she fished.	2.84**
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.82**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.75**
Rates own fishing skill level as beginner or not very skilled.	2.56*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.42*
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.25*
Visited Iowa Department of Natural Resources website.	2.24*
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	2.21*
Rates the Department as excellent or good in managing fisheries and fishing.	2.18*
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.17*
Is female.	2.1*
Went ice fishing in last year of fishing.	2.08*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	13.16***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	12.24***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	11.15***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	10.91***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	10.37***
Does not have children living in household.	10.01***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	9.3***
Is above the median age.	9.1***
Household size is the median or smaller.	8.9***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	8.6***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	8.57***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	8.12***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	7.86***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	6.93***
Has been fishing in Iowa for more than the median number of years.	5.69***
Is aware of at least one aquatic invasive species in Iowa.	3.22**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.94**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.91**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.86**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.77**
Fished for trout in Iowa in the last year he/she fished.	2.7**
Rates own fishing skill level as expert.	2.46*
Rates fishing in Iowa as fair or poor.	2.42*
Prefers to fish for trout.	2.36*
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.28*
Did not visit Iowa Department of Natural Resources website.	2.17*
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.15*
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.15*
Most important reason for fishing is for relaxation.	2.09*
Did not do catch-and-release fishing in last year of fishing.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	14.68***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	14.47***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	14.42***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	13.71***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	13.03***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	12.37***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	12.34***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	11.47***
Says fishing being offered as part of vacation would increase motivation to fish.	11.14***
Says being sure fish caught were safe/healthy to eat would incr. motiv. to fish.	10.22***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	9.99***
Is the median age or younger.	7.97***
Has children living in household.	7.09***
Is not married.	6.32***
Household size is above the median.	5.45***
Most important reason for fishing is to be with family.	4.94***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.6***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.94***
Is not aware of any aquatic invasive species in Iowa.	3.8***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.69***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.69***
Rates the Department as excellent or good in managing fisheries and fishing.	3.56***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.53***
Has been fishing in Iowa for the median number of years or less.	3.51***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.5***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.44***
Rates own fishing skill level as beginner or not very skilled.	3.17**
Rates fishing in Iowa as excellent or good.	3.08**
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	3.02**
Is female.	2.97**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.95**
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.91**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.91**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.89**
Fished for northern pike in Iowa in the last year he/she fished.	2.42*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.15*
Visited Iowa Department of Natural Resources website.	2.14*
Most important reason for fishing is to be close to nature.	2.14*
Typically travels more than the median number of miles to fish in Iowa.	2.1*
Fished more than the median number of days in Iowa in the past 12 months.	2.08*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	14.55***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	14.43***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	14.07***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	13.16***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	12.59***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	12.51***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	12.01***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	11.22***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	10.91***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	10.14***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	10.11***
Is above the median age.	8.18***
Does not have children living in household.	7.22***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.85***
Household size is the median or smaller.	5.61***
Is married.	5.01***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.01***
Is aware of at least one aquatic invasive species in Iowa.	3.84***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.82***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.79***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.54***
Has been fishing in Iowa for more than the median number of years.	3.42***
Prefers to fish for crappie.	3.13**
Is male.	3**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.88**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.86**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.66**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.63**
Most important reason for fishing is for the sport.	2.53*
Rates fishing in Iowa as fair or poor.	2.15*
Did not ice fish in last year of fishing.	2.09*
Typically travels the median number of miles or less to fish in Iowa.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	23.39***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	21.25***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	20.15***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	14.68***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	13.73***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	12.57***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	11.42***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	11.31***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	11.23***
Says fishing being offered as part of a vacation would increase motivation to fish.	10.05***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	9.8***
Rates the Department as excellent or good in managing fisheries and fishing.	6.48***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	5.72***
Is not married.	5.31***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	4.78***
Has children living in household.	4.69***
Is the median age or younger.	4.46***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.38***
Fished from a boat in last year of fishing.	4.08***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.93***
Fished for walleye in Iowa in the last year he/she fished.	3.89***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	3.76***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.67***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.54***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	3.54***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.34***
Has been fishing in Iowa for the median number of years or less.	3.23**
Went ice fishing in last year of fishing.	3.04**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.99**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.88**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.74**
Household size is above the median.	2.7**
Visited Iowa Department of Natural Resources website.	2.61**
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.55*
Did catch-and-release fishing in last year of fishing.	2.52*
Rates fishing in Iowa as excellent or good.	2.48*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.44*
Fished more than the median number of days in Iowa in the past 12 months.	2.37*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.36*

Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.27*
Fished for northern pike in Iowa in the last year he/she fished.	2.24*
Lives in Polk County.	2.16*
Most important reason for fishing is to be with family.	2.08*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	23.25***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	21.09***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	20.2***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	14.07***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	13.71***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	12.71***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	11.51***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	10.97***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	10.91***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	10.15***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	9.47***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.17***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.31***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.07***
Is married.	4.51***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.4***
Does not have children living in household.	4.37***
Did not fish from a boat in last year of fishing.	4.25***
Is above the median age.	4.06***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.78***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	3.76***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	3.62***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.28**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.09**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.08**
Has been fishing in Iowa for more than the median number of years.	2.97**
Did not ice fish in last year of fishing.	2.93**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.88**
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.64**
Rates fishing in Iowa as fair or poor.	2.44*
Did not do catch-and-release fishing in last year of fishing.	2.38*
Household size is the median or smaller.	2.36*
Lives in Northwest region.	2.29*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.28*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.27*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.04*
Typically travels the median number of miles or less to fish in Iowa.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	23.39***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	22.02***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	20.62***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	13.42***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	13.12***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	12.44***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	12.34***
Says fishing being offered as part of a vacation would increase motivation to fish.	9.44***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	9.04***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	9.02***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	8.7***
Rates the Department as excellent or good in managing fisheries and fishing.	5.57***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	4.8***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.54***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	4.53***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	4.4***
Fished from a boat in last year of fishing.	4.31***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	3.96***
Is the median age or younger.	3.89***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	3.74***
Household size is above the median.	3.65***
Has children living in household.	3.61***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.51***
Rates fishing in Iowa as excellent or good.	3.5***
Went ice fishing in last year of fishing.	3.35***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.35***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.29**
Gets or has gotten information about fishing in Iowa from word-of-mouth.	3.28**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.26**
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.06**
Is not married.	3.04**
Fished for walleye in Iowa in the last year he/she fished.	2.86**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.81**
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.6**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.58*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.49*
Fished for northern pike in Iowa in the last year he/she fished.	2.44*
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.43*

Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.27*
Describes Iowa's fishing regulations as clear.	2.17*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.08*
Did catch-and-release fishing in last year of fishing.	2.07*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	23.25***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	22.11***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	20.82***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	13.66***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	12.99***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	12.92***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	12.01***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	9.23***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	9.01***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	8.6***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	8.55***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.98***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	4.88***
Did not fish from a boat in last year of fishing.	4.42***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	4.22***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.92***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	3.59***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.59***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	3.58***
Is above the median age.	3.57***
Household size is the median or smaller.	3.56***
Does not have children living in household.	3.53***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.41***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.35***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.22**
Did not ice fish in last year of fishing.	3.17**
Prefers to fish for crappie.	2.99**
Rates fishing in Iowa as fair or poor.	2.94**
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.7**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.59**
Does not describe Iowa's fishing regulations as clear.	2.47*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.41*
Is married.	2.41*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	23.51***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	22.02***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	21.25***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	15.3***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	11.47***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	11.25***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	10.26***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	9.66***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	9.36***
Says fishing being offered as part of vacation would increase motivation to fish.	8.71***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	7.63***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	4.63***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.49***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.3***
Fished from a boat in last year of fishing.	4.08***
Rates the Department as excellent or good in managing fisheries and fishing.	4.04***
Is the median age or younger.	3.65***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.57***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.43***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.2**
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.97**
Has children living in household.	2.9**
Went ice fishing in last year of fishing.	2.77**
Fished for bass in Iowa in the last year he/she fished.	2.77**
Household size is above the median.	2.66**
Fished for walleye in Iowa in the last year he/she fished.	2.66**
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.57*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.48*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.45*
Is not married.	2.43*
Visited Iowa Department of Natural Resources website.	2.4*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.35*
Gets or has gotten information about fishing in Iowa from newspapers.	2.21*
Did catch-and-release fishing in last year of fishing.	2.16*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.08*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.08*
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	2.04*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2*
Fished for northern pike in Iowa in the last year he/she fished.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	23.66***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	22.11***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	21.09***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	14.76***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	11.1***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	10.91***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	10.16***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	9.32***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	9.19***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	8.21***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	6.93***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.22***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	4.64***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.39***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.31***
Did not fish from a boat in last year of fishing.	4.12***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.67***
Prefers to fish for crappie.	3.6***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.5***
Is above the median age.	3.19**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.93**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.79**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.78**
Did not ice fish in last year of fishing.	2.56*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.55*
Does not have children living in household.	2.53*
Household size is the median or smaller.	2.37*
Did not do catch-and-release fishing in last year of fishing.	2.3*
Is married.	2.27*
Lives in Northwest region.	2.25*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.22*
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.19*
Does not describe Iowa's fishing regulations as clear.	2.08*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.04*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	23.51***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	20.62***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	20.15***
Says being sure fish caught were safe/healthy to eat would incr. motiv. to fish.	13.89***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	12.08***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	11.12***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	9.99***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	8.87***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	7.91***
Says fishing being offered as part of vacation would increase motivation to fish.	7.48***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	6.72***
Rates the Department as excellent or good in managing fisheries and fishing.	4.69***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.6***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	4.17***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.72***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.61***
Is the median age or younger.	3.46***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.35***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	3.29**
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.12**
Fished from a boat in last year of fishing.	3.04**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	3.02**
Has children living in household.	2.87**
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.8**
Household size is above the median.	2.75**
Rates own fishing skill level as medium.	2.61**
Fished for walleye in Iowa in the last year he/she fished.	2.6**
Went ice fishing in last year of fishing.	2.6**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.6**
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.58**
Did catch-and-release fishing in last year of fishing.	2.49*
Fished for northern pike in Iowa in the last year he/she fished.	2.45*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.26*
Is not married.	2.13*
Describes Iowa's fishing regulations as clear.	2.11*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.09*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.02*
Rates importance of enforcing fishing regulations for the Department at 9 or 10.	2.02*
Rates fishing in Iowa as excellent or good.	2*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2*

INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED

Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	23.66***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	20.82***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	20.2***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	13.97***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	12.59***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	11.71***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	10.11***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	8.12***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	8***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	7.64***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	7.02***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.44***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.2***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.42***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.13***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.42***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.27**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.17**
Is above the median age.	3.09**
Did not fish from a boat in last year of fishing.	3.03**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.95**
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.76**
Did not ice fish in last year of fishing.	2.73**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.66**
Does not have children living in household.	2.5*
Household size is the median or smaller.	2.33*
Did not do catch-and-release fishing in last year of fishing.	2.22*
Rates own fishing skill level as expert.	2.2*
Is married.	2.08*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	20.85***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	13.42***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	13.03***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	12.57***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	12.08***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	11.75***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	11.44***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	11.25***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	10.7***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	9.63***
Says fishing being offered as part of a vacation would increase motivation to fish.	8.82***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	4.97***
Is the median age or younger.	4.88***
Rates fishing in Iowa as excellent or good.	4.24***
Has been fishing in Iowa for the median number of years or less.	4.18***
Rates the Department as excellent or good in managing fisheries and fishing.	4.08***
Has children living in household.	3.94***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	3.59***
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	3.43***
Is not married.	3.25**
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	3.22**
Fished for catfish or bullhead in Iowa in the last year he/she fished.	3.21**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	3.16**
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.13**
Typically travels more than the median number of miles to fish in Iowa.	3.03**
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	3.03**
Household size is above the median.	2.97**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.95**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.79**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.49*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.45*
Is female.	2.42*
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.25*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.24*
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.1*
Rates the importance of stocking fish for the Department at 9 or 10.	2.07*
Most important reason for fishing is to be close to nature.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	20.92***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	13.66***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	12.71***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	12.59***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	12.51***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	11.43***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	11.1***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	10.97***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	10.31***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	8.57***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	8.44***
Is above the median age.	4.5***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	3.94***
Has been fishing in Iowa for more than the median number of years.	3.93***
Rates importance of enforcing fish. regs. for Department at 8 or less.	3.68***
Does not have children living in household.	3.67***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.64***
Rates fishing in Iowa as fair or poor.	3.61***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.52***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	3.39***
Prefers to fish for crappie.	3.29**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	3.18**
Fished mostly for crappie in Iowa in the last year he/she fished.	3.06**
Most important reason for fishing is for the sport.	3.01**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.96**
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.93**
Typically travels the median number of miles or less to fish in Iowa.	2.89**
Is married.	2.74**
Household size is the median or smaller.	2.68**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.67**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.66**
Is male.	2.47*
Rates the importance of stocking fish for the Department at 8 or less.	2.09*
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.04*
Is in Mississippi River region.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	20.85***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	14.47***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	13.27***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	12.82***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	12.53***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	12.44***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	11.31***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	11.12***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	10.26***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	10.04***
Says fishing being offered as part of a vacation would increase motivation to fish.	9.18***
Has children living in household.	4.68***
Is the median age or younger.	4.14***
Household size is above the median.	4.08***
Has been fishing in Iowa for the median number of years or less.	4.02***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.57***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	3.51***
Rates the Department as excellent or good in managing fisheries and fishing.	3.46***
Most important reason for fishing is to be with family.	3.2**
Rates own fishing skill level as beginner or not very skilled.	3.06**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.01**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.94**
Typically travels more than the median number of miles to fish in Iowa.	2.75**
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.55*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.53*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.44*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.37*
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.35*
Is not married.	2.35*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.23*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.18*
Went ice fishing in last year of fishing.	2.17*
Is not in a river region.	2.15*
Is not aware of any aquatic invasive species in Iowa.	2.11*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	20.92***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	14.55***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	13.25***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	12.92***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	12.7***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	12.44***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	11.71***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	11.51***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	10.16***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	9.3***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	9.08***
Does not have children living in household.	4.59***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.46***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.39***
Household size is the median or smaller.	4.07***
Is above the median age.	4.02***
Has been fishing in Iowa for more than the median number of years.	3.98***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.52***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.19**
Typically travels the median number of miles or less to fish in Iowa.	3**
Rates own fishing skill level as expert.	2.9**
Most important reason for fishing is for the sport.	2.9**
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.78**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.59**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.35*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.33*
Prefers to fish for crappie.	2.31*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.27*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.25*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.25*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.25*
Is married.	2.21*
Did not ice fish in last year of fishing.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	15.3***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	13.89***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	13.73***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	13.12***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	12.53***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	11.75***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	10.22***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	9.35***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	8.64***
Says fishing being offered as part of vacation would increase motivation to fish.	8.54***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	7.61***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	5.59***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	4.85***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	4.68***
Is the median age or younger.	4.2***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.02***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.92***
Has children living in household.	3.58***
Rates importance of conservation of streams/rivers for the Department at 9 or 10.	3.46***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.42***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	3.27**
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	3.21**
Is not aware of any aquatic invasive species in Iowa.	3.11**
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.08**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.01**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.91**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.87**
Fished from a boat in last year of fishing.	2.81**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.39*
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.35*
Visited Iowa Department of Natural Resources website.	2.35*
Typically travels more than the median number of miles to fish in Iowa.	2.29*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.29*
Fished for bass in Iowa in the last year he/she fished.	2.16*
Household size is above the median.	2.02*
Rates the Department as excellent or good in managing fisheries and fishing.	2.01*
Fished mostly for bass in Iowa in the last year he/she fished.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	14.76***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	13.97***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	13.71***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	12.99***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	12.44***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	11.43***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	10.14***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	9.46***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	8.62***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	8.44***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	7.86***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.25***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.02***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.99***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	4.95***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.54***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.52***
Is above the median age.	4***
Prefers to fish for crappie.	3.77***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	3.7***
Does not have children living in household.	3.37***
Is aware of at least one aquatic invasive species in Iowa.	3.11**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.01**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	3**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.99**
Prefers to fish for trout.	2.66**
Most important reason for fishing is for the sport.	2.57*
Did not fish from a boat in last year of fishing.	2.51*
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.46*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.19*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.14*
Did not visit Iowa Department of Natural Resources website.	2.13*
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.12*
Typically travels the median number of miles or less to fish in Iowa.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has been fishing in Iowa for more than the median number of years.	Z-SCORE (casual anglers)
Is above the median age.	17.65***
Does not have children living in household.	11.89***
Household size is the median or smaller.	10.32***
Is married.	8.97***
Rates own fishing skill level as medium.	5.88***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	5.86***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	5.69***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	5.3***
Is aware of at least one aquatic invasive species in Iowa.	5.25***
Did not visit Iowa Department of Natural Resources website.	4.7***
Gets or has gotten information about fishing in Iowa from newspapers.	4.44***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	4.11***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	3.98***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.93***
Fished for crappie in Iowa in the last year he/she fished.	3.92***
Rates own fishing skill level as expert.	3.86***
Has had contact with DNR enforcement officer while fishing.	3.71***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.42***
Rates the importance of stocking fish for the Department at 9 or 10.	3.29**
Is male.	3.25**
Most important reason for fishing is for relaxation.	3.15**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.08**
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.97**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.86**
Prefers to fish for walleye.	2.85**
Typically travels more than the median number of miles to fish in Iowa.	2.64**
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.6**
Most often fishes in Mississippi River.	2.51*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.51*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.45*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.4*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.29*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.11*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has been fishing in Iowa for the median number of years or less.	Z-SCORE (casual anglers)
Is the median age or younger.	17.65***
Has children living in household.	11.89***
Household size is above the median.	10.32***
Rates own fishing skill level as beginner or not very skilled.	8.28***
Is not married.	8.1***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	6.61***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	6.27***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	5.3***
Is not aware of any aquatic invasive species in Iowa.	5.25***
Most important reason for fishing is to be with family.	4.44***
Visited Iowa Department of Natural Resources website.	4.32***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	4.18***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	4.11***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	4.02***
Has not had contact with DNR enforcement officer while fishing.	3.71***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.51***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.48***
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	3.31***
Rates the importance of stocking fish for the Department at 8 or less.	3.29**
Is female.	3.25**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.23**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.11**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.95**
Typically travels the median number of miles or less to fish in Iowa.	2.64**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.45*
Fished mostly for bass in Iowa in the last year he/she fished.	2.31*
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing in Iowa as excellent or good.	Z-SCORE (casual anglers)
Rates the Department as excellent or good in managing fisheries and fishing.	11.93***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.12***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.03***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	6.75***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	6.63***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.05***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.04***
Fished more than the median number of days in Iowa in the past 12 months.	5.41***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.01***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.82***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	4.24***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	4.09***
Describes Iowa's fishing regulations as clear.	3.96***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.52***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.5***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.44***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	3.3***
Visited Iowa Department of Natural Resources website.	3.28**
Is the median age or younger.	3.13**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.08**
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	3.07**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.85**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.76**
Is aware of at least one aquatic invasive species in Iowa.	2.72**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.64**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.48*
Most important reason for fishing is to be close to nature.	2.23*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2*
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing in Iowa as fair or poor.	Z-SCORE (casual anglers)
Rates the Department as fair or poor in managing fisheries and fishing.	12.99***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	9.02***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	8.35***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	7.22***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	6.58***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	6.17***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	4.95***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	4.54***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	3.87***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.82***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.66***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.61***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.59***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.58***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	3.58***
Does not describe Iowa's fishing regulations as clear.	3.56***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	3.38***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	3.32***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.23**
Prefers to fish for walleye.	3.21**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.08**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.94**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.91**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.85**
Is above the median age.	2.81**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.48*
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.48*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.47*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.44*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.44*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.42*
Typically travels more than the median number of miles to fish in Iowa.	2.39*
Lives in Northwest region.	2.32*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.3*
Is not aware of any aquatic invasive species in Iowa.	2.2*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.15*

Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.07*
Did not visit Iowa Department of Natural Resources website.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the Department as excellent or good in managing fisheries and fishing.	Z-SCORE (casual anglers)
Rates fishing in Iowa as excellent or good.	11.93***
Rates Iowa's enforcement of fishing regs. and laws as excellent or good.	10.51***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	6.95***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	6.48***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	5.57***
Describes Iowa's fishing regulations as clear.	5.32***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	4.69***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.1***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	4.08***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	4.04***
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	3.97***
Says fishing being offered as part of a vacation would increase motivation to fish.	3.85***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.84***
Is male.	3.76***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.6***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.56***
Has had contact with DNR enforcement officer while fishing.	3.5***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	3.46***
Rates own fishing skill level as medium.	3.33***
Is aware of at least one aquatic invasive species in Iowa.	3.28**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.24**
Visited Iowa Department of Natural Resources website.	3**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.91**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.88**
Is not in a river region.	2.58*
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.49*
Prefers to fish for trout.	2.49*
Has children living in household.	2.32*
Lives in Southwest region.	2.29*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.29*
Most important reason for fishing is for relaxation.	2.25*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.23*
Most important reason for fishing is to be close to nature.	2.22*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.18*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the Department as fair or poor in managing fisheries and fishing.	Z-SCORE (casual anglers)
Rates fishing in Iowa as fair or poor.	12.99***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	9.08***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	7.17***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	5.93***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	5.29***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	4.54***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	4.47***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.04***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.99***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	3.83***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	3.65***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.01**
Does not describe Iowa's fishing regulations as clear.	2.96**
Is above the median age.	2.82**
Fished from a boat in last year of fishing.	2.64**
Does not have children living in household.	2.59**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.52*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.07*
Is not aware of any aquatic invasive species in Iowa.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	Z-SCORE (casual anglers)
Rates the Department as excellent or good in managing fisheries and fishing.	6.95***
Rates fishing in Iowa as excellent or good.	6.63***
Describes Iowa's fishing regulations as clear.	6.05***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	5.82***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	5.45***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	4.97***
Went ice fishing in last year of fishing.	4.53***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	4.46***
Fished for walleye in Iowa in the last year he/she fished.	4.32***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.22***
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	3.89***
Fished mostly for crappie in Iowa in the last year he/she fished.	3.86***
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	3.83***
Is married.	3.73***
Is aware of at least one aquatic invasive species in Iowa.	3.67***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.67***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.51***
Prefers to fish for crappie.	3.33***
Rates own fishing skill level as expert.	3.16**
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	3.01**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.94**
Most important reason for fishing is to be close to nature.	2.78**
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.63**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.62**
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.51*
Visited Iowa Department of Natural Resources website.	2.42*
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.4*
Fished more than the median number of days in Iowa in the past 12 months.	2.19*
Has been fishing in Iowa for more than the median number of years.	2.11*
Lives in Northeast region.	2.07*
Rates the importance of stocking fish for the Department at 9 or 10.	2.06*
Most often fishes in Mississippi River.	2*
Is above the median age.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	Z-SCORE (casual anglers)
Rates the Department as excellent or good in managing fisheries and fishing.	3.97***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.95***
Prefers to fish for bluegill.	3.19**
Did not ice fish in last year of fishing.	3.06**
Is male.	2.79**
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.72**
Rates the importance of stocking fish for the Department at 8 or less.	2.71**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.69**
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.65**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.6**
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.46*
Has children living in household.	2.21*
Is not aware of any aquatic invasive species in Iowa.	2.16*
Is the median age or younger.	2.06*
Has been fishing in Iowa for the median number of years or less.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	Z-SCORE (casual anglers)
Rates the Department as fair or poor in managing fisheries and fishing.	9.08***
Does not describe Iowa's fishing regulations as clear.	7.41***
Rates fishing in Iowa as fair or poor.	7.22***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	5.91***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	5.65***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.95***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	4.45***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.96***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.94***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.32***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	3.14**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.08**
Is female.	2.81**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.68**
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.65**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.59**
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.59**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.58*
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.56*
Did not visit Iowa Department of Natural Resources website.	2.48*
Did not do catch-and-release fishing in last year of fishing.	2.42*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.42*
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.33*
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.19*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.04*
Is not married.	2.01*
Prefers to fish for catfish or bullhead.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	Z-SCORE (casual anglers)
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	18.56***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	15.13***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	11.86***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	11.82***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	11.69***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	11.46***
Rates the importance of stocking fish for the Department at 9 or 10.	7.41***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.6***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.46***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.03**
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.88**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.6**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.44*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.37*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.27*
Lives in Southeast region.	2.13*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.08*
Fished for trout in Iowa in the last year he/she fished.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of conservation of streams and rivers for the Department at 8 or less.	Z-SCORE (casual anglers)
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	18.56***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	15.13***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	11.86***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	11.82***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	11.69***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	11.46***
Rates the importance of stocking fish for the Department at 8 or less.	7.41***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	3.7***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.93**
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.78**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.7**
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.64**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.38*
Most important reason for fishing is for the sport.	2.33*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.25*
Gets or has gotten information about fishing in Iowa from newspapers.	2.18*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	Z-SCORE (casual anglers)
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	18.56***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	12.35***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	12.31***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	11.99***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	10.8***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	9.92***
Rates the importance of stocking fish for the Department at 9 or 10.	8.25***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	4.85***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	4.63***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.96***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.54***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.29**
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.82**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.59**
Fished for northern pike in Iowa in the last year he/she fished.	2.55*
Most important reason for fishing is to be close to nature.	2.28*
Lives in Southeast region.	2.21*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.1*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.05*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	Z-SCORE (casual anglers)
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	18.56***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	12.35***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	12.31***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	11.99***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	10.8***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	9.92***
Rates the importance of stocking fish for the Department at 8 or less.	8.25***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	4.95***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	4.64***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	3.76***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.58***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.76**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.56*
Most important reason for fishing is for the sport.	2.45*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.11*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.04*
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	Z-SCORE (casual anglers)
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	16.64***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	13.44***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	13.41***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	12.31***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	11.86***
Rates the importance of stocking fish for the Department at 9 or 10.	11.82***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	9.47***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	5.82***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	4.8***
Has had contact with DNR enforcement officer while fishing.	3.91***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.59***
Most often fishes in Mississippi River.	3.07**
Rates own fishing skill level as medium.	3.06**
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.05**
Is aware of at least one aquatic invasive species in Iowa.	2.99**
Fished more than the median number of days in Iowa in the past 12 months.	2.88**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.88**
Describes Iowa's fishing regulations as clear.	2.77**
Rates fishing in Iowa as excellent or good.	2.64**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.56*
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.5*
Has been fishing in Iowa for more than the median number of years.	2.45*
Prefers to fish for catfish or bullhead.	2.44*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.43*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.36*
Fished mostly for crappie in Iowa in the last year he/she fished.	2.24*
Rates the Department as excellent or good in managing fisheries and fishing.	2.23*
Went ice fishing in last year of fishing.	2.17*
Fished from a boat in last year of fishing.	2.07*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.02*
Household size is the median or smaller.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of enforcing fishing regulations for the Department at 8 or less.	Z-SCORE (casual anglers)
Rates the importance of enforcing boating regulations for the Department at 8 or less.	16.64***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	13.44***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	13.41***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	12.31***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	11.86***
Rates the importance of stocking fish for the Department at 8 or less.	11.82***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	9.47***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	4.88***
Has not had contact with DNR enforcement officer while fishing.	3.91***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.87***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.68***
Rates own fishing skill level as beginner or not very skilled.	3.18**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	3.14**
Is not aware of any aquatic invasive species in Iowa.	2.99**
Rates fishing in Iowa as fair or poor.	2.91**
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.88**
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.88**
Does not describe Iowa's fishing regulations as clear.	2.77**
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.69**
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.62**
Fished for bluegill in Iowa in the last year he/she fished.	2.54*
Has been fishing in Iowa for the median number of years or less.	2.45*
Most important reason for fishing is to be with family.	2.43*
Fished for bass in Iowa in the last year he/she fished.	2.33*
Fished mostly for bluegill in Iowa in the last year he/she fished.	2.31*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.22*
Lives in Southwest region.	2.19*
Did not ice fish in last year of fishing.	2.17*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.1*
Did not fish from a boat in last year of fishing.	2.07*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.01*
Household size is above the median.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of stocking fish for the Department at 9 or 10.	Z-SCORE (casual anglers)
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	17.15***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	11.82***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	9.76***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	8.96***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	8.86***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	8.25***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	7.41***
Did not visit Iowa Department of Natural Resources website.	4.13***
Is above the median age.	3.94***
Has been fishing in Iowa for more than the median number of years.	3.29**
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.83**
Household size is the median or smaller.	2.65**
Fished more than the median number of days in Iowa in the past 12 months.	2.6**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.42*
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.25*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.23*
Rates own fishing skill level as medium.	2.23**
Typically travels more than the median number of miles to fish in Iowa.	2.23**
Fished mostly for crappie in Iowa in the last year he/she fished.	2.22*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.14*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.07*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.07*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.06*
Most important reason for fishing is for the sport.	2.06*
Does not have children living in household.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of stocking fish for the Department at 8 or less.	Z-SCORE (casual anglers)
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	17.15***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	11.82***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	9.76***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	8.96***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	8.86***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	8.25***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	7.41***
Visited Iowa Department of Natural Resources website.	4.19***
Is the median age or younger.	3.94***
Most important reason for fishing is to be with family.	3.77***
Has been fishing in Iowa for the median number of years or less.	3.29**
Fished mostly for bass in Iowa in the last year he/she fished.	3.18**
Fished for bass in Iowa in the last year he/she fished.	2.93**
Rates own fishing skill level as beginner or not very skilled.	2.91**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.87**
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.71**
Household size is above the median.	2.65**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.63**
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.6**
Typically travels the median number of miles or less to fish in Iowa.	2.23*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.09*
Has children living in household.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	Z-SCORE (casual anglers)
Rates the importance of stocking fish for the Department at 9 or 10.	17.15***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	13.44***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	12.29***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	11.97***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	11.82***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	10.95***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	9.92***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.96**
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.75**
Lives in Southeast region.	2.55*
Rates own fishing skill level as expert.	2.53*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.51*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.24*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.19*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.15*
Does not have children living in household.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of monitoring fisheries populations for the Department at 8 or less.	Z-SCORE (casual anglers)
Rates the importance of stocking fish for the Department at 8 or less.	17.15***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	13.44***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	12.29***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	11.97***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	11.82***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	10.95***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	9.92***
Lives in Northeast region.	3.32***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	3.11**
Rates own fishing skill level as beginner or not very skilled.	2.86**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.56*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.21*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.04*
Has children living in household.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of enforcing boating regulations for the Department at 9 or 10.	Z-SCORE (casual anglers)
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	16.64***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	12.29***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	11.99***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	11.63***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	11.46***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	10.97***
Rates the importance of stocking fish for the Department at 9 or 10.	9.76***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.52***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	4.46***
Has been fishing in Iowa for more than the median number of years.	4.11***
Is female.	3.87***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.74***
Is above the median age.	3.34***
Rates fishing in Iowa as excellent or good.	3.3***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.22**
Is married.	3.02**
Gets or has gotten information about fishing in Iowa from word-of-mouth.	3.01**
Household size is the median or smaller.	2.95**
Fished mostly for crappie in Iowa in the last year he/she fished.	2.91**
Prefers to fish for crappie.	2.84**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.66**
Does not have children living in household.	2.55*
Describes Iowa's fishing regulations as clear.	2.25*
Did not fish from a boat in last year of fishing.	2.23*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.23*
Lives in Polk County.	1.98*
Typically travels more than the median number of miles to fish in Iowa.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of enforcing boating regulations for the Department at 8 or less.	Z-SCORE (casual anglers)
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	16.64***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	12.29***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	11.99***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	11.63***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	11.46***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	10.97***
Rates the importance of stocking fish for the Department at 8 or less.	9.76***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	4.44***
Has been fishing in Iowa for the median number of years or less.	4.11***
Is male.	3.87***
Rates fishing in Iowa as fair or poor.	3.87***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.59***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.39***
Is the median age or younger.	3.34***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.97**
Household size is above the median.	2.95**
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.65**
Has children living in household.	2.55*
Most important reason for fishing is to be with family.	2.55*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.25*
Does not describe Iowa's fishing regulations as clear.	2.25*
Fished from a boat in last year of fishing.	2.23*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.14*
Fished mostly for bluegill in Iowa in the last year he/she fished.	2.02*
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.01*
Typically travels the median number of miles or less to fish in Iowa.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	Z-SCORE (casual anglers)
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	14.93***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	11.97***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	11.69***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	10.97***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	10.8***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	9.47***
Rates the importance of stocking fish for the Department at 9 or 10.	8.86***
Is aware of at least one aquatic invasive species in Iowa.	8.61***
Did catch-and-release fishing in last year of fishing.	2.94**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.58*
Most important reason for fishing is to be close to nature.	2.52*
Has had contact with DNR enforcement officer while fishing.	2.3*
Fished for bass in Iowa in the last year he/she fished.	2.19*
Lives in Southwest region.	2.16*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.15*
Fished for crappie in Iowa in the last year he/she fished.	2.14*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	Z-SCORE (casual anglers)
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	14.93***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	11.97***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	11.69***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	10.97***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	10.8***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	9.47***
Rates the importance of stocking fish for the Department at 8 or less.	8.86***
Is not aware of any aquatic invasive species in Iowa.	8.61***
Did not do catch-and-release fishing in last year of fishing.	2.94**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.5*
Rates fishing in Iowa as fair or poor.	2.48*
Has not had contact with DNR enforcement officer while fishing.	2.3*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.25*
Most important reason for fishing is to be with family.	2.25*
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.03*
Fished mostly for walleye in Iowa in the last year he/she fished.	2.03*
Lives in Northwest region.	2.01*
Lives in Northeast region.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	Z-SCORE (casual anglers)
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	15.13***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	14.93***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	13.41***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	12.35***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	11.63***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	10.95***
Rates the importance of stocking fish for the Department at 9 or 10.	8.96***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.41***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	4.4***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.76***
Is not married.	3.3**
Is the median age or younger.	3.27**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.16**
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.95**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.91**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.87**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.73**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.72**
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.69**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.62**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.4*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.03*
Gets or has gotten information about fishing in Iowa from word-of-mouth.	1.99*
Rates fishing in Iowa as excellent or good.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of protecting endangered species of fish for the Department at 8 or less.	Z-SCORE (casual anglers)
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	15.13***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	14.93***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	13.41***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	12.35***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	11.63***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	10.95***
Rates the importance of stocking fish for the Department at 8 or less.	8.96***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	4.24***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	4.22***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	3.62***
Is above the median age.	3.27**
Is married.	3.19**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.18**
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	3**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.94**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.88**
Lives in Northwest region.	2.58**
Rates fishing in Iowa as fair or poor.	2.48*
Fished mostly for bluegill in Iowa in the last year he/she fished.	2.43*
Fished mostly for bass in Iowa in the last year he/she fished.	2.43*
Gets or has gotten information about fishing in Iowa from newspapers.	2.39*
Fished for bluegill in Iowa in the last year he/she fished.	2.36*
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.33*
Prefers to fish for crappie.	2.05*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

He/she and/or family members sometimes eat fish he/she catches in Iowa.	Z-SCORE (casual anglers)
Fished for walleye in Iowa in the last year he/she fished.	5.76***
Fished for crappie in Iowa in the last year he/she fished.	5.58***
Rates own fishing skill level as medium.	5.49***
Has been fishing in Iowa for more than the median number of years.	5.3***
Fished from a boat in last year of fishing.	5.27***
Fished mostly for walleye in Iowa in the last year he/she fished.	4.52***
Went ice fishing in last year of fishing.	4.21***
Prefers to fish for catfish or bullhead.	4.08***
Did not do catch-and-release fishing in last year of fishing.	3.73***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	3.69***
Rates fishing in Iowa as excellent or good.	3.44***
Fished mostly for crappie in Iowa in the last year he/she fished.	3.33***
Typically travels more than the median number of miles to fish in Iowa.	3.3***
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	3.06**
Household size is the median or smaller.	3.02**
Prefers to fish for walleye.	2.96**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.95**
Is married.	2.94**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.91**
Rates own fishing skill level as expert.	2.87**
Has had contact with DNR enforcement officer while fishing.	2.77**
Is above the median age.	2.76**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.75**
Prefers to fish for crappie.	2.69**
Fished for northern pike in Iowa in the last year he/she fished.	2.56*
Fished for bluegill in Iowa in the last year he/she fished.	2.49*
Gets or has gotten information about fishing in Iowa from newspapers.	2.48*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.37*
Is aware of at least one aquatic invasive species in Iowa.	2.15*
Does not have children living in household.	2.12*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.1*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	1.99*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	Z-SCORE (casual anglers)
Rates own fishing skill level as beginner or not very skilled.	6.73***
Has been fishing in Iowa for the median number of years or less.	5.3***
Did not fish from a boat in last year of fishing.	5.27***
Did not ice fish in last year of fishing.	4.21***
Did catch-and-release fishing in last year of fishing.	3.73***
Typically travels the median number of miles or less to fish in Iowa.	3.3***
Fished mostly for bass in Iowa in the last year he/she fished.	3.19**
Prefers to fish for bass.	3.15**
Household size is above the median.	3.02**
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.99**
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.97**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.96**
Rates fishing in Iowa as fair or poor.	2.85**
Has not had contact with DNR enforcement officer while fishing.	2.77**
Is the median age or younger.	2.76**
Most important reason for fishing is to be with family.	2.24*
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.2*
Is not aware of any aquatic invasive species in Iowa.	2.15*
Has children living in household.	2.12*
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.1*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has had contact with DNR enforcement officer while fishing.	Z-SCORE (casual anglers)
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	6.14***
Is aware of at least one aquatic invasive species in Iowa.	5.03***
Visited Iowa Department of Natural Resources website.	4.99***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	4.61***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	4.44***
Rates own fishing skill level as expert.	4.26***
Went ice fishing in last year of fishing.	4.16***
Fished more than the median number of days in Iowa in the past 12 months.	3.99***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	3.91***
Fished from a boat in last year of fishing.	3.77***
Has been fishing in Iowa for more than the median number of years.	3.71***
Prefers to fish for catfish or bullhead.	3.55***
Rates the Department as excellent or good in managing fisheries and fishing.	3.5***
Fished for crappie in Iowa in the last year he/she fished.	3.49***
Rates own fishing skill level as medium.	3.48***
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	3.29**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.79**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.77**
Is male.	2.76**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.74**
Most important reason for fishing is for the sport.	2.72**
Typically travels more than the median number of miles to fish in Iowa.	2.38*
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.3*
Did catch-and-release fishing in last year of fishing.	2.23*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has not had contact with DNR enforcement officer while fishing.	Z-SCORE (casual anglers)
Rates own fishing skill level as beginner or not very skilled.	5.84***
Is not aware of any aquatic invasive species in Iowa.	5.03***
Did not visit Iowa Department of Natural Resources website.	4.53***
Did not ice fish in last year of fishing.	4.16***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	3.99***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	3.91***
Did not fish from a boat in last year of fishing.	3.77***
Has been fishing in Iowa for the median number of years or less.	3.71***
Most important reason for fishing is to be with family.	3.1**
Prefers to fish for bass.	3.07**
Fished mostly for bass in Iowa in the last year he/she fished.	3.01**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.77**
Is female.	2.76**
Lives in Northeast region.	2.52*
Typically travels the median number of miles or less to fish in Iowa.	2.38*
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.36*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.32*
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.3*
Did not do catch-and-release fishing in last year of fishing.	2.23*
Fished mostly for bluegill in Iowa in the last year he/she fished.	2.09*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Describes Iowa's fishing regulations as clear.	Z-SCORE (casual anglers)
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	9.31***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	6.05***
Rates the Department as excellent or good in managing fisheries and fishing.	5.32***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.22***
Rates own fishing skill level as medium.	4.03***
Rates fishing in Iowa as excellent or good.	3.96***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.61***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	3.07**
Gets or has gotten information about fishing in Iowa from newspapers.	2.87**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.77**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.48*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.39*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.32*
Visited Iowa Department of Natural Resources website.	2.3*
Most important reason for fishing is for the sport.	2.27*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.25*
Went ice fishing in last year of fishing.	2.24*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.17*
Prefers to fish for crappie.	2.14*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.11*
Fished from a boat in last year of fishing.	2.06*
Fished more than the median number of days in Iowa in the past 12 months.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Does not describe Iowa's fishing regulations as clear.	Z-SCORE (casual anglers)
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	7.41***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	5.6***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.73***
Rates own fishing skill level as beginner or not very skilled.	3.58***
Rates fishing in Iowa as fair or poor.	3.56***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	3.21**
Rates the Department as fair or poor in managing fisheries and fishing.	2.96**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.77**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.74**
Most important reason for fishing is to be with family.	2.6**
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.6**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.57*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.47*
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.45*
Did not visit Iowa Department of Natural Resources website.	2.43*
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.35*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.25*
Did not ice fish in last year of fishing.	2.24*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.22*
Lives in Northeast region.	2.15*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.08*
Did not fish from a boat in last year of fishing.	2.06*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	Z-SCORE (casual anglers)
Rates the Department as excellent or good in managing fisheries and fishing.	10.51***
Describes Iowa's fishing regulations as clear.	9.31***
Rates fishing in Iowa as excellent or good.	6.75***
Has had contact with DNR enforcement officer while fishing.	6.14***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	5.45***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	4.14***
Gets or has gotten information about fishing in Iowa from newspapers.	3.91***
Rates own fishing skill level as medium.	3.86***
Is male.	3.86***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.7***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.34***
Visited Iowa Department of Natural Resources website.	3.32***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.3**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.23**
Fished for catfish or bullhead in Iowa in the last year he/she fished.	3.2**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.13**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.1**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.06**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	3.05**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.82**
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.76**
Went ice fishing in last year of fishing.	2.75**
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.46*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.44*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.39*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.37*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.35*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.33*
Is not in a river region.	2.32*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.27*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.09*
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.05*
Fished from a boat in last year of fishing.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	Z-SCORE (casual anglers)
Rates the Department as fair or poor in managing fisheries and fishing.	7.17***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	6.27***
Rates fishing in Iowa as fair or poor.	6.17***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	5.91***
Does not describe Iowa's fishing regulations as clear.	5.6***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.04***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.82***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	3.63***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	3.34***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.98**
Did not ice fish in last year of fishing.	2.79**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.7**
Is in Mississippi River region.	2.66**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.62**
Most often fishes in Mississippi River.	2.43*
Has not had contact with DNR enforcement officer while fishing.	2.36*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.35*
Fished for walleye in Iowa in the last year he/she fished.	2.23*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.1*
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.01*
Lives in Polk County.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is not aware of any aquatic invasive species in Iowa.	Z-SCORE (casual anglers)
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	8.61***
Did not visit Iowa Department of Natural Resources website.	5.96***
Has been fishing in Iowa for the median number of years or less.	5.25***
Has not had contact with DNR enforcement officer while fishing.	5.03***
Lives in Northwest region.	4.5***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.23***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	3.98***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.81***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.8***
Rates own fishing skill level as beginner or not very skilled.	3.5***
Is female.	3.38***
Did not do catch-and-release fishing in last year of fishing.	3.2**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.11**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.99**
Is the median age or younger.	2.95**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.87**
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.85**
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.6**
Is not married.	2.58**
Most important reason for fishing is to be with family.	2.34*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.27*
Rates fishing in Iowa as fair or poor.	2.2*
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.16*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.15*
Did not ice fish in last year of fishing.	2.13*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.11*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.07*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.05*
Rates the Department as fair or poor in managing fisheries and fishing.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is aware of at least one aquatic invasive species in Iowa.	Z-SCORE (casual anglers)
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	8.61***
Visited Iowa Department of Natural Resources website.	6.13***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	5.29***
Has been fishing in Iowa for more than the median number of years.	5.25***
Has had contact with DNR enforcement officer while fishing.	5.03***
Fished for bluegill in Iowa in the last year he/she fished.	4.51***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.84***
Fished for crappie in Iowa in the last year he/she fished.	3.83***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.67***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	3.47***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.46***
Rates own fishing skill level as expert.	3.45***
Is male.	3.38***
Most often fishes in Mississippi River.	3.34***
Rates the Department as excellent or good in managing fisheries and fishing.	3.28**
Fished for walleye in Iowa in the last year he/she fished.	3.25**
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	3.22**
Did catch-and-release fishing in last year of fishing.	3.2**
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	3.11**
Is in Mississippi River region.	3.09**
Gets or has gotten information about fishing in Iowa from newspapers.	3.07**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.99**
Is above the median age.	2.95**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.88**
Is married.	2.75**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.73**
Rates fishing in Iowa as excellent or good.	2.72**
Lives in Polk County.	2.59**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.56*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.54*
Lives in Southeast region.	2.53*
Fished more than the median number of days in Iowa in the past 12 months.	2.27*
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.15*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.15*
Went ice fishing in last year of fishing.	2.13*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Visited Iowa Department of Natural Resources website.	Z-SCORE (casual anglers)
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	15.65***
Is the median age or younger.	7.05***
Is aware of at least one aquatic invasive species in Iowa.	6.13***
Has children living in household.	6.07***
Did catch-and-release fishing in last year of fishing.	5.75***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	5.43***
Has had contact with DNR enforcement officer while fishing.	4.99***
Household size is above the median.	4.58***
Has been fishing in Iowa for the median number of years or less.	4.32***
Prefers to fish for trout.	4.3***
Rates the importance of stocking fish for the Department at 8 or less.	4.19***
Went ice fishing in last year of fishing.	4.14***
Fished for bass in Iowa in the last year he/she fished.	3.98***
Lives in Southwest region.	3.96***
Is male.	3.9***
Fished for trout in Iowa in the last year he/she fished.	3.62***
Fished for bluegill in Iowa in the last year he/she fished.	3.59***
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	3.45***
Lives in Polk County.	3.34***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.32***
Rates fishing in Iowa as excellent or good.	3.28**
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	3.09**
Rates the Department as excellent or good in managing fisheries and fishing.	3**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.74**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.61**
Fished mostly for bass in Iowa in the last year he/she fished.	2.51*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.51*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.42*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.4*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.4*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.35*
Describes Iowa's fishing regulations as clear.	2.3*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.25*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.24*
Most important reason for fishing is to be close to nature.	2.18*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.14*
Fished from a boat in last year of fishing.	2.08*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.03*
Is not in a river region.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not visit Iowa Department of Natural Resources website.	Z-SCORE (casual anglers)
Is above the median age.	7.06***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.14***
Does not have children living in household.	6.01***
Is not aware of any aquatic invasive species in Iowa.	5.96***
Did not do catch-and-release fishing in last year of fishing.	5.93***
Has been fishing in Iowa for more than the median number of years.	4.7***
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	4.66***
Household size is the median or smaller.	4.66***
Has not had contact with DNR enforcement officer while fishing.	4.53***
Prefers to fish for catfish or bullhead.	4.53***
Rates the importance of stocking fish for the Department at 9 or 10.	4.13***
Is female.	4.11***
Did not ice fish in last year of fishing.	3.84***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.23**
Most often fishes in Mississippi River.	3.17**
Rates own fishing skill level as beginner or not very skilled.	2.81**
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.78**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.7**
Lives in Northwest region.	2.68**
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.63**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.48*
Does not describe Iowa's fishing regulations as clear.	2.43*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.17*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.13*
Gets or has gotten information about fishing in Iowa from newspapers.	2.13*
Rates fishing in Iowa as fair or poor.	2.04*
Did not fish from a boat in last year of fishing.	2.04*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	1.97*
Is in Mississippi River region.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	Z-SCORE (casual anglers)
Visited Iowa Department of Natural Resources website.	15.65***
Lives in Polk County.	5.66***
Is aware of at least one aquatic invasive species in Iowa.	5.29***
Prefers to fish for trout.	4.51***
Has had contact with DNR enforcement officer while fishing.	4.44***
Typically travels more than the median number of miles to fish in Iowa.	4***
Went ice fishing in last year of fishing.	3.74***
Fished for trout in Iowa in the last year he/she fished.	3.4***
Fished for walleye in Iowa in the last year he/she fished.	3.22**
Rates own fishing skill level as medium.	3.21**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.14**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.85**
Fished for crappie in Iowa in the last year he/she fished.	2.81**
Lives in Southwest region.	2.61**
Did catch-and-release fishing in last year of fishing.	2.43*
Fished from a boat in last year of fishing.	2.42*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.38*
Rates the Department as excellent or good in managing fisheries and fishing.	2.29*
Fished for bluegill in Iowa in the last year he/she fished.	2.22*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.21*
Most important reason for fishing is to be close to nature.	2.2*
Household size is above the median.	2.13*
Has children living in household.	2.02*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	Z-SCORE (casual anglers)
Went ice fishing in last year of fishing.	4.09***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.89***
Fished more than the median number of days in Iowa in the past 12 months.	3.67***
Fished from a boat in last year of fishing.	3.43***
Fished for walleye in Iowa in the last year he/she fished.	3.11**
Rates own fishing skill level as medium.	2.95**
Is not in a river region.	2.93**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.89**
Rates fishing in Iowa as excellent or good.	2.76**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.75**
Has had contact with DNR enforcement officer while fishing.	2.74**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.56*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.48*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.44*
Visited Iowa Department of Natural Resources website.	2.4*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.39*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.08*
Fished for northern pike in Iowa in the last year he/she fished.	2.06*
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.06*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	4.6***
Most important reason for fishing is for the sport.	3.11**
Has been fishing in Iowa for more than the median number of years.	2.8**
Went ice fishing in last year of fishing.	2.69**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.69**
Does not have children living in household.	2.67**
Is above the median age.	2.63**
Has had contact with DNR enforcement officer while fishing.	2.62**
Fished for walleye in Iowa in the last year he/she fished.	2.61**
Fished more than the median number of days in Iowa in the past 12 months.	2.56*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.46*
Is aware of at least one aquatic invasive species in Iowa.	2.44*
Fished from a boat in last year of fishing.	2.34*
Did catch-and-release fishing in last year of fishing.	2.33*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.32*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.1*
Rates own fishing skill level as medium.	2.07*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Gets or has gotten information about fishing in Iowa from newspapers.	Z-SCORE (casual anglers)
Has been fishing in Iowa for more than the median number of years.	4.44***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.91***
Is above the median age.	3.75***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.21**
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	3.2**
Is aware of at least one aquatic invasive species in Iowa.	3.07**
Fished for crappie in Iowa in the last year he/she fished.	3.01**
Does not have children living in household.	2.98**
Describes Iowa's fishing regulations as clear.	2.87**
Did not do catch-and-release fishing in last year of fishing.	2.85**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.48*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.39*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.25*
Is male.	2.24*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.21*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.18*
Household size is the median or smaller.	2.18*
Did not visit Iowa Department of Natural Resources website.	2.13*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Gets or has gotten information about fishing in Iowa from word-of-mouth.	Z-SCORE (casual anglers)
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.28**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.17**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.08**
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	3.01**
Is female.	2.98**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.97**
Rates own fishing skill level as beginner or not very skilled.	2.78**
Did not visit Iowa Department of Natural Resources website.	2.63**
Prefers to fish for bluegill.	2.58*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.56*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.5*
Does not describe Iowa's fishing regulations as clear.	2.45*
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.43*
Is not married.	2.3*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.12*
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Household size is above the median.	Z-SCORE (casual anglers)
Has children living in household.	23.93***
Is the median age or younger.	18.33***
Has been fishing in Iowa for the median number of years or less.	10.32***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	9.4***
Most important reason for fishing is to be with family.	8.39***
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	6.17***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	5.45***
Visited Iowa Department of Natural Resources website.	4.58***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	4.36***
Did catch-and-release fishing in last year of fishing.	4.09***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	4.08***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.65***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	3.52***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.31***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	3.02**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.97**
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.95**
Fished mostly for bass in Iowa in the last year he/she fished.	2.82**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.75**
Prefers to fish for bass.	2.73**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.7**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.66**
Rates the importance of stocking fish for the Department at 8 or less.	2.65**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.57*
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.41*
Is not married.	2.33*
Rates own fishing skill level as beginner or not very skilled.	2.31*
Fished for bass in Iowa in the last year he/she fished.	2.23*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.13*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.02*
Says fishing being offered as part of a vacation would increase motivation to fish.	2*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Household size is the median or smaller.	Z-SCORE (casual anglers)
Does not have children living in household.	23.93***
Is above the median age.	18.33***
Has been fishing in Iowa for more than the median number of years.	10.32***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	8.9***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	5.61***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.57***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.41***
Did not visit Iowa Department of Natural Resources website.	4.66***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	4.24***
Most important reason for fishing is for relaxation.	4.15***
Did not do catch-and-release fishing in last year of fishing.	4.09***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	4.07***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.56***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.43***
Prefers to fish for walleye.	3.33***
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	3.2**
Prefers to fish for catfish or bullhead.	3.11**
Most important reason for fishing is to be close to nature.	3.1**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.02**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.98**
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.95**
Fished for crappie in Iowa in the last year he/she fished.	2.71**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.68**
Rates the importance of stocking fish for the Department at 9 or 10.	2.65**
Most often fishes in Mississippi River.	2.38*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.37*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.36*
Is married.	2.33*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.33*
Fished for bluegill in Iowa in the last year he/she fished.	2.29*
Fished for northern pike in Iowa in the last year he/she fished.	2.26*
Gets or has gotten information about fishing in Iowa from newspapers.	2.18*
Fished for walleye in Iowa in the last year he/she fished.	2.17*
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	1.98*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	1.98*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has children living in household.	Z-SCORE (casual anglers)
Household size is above the median.	23.93***
Is the median age or younger.	21.44***
Has been fishing in Iowa for the median number of years or less.	11.89***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	10.65***
Most important reason for fishing is to be with family.	8.46***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	7.09***
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	6.22***
Visited Iowa Department of Natural Resources website.	6.07***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	5.86***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	5.61***
Is not married.	5.58***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	4.69***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	4.68***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	4.63***
Says fishing being offered as part of a vacation would increase motivation to fish.	4.16***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.94***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.61***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.58***
Rates own fishing skill level as beginner or not very skilled.	3.18**
Did catch-and-release fishing in last year of fishing.	3.1**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.9**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.87**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.87**
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.76**
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.55*
Rates the Department as excellent or good in managing fisheries and fishing.	2.32*
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.21*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.12*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.02*
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	1.97*
Rates the importance of stocking fish for the Department at 8 or less.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Does not have children living in household.	Z-SCORE (casual anglers)
Household size is the median or smaller.	23.93***
Is above the median age.	21.44***
Has been fishing in Iowa for more than the median number of years.	11.89***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	10.01***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	7.22***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.1***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.08***
Did not visit Iowa Department of Natural Resources website.	6.01***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	5.68***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	5.63***
Is married.	5.33***
Most important reason for fishing is for relaxation.	5.2***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	4.59***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	4.37***
Says fishing offered as part of vacation would NOT increase motivation to fish.	3.92***
Most often fishes in Mississippi River.	3.69***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.67***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	3.57***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.53***
Rates own fishing skill level as expert.	3.4***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	3.37***
Did not do catch-and-release fishing in last year of fishing.	3.1**
Prefers to fish for walleye.	2.98**
Gets or has gotten information about fishing in Iowa from newspapers.	2.98**
Fished for walleye in Iowa in the last year he/she fished.	2.84**
Rates the Department as fair or poor in managing fisheries and fishing.	2.59**
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.55*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.53*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.5*
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.42*
Fished for crappie in Iowa in the last year he/she fished.	2.36*
Prefers to fish for catfish or bullhead.	2.32*
Fished mostly for walleye in Iowa in the last year he/she fished.	2.26*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.12*
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.06*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.05*
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	1.97*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	1.97*
Fished for northern pike in Iowa in the last year he/she fished.	1.97*
Rates the importance of stocking fish for the Department at 9 or 10.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is married.	Z-SCORE (casual anglers)
Is above the median age.	9.92***
Has been fishing in Iowa for more than the median number of years.	8.97***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	5.9***
Does not have children living in household.	5.33***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	5.01***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	4.93***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	4.51***
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	4.14***
Most important reason for fishing is for relaxation.	3.97***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.73***
Fished for crappie in Iowa in the last year he/she fished.	3.2**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	3.19**
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	3.02**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.94**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.8**
Rates own fishing skill level as medium.	2.79**
Is aware of at least one aquatic invasive species in Iowa.	2.75**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.74**
Fished mostly for crappie in Iowa in the last year he/she fished.	2.73**
Prefers to fish for crappie.	2.6**
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.59**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.44*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.41*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.39*
Household size is the median or smaller.	2.33*
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.29*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.27*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.21*
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.13*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.08*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is not married.	Z-SCORE (casual anglers)
Is the median age or younger.	9.99***
Has been fishing in Iowa for the median number of years or less.	8.1***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	6.32***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	5.64***
Has children living in household.	5.58***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	5.31***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	5.13***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.4***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	3.34***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	3.3**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.25**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.04**
Prefers to fish for catfish or bullhead.	2.96**
Most important reason for fishing is for the sport.	2.8**
Fished more than the median number of days in Iowa in the past 12 months.	2.67**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.65**
Is not aware of any aquatic invasive species in Iowa.	2.58**
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.47*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.43*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.35*
Household size is above the median.	2.33*
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.3*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.13*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates own fishing skill level as expert.	Z-SCORE (casual anglers)
Fished more than the median number of days in Iowa in the past 12 months.	6.38***
Has had contact with DNR enforcement officer while fishing.	4.26***
Has been fishing in Iowa for more than the median number of years.	3.86***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.67***
Is aware of at least one aquatic invasive species in Iowa.	3.45***
Does not have children living in household.	3.4***
Is above the median age.	3.25**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.16**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	3.16**
Fished from a boat in last year of fishing.	3.06**
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.9**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.87**
Is male.	2.71**
Fished for walleye in Iowa in the last year he/she fished.	2.65**
Went ice fishing in last year of fishing.	2.57*
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.53*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.46*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.43*
Most important reason for fishing is for the sport.	2.32*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.2*
Fished for crappie in Iowa in the last year he/she fished.	2.16*
Most important reason for fishing is to be close to nature.	2.11*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.04*
Fished for bluegill in Iowa in the last year he/she fished.	2.01*
Fished for northern pike in Iowa in the last year he/she fished.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates own fishing skill level as medium.	Z-SCORE (casual anglers)
Has been fishing in Iowa for more than the median number of years.	5.88***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	5.49***
Fished for crappie in Iowa in the last year he/she fished.	4.86***
Is male.	4.03***
Describes Iowa's fishing regulations as clear.	4.03***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.86***
Has had contact with DNR enforcement officer while fishing.	3.48***
Rates the Department as excellent or good in managing fisheries and fishing.	3.33***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	3.21**
Fished for walleye in Iowa in the last year he/she fished.	3.17**
Fished for bass in Iowa in the last year he/she fished.	3.08**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	3.06**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.95**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.9**
Fished mostly for walleye in Iowa in the last year he/she fished.	2.84**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.82**
Fished from a boat in last year of fishing.	2.8**
Is married.	2.79**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.61**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.56*
Most important reason for fishing is for relaxation.	2.43*
Rates the importance of stocking fish for the Department at 9 or 10.	2.23*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.19*
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.1*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.05*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates own fishing skill level as beginner or not very skilled.	Z-SCORE (casual anglers)
Has been fishing in Iowa for the median number of years or less.	8.28***
Is female.	6.93***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	6.73***
Has not had contact with DNR enforcement officer while fishing.	5.84***
Did not fish from a boat in last year of fishing.	5.37***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.79***
Most important reason for fishing is to be with family.	4.63***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	4.54***
Is the median age or younger.	4.26***
Does not describe Iowa's fishing regulations as clear.	3.58***
Is not aware of any aquatic invasive species in Iowa.	3.5***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	3.18**
Has children living in household.	3.18**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.17**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.12**
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	3.06**
Rates the importance of stocking fish for the Department at 8 or less.	2.91**
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	2.86**
Did not visit Iowa Department of Natural Resources website.	2.81**
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.78**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.56*
Did not ice fish in last year of fishing.	2.43*
Household size is above the median.	2.31*
Lives in Polk County.	2.05*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Polk County.	Z-SCORE (casual anglers)
Lives in Southwest region.	15.26***
Is not in a river region.	5.72***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	5.66***
Fished for crappie in Iowa in the last year he/she fished.	3.39***
Visited Iowa Department of Natural Resources website.	3.34***
Is aware of at least one aquatic invasive species in Iowa.	2.59**
Most important reason for fishing is for relaxation.	2.29*
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.28*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.24*
Fished mostly for bass in Iowa in the last year he/she fished.	2.21*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.16*
Rates own fishing skill level as beginner or not very skilled.	2.05*
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	1.98*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is above the median age.	Z-SCORE (casual anglers)
Does not have children living in household.	21.44***
Household size is the median or smaller.	18.33***
Has been fishing in Iowa for more than the median number of years.	17.65***
Is married.	9.92***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	9.1***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.56***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	8.18***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	7.72***
Did not visit Iowa Department of Natural Resources website.	7.06***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	6.29***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	4.75***
Most important reason for fishing is for relaxation.	4.7***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	4.5***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	4.06***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	4.02***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	4***
Rates the importance of stocking fish for the Department at 9 or 10.	3.94***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.78***
Gets or has gotten information about fishing in Iowa from newspapers.	3.75***
Most often fishes in Mississippi River.	3.58***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.57***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	3.34***
Fished for crappie in Iowa in the last year he/she fished.	3.34***
Did not do catch-and-release fishing in last year of fishing.	3.31***
Fished for walleye in Iowa in the last year he/she fished.	3.28**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	3.27**
Rates own fishing skill level as expert.	3.25**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	3.19**
Prefers to fish for crappie.	3.16**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.14**
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	3.09**
Prefers to fish for walleye.	3.02**
Is aware of at least one aquatic invasive species in Iowa.	2.95**
Fished mostly for walleye in Iowa in the last year he/she fished.	2.9**
Rates the Department as fair or poor in managing fisheries and fishing.	2.82**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.81**
Rates fishing in Iowa as fair or poor.	2.81**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.76**
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.56*
Is in Mississippi River region.	2.44*
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.33*
Prefers to fish for catfish or bullhead.	2.01*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is the median age or younger.	Z-SCORE (casual anglers)
Has children living in household.	21.44***
Household size is above the median.	18.33***
Has been fishing in Iowa for the median number of years or less.	17.65***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	10.02***
Is not married.	9.99***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	7.97***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	7.94***
Visited Iowa Department of Natural Resources website.	7.05***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	6.5***
Most important reason for fishing is to be with family.	6.18***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	5.87***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	4.88***
Says fishing being offered as part of a vacation would increase motivation to fish.	4.86***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	4.46***
Rates own fishing skill level as beginner or not very skilled.	4.26***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	4.2***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	4.14***
Rates the importance of stocking fish for the Department at 8 or less.	3.94***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.89***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.84***
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	3.73***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	3.65***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.46***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	3.34***
Did catch-and-release fishing in last year of fishing.	3.31***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	3.27**
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	3.27**
Rates fishing in Iowa as excellent or good.	3.13**
Is not aware of any aquatic invasive species in Iowa.	2.95**
Prefers to fish for bass.	2.94**
Fished mostly for bass in Iowa in the last year he/she fished.	2.9**
Fished for bass in Iowa in the last year he/she fished.	2.84**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.76**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.44*
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.06*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is male.	Z-SCORE (casual anglers)
Did catch-and-release fishing in last year of fishing.	4.39***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	4.23***
Rates own fishing skill level as medium.	4.03***
Visited Iowa Department of Natural Resources website.	3.9***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	3.87***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.86***
Rates the Department as excellent or good in managing fisheries and fishing.	3.76***
Is aware of at least one aquatic invasive species in Iowa.	3.38***
Has been fishing in Iowa for more than the median number of years.	3.25**
Typically travels the median number of miles or less to fish in Iowa.	3.19**
Most important reason for fishing is for the sport.	3.12**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3**
Fished for bass in Iowa in the last year he/she fished.	2.95**
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.79**
Has had contact with DNR enforcement officer while fishing.	2.76**
Rates own fishing skill level as expert.	2.71**
Prefers to fish for trout.	2.59**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.47*
Fished for crappie in Iowa in the last year he/she fished.	2.38*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.36*
Gets or has gotten information about fishing in Iowa from newspapers.	2.24*
Prefers to fish for bass.	2.2*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.12*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is female.	Z-SCORE (casual anglers)
Rates own fishing skill level as beginner or not very skilled.	6.93***
Most important reason for fishing is to be with family.	6.14***
Did not do catch-and-release fishing in last year of fishing.	4.39***
Did not visit Iowa Department of Natural Resources website.	4.11***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	3.87***
Prefers to fish for catfish or bullhead.	3.77***
Is not aware of any aquatic invasive species in Iowa.	3.38***
Has been fishing in Iowa for the median number of years or less.	3.25**
Typically travels more than the median number of miles to fish in Iowa.	3.19**
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.98**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.97**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.81**
Has not had contact with DNR enforcement officer while fishing.	2.76**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.75**
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.64**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.42*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.35*
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.19*
Prefers to fish for bluegill.	2.17*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.1*
Most often fishes in Mississippi River.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Southeast region.	Z-SCORE (casual anglers)
Is in Mississippi River region.	10.51***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	6.45***
Most often fishes in Mississippi River.	3.75***
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	3.46***
Prefers to fish for catfish or bullhead.	3.42***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.83**
Did not ice fish in last year of fishing.	2.7**
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.55*
Is aware of at least one aquatic invasive species in Iowa.	2.53*
Fished for trout in Iowa in the last year he/she fished.	2.36*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.35*
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.21*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.18*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.13*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Northeast region.	Z-SCORE (casual anglers)
Most often fishes in Mississippi River.	9.51***
Is in Mississippi River region.	7.02***
Fished for northern pike in Iowa in the last year he/she fished.	4.38***
Fished mostly for bluegill in Iowa in the last year he/she fished.	3.36***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	3.32***
Prefers to fish for trout.	3.2**
Fished for trout in Iowa in the last year he/she fished.	2.62**
Has not had contact with DNR enforcement officer while fishing.	2.52*
Prefers to fish for bluegill.	2.34*
Does not describe Iowa's fishing regulations as clear.	2.15*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.07*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.03*
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2*
Says fishing being offered as part of a vacation would increase motivation to fish.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Southwest region.	Z-SCORE (casual anglers)
Lives in Polk County.	15.26***
Fished for crappie in Iowa in the last year he/she fished.	5.04***
Fished mostly for bass in Iowa in the last year he/she fished.	4.93***
Is not in a river region.	4.84***
Fished for bass in Iowa in the last year he/she fished.	4.62***
Fished mostly for crappie in Iowa in the last year he/she fished.	4.37***
Visited Iowa Department of Natural Resources website.	3.96***
Prefers to fish for bass.	3.06**
Prefers to fish for crappie.	2.64**
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.61**
Went ice fishing in last year of fishing.	2.52*
Fished for bluegill in Iowa in the last year he/she fished.	2.36*
Rates the Department as excellent or good in managing fisheries and fishing.	2.29*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.19*
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.16*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Northwest region.	Z-SCORE (casual anglers)
Fished mostly for walleye in Iowa in the last year he/she fished.	6.57***
Prefers to fish for walleye.	4.96***
Is not aware of any aquatic invasive species in Iowa.	4.5***
Fished for walleye in Iowa in the last year he/she fished.	3.34***
Is not in a river region.	2.99**
Did not visit Iowa Department of Natural Resources website.	2.68**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.58**
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.33*
Rates fishing in Iowa as fair or poor.	2.32*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.29*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.25*
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.09*
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.07*
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is in Mississippi River region.	Z-SCORE (casual anglers)
Most often fishes in Mississippi River.	17.55***
Lives in Southeast region.	10.51***
Lives in Northeast region.	7.02***
Fished for trout in Iowa in the last year he/she fished.	3.35***
Is aware of at least one aquatic invasive species in Iowa.	3.09**
Did not ice fish in last year of fishing.	2.98**
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.66**
Is above the median age.	2.44*
Prefers to fish for bluegill.	2.16*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.01*
Did not visit Iowa Department of Natural Resources website.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is not in a river region.	Z-SCORE (casual anglers)
Lives in Polk County.	5.72***
Lives in Southwest region.	4.84***
Lives in Northwest region.	2.99**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.93**
Went ice fishing in last year of fishing.	2.74**
Prefers to fish for crappie.	2.73**
Fished for northern pike in Iowa in the last year he/she fished.	2.73**
Fished mostly for walleye in Iowa in the last year he/she fished.	2.59**
Rates the Department as excellent or good in managing fisheries and fishing.	2.58*
Fished mostly for bass in Iowa in the last year he/she fished.	2.43*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.32*
Fished for walleye in Iowa in the last year he/she fished.	2.28*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.27*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.15*
Prefers to fish for walleye.	2.14*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.13*
Visited Iowa Department of Natural Resources website.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Most often fishes in Mississippi River.	Z-SCORE (casual anglers)
Is in Mississippi River region.	17.55***
Lives in Northeast region.	9.51***
Fished from a boat in last year of fishing.	4.85***
Lives in Southeast region.	3.75***
Does not have children living in household.	3.69***
Is above the median age.	3.58***
Is aware of at least one aquatic invasive species in Iowa.	3.34***
Did not visit Iowa Department of Natural Resources website.	3.17**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	3.07**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.69**
Has been fishing in Iowa for more than the median number of years.	2.51*
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.43*
Household size is the median or smaller.	2.38*
Fished mostly for walleye in Iowa in the last year he/she fished.	2.32*
Fished mostly for bluegill in Iowa in the last year he/she fished.	2.31*
Prefers to fish for catfish or bullhead.	2.22*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.05*
Is female.	2.03*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Z-SCORE TABLES FOR AVID ANGLERS

Fished more than the median number of days in Iowa in the past 12 months.	Z-SCORE (avid anglers)
Fished for walleye in Iowa in the last year he/she fished.	5.56***
Went ice fishing in last year of fishing.	5.23***
Fished for crappie in Iowa in the last year he/she fished.	4.96***
Fished from a boat in last year of fishing.	4.28***
Has had contact with DNR enforcement officer while fishing.	4.27***
Did catch-and-release fishing in last year of fishing.	3.11**
Rates own fishing skill level as expert.	3.11**
Fished for bass in Iowa in the last year he/she fished.	2.87**
Fished for bluegill in Iowa in the last year he/she fished.	2.87**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.7**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.63**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.62**
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.55*
Fished for northern pike in Iowa in the last year he/she fished.	2.45*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.41*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.34*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.31*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.14*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.13*
Visited Iowa Department of Natural Resources website.	2.06*
Is aware of at least one aquatic invasive species in Iowa.	2.04*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	Z-SCORE (avid anglers)
Did not ice fish in last year of fishing.	5.23***
Rates own fishing skill level as beginner or not very skilled.	5.02***
Did not fish from a boat in last year of fishing.	4.28***
Has not had contact with DNR enforcement officer while fishing.	4.27***
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	4.02***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	3.14**
Did not do catch-and-release fishing in last year of fishing.	3.11**
Most important reason for fishing is to be with family.	3.07**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.79**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.41*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.39*
Did not visit Iowa Department of Natural Resources website.	2.29*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.27*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.13*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.09*
Is not aware of any aquatic invasive species in Iowa.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for bass in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Fished mostly for bass in Iowa in the last year he/she fished.	10.77***
Prefers to fish for bass.	9.35***
Did catch-and-release fishing in last year of fishing.	4.58***
Fished for bluegill in Iowa in the last year he/she fished.	3.35***
Fished more than the median number of days in Iowa in the past 12 months.	2.87**
Fished for northern pike in Iowa in the last year he/she fished.	2.6**
Lives in Southwest region.	2.59**
Fished from a boat in last year of fishing.	2.54*
Fished for crappie in Iowa in the last year he/she fished.	2.44*
Visited Iowa Department of Natural Resources website.	2.37*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.35*
Is the median age or younger.	2.33*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.19*
Most important reason for fishing is for the sport.	2.11*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for trout in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Prefers to fish for trout.	11.71***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	3.28**
Visited Iowa Department of Natural Resources website.	3.17**
Lives in Northeast region.	2.37*
Went ice fishing in last year of fishing.	2.13*
Most important reason for fishing is to be close to nature.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for catfish or bullhead in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	9.4***
Prefers to fish for catfish or bullhead.	8.19***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	3.41***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.4***
Lives in Southeast region.	3.23**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.85**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.78**
Fished for bluegill in Iowa in the last year he/she fished.	2.5*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.45*
Fished more than the median number of days in Iowa in the past 12 months.	2.31*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.3*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.26*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.19*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.15*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.02*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for walleye in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Prefers to fish for walleye.	10.15***
Fished mostly for walleye in Iowa in the last year he/she fished.	9.35***
Fished for northern pike in Iowa in the last year he/she fished.	6.97***
Fished from a boat in last year of fishing.	6.95***
Fished more than the median number of days in Iowa in the past 12 months.	5.56***
Fished for crappie in Iowa in the last year he/she fished.	4.51***
Did catch-and-release fishing in last year of fishing.	3.64***
Went ice fishing in last year of fishing.	3.45***
Lives in Northwest region.	3.43***
Has had contact with DNR enforcement officer while fishing.	3.32***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.13**
Is not in a river region.	2.85**
Rates own fishing skill level as expert.	2.83**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.65**
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.6**
Typically travels more than the median number of miles to fish in Iowa.	2.38*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.01*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.01*
Says fishing being offered as part of a vacation would increase motivation to fish.	1.99*
Has been fishing in Iowa for more than the median number of years.	1.99*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for northern pike in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Fished for walleye in Iowa in the last year he/she fished.	6.97***
Fished mostly for walleye in Iowa in the last year he/she fished.	5.47***
Lives in Northwest region.	4.31***
Prefers to fish for walleye.	3.67***
Fished from a boat in last year of fishing.	3.24**
Prefers to fish for bass.	2.68**
Went ice fishing in last year of fishing.	2.64**
Fished for bass in Iowa in the last year he/she fished.	2.6**
Fished mostly for bass in Iowa in the last year he/she fished.	2.54*
Fished more than the median number of days in Iowa in the past 12 months.	2.45*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.31*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.16*
Did catch-and-release fishing in last year of fishing.	2.08*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.07*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for bluegill in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Fished for crappie in Iowa in the last year he/she fished.	12.41***
Fished mostly for bluegill in Iowa in the last year he/she fished.	6.14***
Went ice fishing in last year of fishing.	4.49***
Prefers to fish for bluegill.	4.32***
Fished mostly for crappie in Iowa in the last year he/she fished.	4.3***
Prefers to fish for crappie.	3.54***
Fished for bass in Iowa in the last year he/she fished.	3.35***
Fished more than the median number of days in Iowa in the past 12 months.	2.87**
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.5*
Is aware of at least one aquatic invasive species in Iowa.	2.44*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.4*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.37*
Has had contact with DNR enforcement officer while fishing.	2.35*
Did catch-and-release fishing in last year of fishing.	2.18*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished for crappie in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Fished for bluegill in Iowa in the last year he/she fished.	12.41***
Fished mostly for crappie in Iowa in the last year he/she fished.	8.07***
Prefers to fish for crappie.	6.51***
Fished more than the median number of days in Iowa in the past 12 months.	4.96***
Went ice fishing in last year of fishing.	4.85***
Fished for walleye in Iowa in the last year he/she fished.	4.51***
Fished from a boat in last year of fishing.	3.81***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.59**
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.52*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.51*
Did catch-and-release fishing in last year of fishing.	2.45*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.44*
Fished for bass in Iowa in the last year he/she fished.	2.44*
Has had contact with DNR enforcement officer while fishing.	2.4*
Is aware of at least one aquatic invasive species in Iowa.	2.33*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for bass in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Prefers to fish for bass.	12.08***
Fished for bass in Iowa in the last year he/she fished.	10.77***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	3.56***
Fished from a boat in last year of fishing.	3.16**
Most important reason for fishing is for the sport.	3.11**
Did catch-and-release fishing in last year of fishing.	2.83**
Lives in Polk County.	2.75**
Fished for northern pike in Iowa in the last year he/she fished.	2.54*
Is not in a river region.	2.53*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Prefers to fish for catfish or bullhead.	12.17***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	9.4***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.45***
Did not do catch-and-release fishing in last year of fishing.	2.9**
Lives in Southeast region.	2.16*
Is in Mississippi River region.	2.1*
Typically travels the median number of miles or less to fish in Iowa.	2.1*
Did not visit Iowa Department of Natural Resources website.	2.07*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for walleye in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Prefers to fish for walleye.	15.42***
Fished for walleye in Iowa in the last year he/she fished.	9.35***
Fished for northern pike in Iowa in the last year he/she fished.	5.47***
Lives in Northwest region.	4.99***
Fished from a boat in last year of fishing.	3.09**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.92**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.91**
Is not in a river region.	2.55*
Went ice fishing in last year of fishing.	2.36*
Is above the median age.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for bluegill in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Prefers to fish for bluegill.	14.52***
Fished for bluegill in Iowa in the last year he/she fished.	6.14***
Lives in Northeast region.	3.11**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.52*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished mostly for crappie in Iowa in the last year he/she fished.	Z-SCORE (avid anglers)
Prefers to fish for crappie.	14.57***
Fished for crappie in Iowa in the last year he/she fished.	8.07***
Fished for bluegill in Iowa in the last year he/she fished.	4.3***
Lives in Southwest region.	2.67**
Is married.	2.36*
Prefers to fish for trout.	2.2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for bass.	Z-SCORE (avid anglers)
Fished mostly for bass in Iowa in the last year he/she fished.	12.08***
Fished for bass in Iowa in the last year he/she fished.	9.35***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	3.64***
Did catch-and-release fishing in last year of fishing.	3.18**
Most important reason for fishing is for the sport.	2.68**
Fished for northern pike in Iowa in the last year he/she fished.	2.68**
Fished from a boat in last year of fishing.	2*
Is not in a river region.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for trout.	Z-SCORE (avid anglers)
Fished for trout in Iowa in the last year he/she fished.	11.71***
Visited Iowa Department of Natural Resources website.	2.66**
Did not fish from a boat in last year of fishing.	2.5*
Rates the importance of stocking fish for the Department at 9 or 10.	2.48*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.22*
Fished mostly for crappie in Iowa in the last year he/she fished.	2.2*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for catfish or bullhead.	Z-SCORE (avid anglers)
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	12.17***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	8.19***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.37***
Did not do catch-and-release fishing in last year of fishing.	3.31***
Did not visit Iowa Department of Natural Resources website.	2.65**
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.08*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for walleye.	Z-SCORE (avid anglers)
Fished mostly for walleye in Iowa in the last year he/she fished.	15.42***
Fished for walleye in Iowa in the last year he/she fished.	10.15***
Lives in Northwest region.	5.31***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.3***
Fished for northern pike in Iowa in the last year he/she fished.	3.67***
Fished from a boat in last year of fishing.	3.62***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.4*
Is not in a river region.	2.33*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.3*
Rates own fishing skill level as expert.	2.16*
Typically travels more than the median number of miles to fish in Iowa.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for bluegill.	Z-SCORE (avid anglers)
Fished mostly for bluegill in Iowa in the last year he/she fished.	14.52***
Fished for bluegill in Iowa in the last year he/she fished.	4.32***
Lives in Northeast region.	3.26**
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.38*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.15*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Prefers to fish for crappie.	Z-SCORE (avid anglers)
Fished mostly for crappie in Iowa in the last year he/she fished.	14.57***
Fished for crappie in Iowa in the last year he/she fished.	6.51***
Fished for bluegill in Iowa in the last year he/she fished.	3.54***
Went ice fishing in last year of fishing.	2.6**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Typically travels more than the median number of miles to fish in Iowa.	Z-SCORE (avid anglers)
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	4.32***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.09**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.61**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.54*
Is not in a river region.	2.44*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.39*
Fished for walleye in Iowa in the last year he/she fished.	2.38*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.35*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.03*
Prefers to fish for walleye.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Typically travels the median number of miles or less to fish in Iowa.	Z-SCORE (avid anglers)
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.52***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.06**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.74**
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.64**
Is in Mississippi River region.	2.62**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.56*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.41*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.16*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.1*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Fished from a boat in last year of fishing.	Z-SCORE (avid anglers)
Fished for walleye in Iowa in the last year he/she fished.	6.95***
Went ice fishing in last year of fishing.	4.34***
Most often fishes in Mississippi River.	4.29***
Fished more than the median number of days in Iowa in the past 12 months.	4.28***
Fished for crappie in Iowa in the last year he/she fished.	3.81***
Prefers to fish for walleye.	3.62***
Fished for northern pike in Iowa in the last year he/she fished.	3.24**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.23**
Fished mostly for bass in Iowa in the last year he/she fished.	3.16**
Fished mostly for walleye in Iowa in the last year he/she fished.	3.09**
Has had contact with DNR enforcement officer while fishing.	2.66**
Visited Iowa Department of Natural Resources website.	2.65**
Fished for bass in Iowa in the last year he/she fished.	2.54*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.18*
Lives in Southeast region.	2.12*
Has been fishing in Iowa for more than the median number of years.	2.1*
Is aware of at least one aquatic invasive species in Iowa.	2.01*
Prefers to fish for bass.	2*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not fish from a boat in last year of fishing.	Z-SCORE (avid anglers)
Did not ice fish in last year of fishing.	4.34***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	4.28***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	3.23**
Rates own fishing skill level as beginner or not very skilled.	3.11**
Lives in Southwest region.	2.97**
Has not had contact with DNR enforcement officer while fishing.	2.66**
Did not visit Iowa Department of Natural Resources website.	2.56*
Prefers to fish for trout.	2.5*
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.31*
Has been fishing in Iowa for the median number of years or less.	2.1*
Is not aware of any aquatic invasive species in Iowa.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Went ice fishing in last year of fishing.	Z-SCORE (avid anglers)
Fished more than the median number of days in Iowa in the past 12 months.	5.23***
Fished for crappie in Iowa in the last year he/she fished.	4.85***
Fished for bluegill in Iowa in the last year he/she fished.	4.49***
Is male.	4.42***
Fished from a boat in last year of fishing.	4.34***
Is aware of at least one aquatic invasive species in Iowa.	3.77***
Has had contact with DNR enforcement officer while fishing.	3.6***
He/she and/or family members sometimes eat fish he/she catches in Iowa.	3.5***
Fished for walleye in Iowa in the last year he/she fished.	3.45***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	3.36***
Did catch-and-release fishing in last year of fishing.	3.28**
Rates own fishing skill level as expert.	3.03**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.83**
Visited Iowa Department of Natural Resources website.	2.66**
Fished for northern pike in Iowa in the last year he/she fished.	2.64**
Prefers to fish for crappie.	2.6**
Fished mostly for walleye in Iowa in the last year he/she fished.	2.36*
Fished for trout in Iowa in the last year he/she fished.	2.13*
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	1.99*
Has been fishing in Iowa for more than the median number of years.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not ice fish in last year of fishing.	Z-SCORE (avid anglers)
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	5.23***
Is female.	4.41***
Did not fish from a boat in last year of fishing.	4.34***
Is not aware of any aquatic invasive species in Iowa.	3.77***
Has not had contact with DNR enforcement officer while fishing.	3.6***
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	3.5***
Did not do catch-and-release fishing in last year of fishing.	3.28**
Did not visit Iowa Department of Natural Resources website.	2.55*
Rates own fishing skill level as beginner or not very skilled.	2.36*
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	1.99*
Has been fishing in Iowa for the median number of years or less.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did catch-and-release fishing in last year of fishing.	Z-SCORE (avid anglers)
Fished for bass in Iowa in the last year he/she fished.	4.58***
Fished for walleye in Iowa in the last year he/she fished.	3.64***
Went ice fishing in last year of fishing.	3.28**
Prefers to fish for bass.	3.18**
Fished more than the median number of days in Iowa in the past 12 months.	3.11**
Is the median age or younger.	3.08**
Visited Iowa Department of Natural Resources website.	2.89**
Fished mostly for bass in Iowa in the last year he/she fished.	2.83**
Has children living in household.	2.7**
Household size is above the median.	2.65**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.62**
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.61**
Fished for crappie in Iowa in the last year he/she fished.	2.45*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.42*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.41*
Rates the Department as excellent or good in managing fisheries and fishing.	2.32*
Fished for bluegill in Iowa in the last year he/she fished.	2.18*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.16*
Fished for northern pike in Iowa in the last year he/she fished.	2.08*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.03*
Has had contact with DNR enforcement officer while fishing.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not do catch-and-release fishing in last year of fishing.	Z-SCORE (avid anglers)
Prefers to fish for catfish or bullhead.	3.31***
Did not ice fish in last year of fishing.	3.28**
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	3.11**
Is above the median age.	3.08**
Did not visit Iowa Department of Natural Resources website.	3**
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.9**
Does not have children living in household.	2.7**
Household size is the median or smaller.	2.65**
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.61**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.54*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.4*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.21*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.06*
Has not had contact with DNR enforcement officer while fishing.	2.03*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Most important reason for fishing is for the sport.	Z-SCORE (avid anglers)
Fished mostly for bass in Iowa in the last year he/she fished.	3.11**
Is not married.	2.69**
Prefers to fish for bass.	2.68**
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.48*
Fished for bass in Iowa in the last year he/she fished.	2.11*
Is male.	2.09*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Most important reason for fishing is to be with family.	Z-SCORE (avid anglers)
Household size is above the median.	5.65***
Has children living in household.	5.54***
Is the median age or younger.	3.49***
Has been fishing in Iowa for the median number of years or less.	3.44***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	3.07**
Has not had contact with DNR enforcement officer while fishing.	2.75**
Rates own fishing skill level as beginner or not very skilled.	2.66**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.34*
Is female.	2.18*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Most important reason for fishing is for relaxation.	Z-SCORE (avid anglers)
Does not have children living in household.	4.14***
Household size is the median or smaller.	3.62***
Is above the median age.	2.29*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Most important reason for fishing is to be close to nature.	Z-SCORE (avid anglers)
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.49*
Lives in Northeast region.	2.21*
Fished for trout in Iowa in the last year he/she fished.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	5.58***
Is the median age or younger.	4.79***
Has children living in household.	4.51***
Household size is above the median.	4.14***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.27**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.91**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.85**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.79**
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.79**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.66**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.53*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.43*
Visited Iowa Department of Natural Resources website.	2.34*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.05*
Rates own fishing skill level as medium.	2.04*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	3.57***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.13*
Is the median age or younger.	2.13*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.44***
Is above the median age.	6.9***
Does not have children living in household.	5.35***
Household size is the median or smaller.	4.96***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.82***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	3.71***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.54***
Did not visit Iowa Department of Natural Resources website.	3.54***
Has been fishing in Iowa for more than the median number of years.	3.1**
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.08**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.01**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.64**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.5*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.46*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.34*
Rates own fishing skill level as expert.	2.32*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.14*
Is female.	2.04*
Fished more than the median number of days in Iowa in the past 12 months.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	10.94***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.2***
Rates fishing in Iowa as fair or poor.	4.1***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.05***
Rates the Department as fair or poor in managing fisheries and fishing.	3.94***
Is female.	3.57***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	3.3**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	3.17**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.97**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.41*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.4*
Lives in Northwest region.	2.12*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	7.02***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.7***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	5.09***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	5.09***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	4.95***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	4.73***
Rates fishing in Iowa as fair or poor.	3.44***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.37***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	3.22**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	3.17**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.66**
Fished for walleye in Iowa in the last year he/she fished.	2.65**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.58**
Typically travels more than the median number of miles to fish in Iowa.	2.39*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.31*
Fished for northern pike in Iowa in the last year he/she fished.	2.31*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.3*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.24*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.23*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.1*
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.02*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.3***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.03***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.46***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.31***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.24***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.6***
Rates fishing in Iowa as excellent or good.	5.39***
Rates the Department as excellent or good in managing fisheries and fishing.	3.99***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.98***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	3.35***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.22**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.18**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.08**
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.83**
Typically travels the median number of miles or less to fish in Iowa.	2.64**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.59**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.46*
Prefers to fish for bluegill.	2.38*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.31*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.24*
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.15*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.14*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	5.58***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	4.02***
Household size is above the median.	3.93***
Has children living in household.	3.88***
Is the median age or younger.	2.76**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.64**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.61**
Has been fishing in Iowa for the median number of years or less.	2.26*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.07*
Fished from a boat in last year of fishing.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	4.36***
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	3.57***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.46***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	3.19**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.17**
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.96**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.83**
Household size is above the median.	2.64**
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.63**
Most important reason for fishing is to be close to nature.	2.49*
Has children living in household.	2.45*
Visited Iowa Department of Natural Resources website.	2.44*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.4*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.34*
Is the median age or younger.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.44***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.23***
Household size is the median or smaller.	5.41***
Does not have children living in household.	5.21***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.98***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.92***
Is above the median age.	3.89***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.34***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	3.26**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.05**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.66**
Has been fishing in Iowa for more than the median number of years.	2.64**
Fished more than the median number of days in Iowa in the past 12 months.	2.62**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.51*
Did not visit Iowa Department of Natural Resources website.	2.32*
Did not fish from a boat in last year of fishing.	2.31*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	10.78***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	3.68***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	3.48***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.95**
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.4*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.34*
Fished more than the median number of days in Iowa in the past 12 months.	2.34*
Rates the Department as fair or poor in managing fisheries and fishing.	2.31*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.16*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.15*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.07*
Fished for walleye in Iowa in the last year he/she fished.	2.01*
Lives in Northwest region.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	7.77***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.64***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.2***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	5.09***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	5.05***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	4.84***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.79**
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.54*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.51*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.43*
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.41*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.36*
Typically travels more than the median number of miles to fish in Iowa.	2.35*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.16*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.15*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	10.87***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.46***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.63***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.45***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.34***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.16***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	3.28**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.26**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.2**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.99**
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.56*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.48*
Typically travels the median number of miles or less to fish in Iowa.	2.41*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.39*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.28*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.27*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	5.61***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	4.89***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	4.88***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	3.52***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.97**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.63**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.61**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.59**
Typically travels more than the median number of miles to fish in Iowa.	2.54*
Fished mostly for bluegill in Iowa in the last year he/she fished.	2.52*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.51*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.44*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.4*
Prefers to fish for trout.	2.2*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.18*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.16*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.88***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	5.7***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	5.5***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	5.34***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	5.2***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	4.36***
Typically travels more than the median number of miles to fish in Iowa.	4.32***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	3.75***
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.06***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.6***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.6***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.45***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.23***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.17***
Typically travels the median number of miles or less to fish in Iowa.	5.52***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.36***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.82***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.36*
Rates fishing in Iowa as excellent or good.	2.02*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	10.94***
Rates fishing in Iowa as fair or poor.	5.84***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	5.26***
Rates the Department as fair or poor in managing fisheries and fishing.	4.89***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	4.89***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	4.81***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	4.13***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.02**
Is not aware of any aquatic invasive species in Iowa.	2.37*
Is female.	2.33*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.31*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	7.02***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	5.97***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.88***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	5.76***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	5.64***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	5.47***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.83**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.64**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.61**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.53*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.51*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.33*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.24*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.16*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.08*
Typically travels more than the median number of miles to fish in Iowa.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	11.3***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	9.06***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.13***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.6***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.79***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.63***
Rates fishing in Iowa as excellent or good.	4.58***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.92***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.54***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	3.49***
Typically travels the median number of miles or less to fish in Iowa.	3.06**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.97**
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.87**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.73**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.72**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.66**
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.53*
Rates the Department as excellent or good in managing fisheries and fishing.	2.42*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.32*
Prefers to fish for bluegill.	2.15*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.14*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.07*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	5.68***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	5.61***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	4.81***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	4.02***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	3.68***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.3**
Rates fishing in Iowa as fair or poor.	2.42*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.29*
Is not married.	2.03*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	6.04***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.97***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	5.91***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.34***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	5.05***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.95***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	3.46***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	3.12**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.81**
Lives in Northwest region.	2.74**
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.67**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.59**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.47*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.38*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.27*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.21*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.21*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.2*
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.14*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.05*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.6***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.91***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.6***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.31***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.95***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.34***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	4.11***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	3.49***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.48***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.34***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.01**
Rates fishing in Iowa as excellent or good.	2.83**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.7**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.69**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.55*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.55*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.53*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.44*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.41*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.31*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.27*
Typically travels the median number of miles or less to fish in Iowa.	2.16*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.06*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates fishing in Iowa as fair or poor.	5.86***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	5.26***
Prefers to fish for walleye.	4.3***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	4.2***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	4.02***
Rates the Department as fair or poor in managing fisheries and fishing.	3.76***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.52***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.95**
Fished mostly for walleye in Iowa in the last year he/she fished.	2.92**
Typically travels more than the median number of miles to fish in Iowa.	2.61**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.3*
Lives in Northwest region.	2.15*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	5.91***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.47***
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	4.84***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	4.73***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	4.06***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	3.75***
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	3.19**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.91**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.65**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.59**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.49*
Prefers to fish for walleye.	2.4*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.35*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.29*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.06*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.03*
Fished for walleye in Iowa in the last year he/she fished.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.87***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.24***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.95***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.79***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.36***
Rates fishing in Iowa as excellent or good.	5.23***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.16***
Rates the Department as excellent or good in managing fisheries and fishing.	3.33***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.89**
Typically travels the median number of miles or less to fish in Iowa.	2.74**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.47*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.19*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.14*
Lives in Southeast region.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	10.78***
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	5.68***
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	4.88***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	4.05***
Rates the Department as fair or poor in managing fisheries and fishing.	3.6***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	3.45***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	3.02**
Does not have children living in household.	2.68**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.65**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.61**
Is above the median age.	2.33*
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.3*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.2*
Household size is the median or smaller.	2.08*
Rates fishing in Iowa as fair or poor.	2.03*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	7.77***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	6.04***
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.76***
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	5.5***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	5.09***
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	4.06***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	3.4***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.32***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	3.27**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	3.24**
Typically travels more than the median number of miles to fish in Iowa.	3.09**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.96**
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.94**
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.88**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.81**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.56*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.53*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.5*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.16*
Is the median age or younger.	2.11*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	Z-SCORE (avid anglers)
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	10.87***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.13***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	8.03***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.91***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	7.87***
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.17***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	4.2***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	4.19***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.57***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.39***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	3.25**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.05**
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.01**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.97**
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.82**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.69**
Typically travels the median number of miles or less to fish in Iowa.	2.56*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.46*
Rates the Department as excellent or good in managing fisheries and fishing.	2.37*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.29*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.21*
Rates fishing in Iowa as excellent or good.	2.2*
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	Z-SCORE (avid anglers)
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	10.77***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	9.82***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	8.49***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	7.79***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	6.78***
Says fishing being offered as part of a vacation would increase motivation to fish.	5.92***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	5.01***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	4.77***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	4.55***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	4.31***
Is not married.	4.2***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	4.13***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	3.4***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.22**
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.88**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.67**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.54*
Has been fishing in Iowa for the median number of years or less.	2.31*
Is not aware of any aquatic invasive species in Iowa.	2.18*
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.11*
Prefers to fish for catfish or bullhead.	2.08*
Is the median age or younger.	2.05*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	10.9***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	9.63***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	8.59***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	7.95***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	6.8***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	5.96***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	5.09***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	4.82***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	4.58***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	4.18***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	3.95***
Is married.	3.78***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.48***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.26**
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.18**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.01**
Has been fishing in Iowa for more than the median number of years.	2.29*
Is aware of at least one aquatic invasive species in Iowa.	2.23*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.04*
Is above the median age.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says fishing being offered as part of a vacation would increase motivation to fish.	Z-SCORE (avid anglers)
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	9.22***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	6.73***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	6.61***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	6.26***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	6.13***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	5.92***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	5.64***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	5.6***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	5.22***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	5.09***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	5.06***
Is the median age or younger.	3.03**
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.85**
Household size is above the median.	2.79**
Has children living in household.	2.76**
Did catch-and-release fishing in last year of fishing.	2.62**
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.56*
Rates own fishing skill level as medium.	2.47*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.33*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.26*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.23*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.21*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.07*
Rates the importance of stocking fish for the Department at 9 or 10.	2.03*
Fished for walleye in Iowa in the last year he/she fished.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says fishing being offered as part of a vacation would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	9.37***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	6.69***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	6.67***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	6.37***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	6.1***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	5.96***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	5.37***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	5.31***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	5.28***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	5.24***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	5.17***
Is above the median age.	2.73**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.72**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.66**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.64**
Household size is the median or smaller.	2.57*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.55*
Does not have children living in household.	2.41*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.15*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.01*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	Z-SCORE (avid anglers)
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	10.77***
Says fishing being offered as part of a vacation would increase motivation to fish.	9.22***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	8.98***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	7.91***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	7.8***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	7.36***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	6.24***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	6.16***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	5.34***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	5.31***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	4.85***
Has been fishing in Iowa for the median number of years or less.	3.46***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.4***
Is not married.	2.94**
Is the median age or younger.	2.7**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.63**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.24*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.19*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.14*
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.13*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	10.9***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	9.37***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	9.02***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	8.12***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	7.91***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	7.01***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	5.83***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	5.72***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	5***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	4.72***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	4.57***
Has been fishing in Iowa for more than the median number of years.	3.49***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.97**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.73**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.69**
Is above the median age.	2.67**
Is married.	2.59**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.51*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.5*
Gets or has gotten information about fishing in Iowa from word-of-mouth.	2.05*
Household size is the median or smaller.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	Z-SCORE (avid anglers)
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	9.44***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	7.8***
Has children living in household.	6.94***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	6.78***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	6.29***
Says fishing being offered as part of a vacation would increase motivation to fish.	6.13***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	6***
Household size is above the median.	5.91***
Is the median age or younger.	5.75***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	5.46***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	5.29***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	5.01***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	4.94***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	4.69***
Has been fishing in Iowa for the median number of years or less.	3.1**
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.64**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.64**
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.53*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.49*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.45*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.36*
Most important reason for fishing is to be with family.	2.34*
Visited Iowa Department of Natural Resources website.	2.23*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.2*
Did catch-and-release fishing in last year of fishing.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	9.42***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	8.12***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	6.8***
Does not have children living in household.	6.73***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	6.5***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	6.12***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	6.1***
Household size is the median or smaller.	5.78***
Is above the median age.	5.59***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	5.59***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	5.54***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	5.22***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	4.88***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	4.79***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.71***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.26**
Has been fishing in Iowa for more than the median number of years.	3.26**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.87**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.56*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.31*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.29*
Is not in a river region.	2.22*
Did not visit Iowa Department of Natural Resources website.	2.15*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.14*
Did not do catch-and-release fishing in last year of fishing.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	Z-SCORE (avid anglers)
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	9.44***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	8.98***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	8.51***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	8.46***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	7.79***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	7.2***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	6.94***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	6.89***
Says fishing being offered as part of a vacation would increase motivation to fish.	6.73***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	6.03***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	5.68***
Has been fishing in Iowa for the median number of years or less.	3.06**
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.85**
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.81**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.81**
Is not aware of any aquatic invasive species in Iowa.	2.53*
Has children living in household.	2.51*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.44*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.43*
Is the median age or younger.	2.4*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.35*
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.31*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.31*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.29*
Is not married.	2.16*
Household size is above the median.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	9.42***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	9.02***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	8.68***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	8.46***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	7.95***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	6.81***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	6.72***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	6.67***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	6.54***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	6.01***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	5.58***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.11***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.57***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.22**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.2**
Has been fishing in Iowa for more than the median number of years.	3.11**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.97**
Is aware of at least one aquatic invasive species in Iowa.	2.6**
Does not have children living in household.	2.32*
Is above the median age.	2.28*
Is married.	2.28*
Rates fishing in Iowa as fair or poor.	2.08*
Lives in Southwest region.	2.07*
Rates own fishing skill level as expert.	2.03*
Lives in Polk County.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	16.84***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	15.63***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	13.63***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	8.44***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	7.72***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	6.94***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	6.29***
Says fishing being offered as part of a vacation would increase motivation to fish.	6.26***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	6.16***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	5.84***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	4.55***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	3.22**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	3.21**
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.83**
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.83**
Rates the Department as excellent or good in managing fisheries and fishing.	2.8**
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.43*
Rates the importance of stocking fish for the Department at 9 or 10.	2.38*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.23*
Did catch-and-release fishing in last year of fishing.	2.16*
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.16*
Fished for northern pike in Iowa in the last year he/she fished.	2.07*
Has children living in household.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	16.63***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	15.47***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	13.5***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	8.44***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	7.98***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	6.81***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	6.5***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	6.37***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	5.9***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	5.83***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	4.58***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	3.59***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	3.36***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.84**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.82**
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.8**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.47*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.43*
Rates the importance of stocking fish for the Department at 8 or less.	2.41*
Does not have children living in household.	2.18*
Rates the Department as fair or poor in managing fisheries and fishing.	2.15*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.09*
Did not do catch-and-release fishing in last year of fishing.	2.06*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.06*
Household size is the median or smaller.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	16.84***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	15.85***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	14.4***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	9.11***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	7.98***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	7.2***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	6.24***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	6.09***
Says fishing being offered as part of a vacation would increase motivation to fish.	5.64***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	5.01***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	5.01***
Rates the Department as excellent or good in managing fisheries and fishing.	3.18**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.89**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.62**
Rates the importance of stocking fish for the Department at 9 or 10.	2.56*
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.54*
Did catch-and-release fishing in last year of fishing.	2.42*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.3*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.17*
Fished more than the median number of days in Iowa in the past 12 months.	2.14*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.06*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	16.63***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	15.89***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	14.39***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	9.12***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	7.82***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	6.72***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	5.96***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	5.72***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	5.54***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	5.37***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	5.09***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.25**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.92**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.58*
Rates the importance of stocking fish for the Department at 8 or less.	2.56*
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.55*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.46*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.41*
Did not do catch-and-release fishing in last year of fishing.	2.4*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.32*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.27*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.12*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	17.85***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	15.85***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	15.63***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	9.49***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	7.73***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	6.03***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	5.83***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	5.46***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	5.31***
Says fishing being offered as part of a vacation would increase motivation to fish.	5.22***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	4.13***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	3.07**
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	3.04**
Fished more than the median number of days in Iowa in the past 12 months.	2.7**
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.57*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.43*
Rates the importance of stocking fish for the Department at 9 or 10.	2.24*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.21*
Rates the Department as excellent or good in managing fisheries and fishing.	2.14*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.1*
Fished for northern pike in Iowa in the last year he/she fished.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	17.61***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	15.89***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	15.47***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	9.45***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	7.78***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	6.01***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	5.61***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	5.59***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	5.24***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	4.72***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	4.18***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	3.14**
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.95**
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.76**
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.69**
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.59**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.59**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.44*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.43*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.27*
Rates the importance of stocking fish for the Department at 8 or less.	2.13*
Is aware of at least one aquatic invasive species in Iowa.	2.07*
Is married.	2.05*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	17.85***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	14.4***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	13.63***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	9.09***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	8.5***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	6.03***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	5.68***
Says fishing being offered as part of a vacation would increase motivation to fish.	5.09***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	4.85***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	4.69***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	4.31***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	4.09***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	3.35***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.76**
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.56*
Rates the importance of stocking fish for the Department at 9 or 10.	2.34*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.3*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.27*
Is not married.	2.24*
Fished for bass in Iowa in the last year he/she fished.	2.19*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.12*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	17.61***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	14.39***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	13.5***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	8.9***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	8.72***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	5.88***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	5.58***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	5.28***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	4.88***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	4.57***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	4.03***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.95***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	3.41***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	2.87**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.81**
Rates the importance of stocking fish for the Department at 8 or less.	2.54*
Is married.	2.48*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.28*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.27*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.24*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.21*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.14*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	12.72***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	8.5***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	8.49***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	8.46***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	7.98***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	7.91***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	7.73***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	7.72***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	7.34***
Says fishing being offered as part of a vacation would increase motivation to fish.	6.61***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	6***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.32***
Rates fishing in Iowa as excellent or good.	3.29**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	3.05**
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.58**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.47*
Rates the Department as excellent or good in managing fisheries and fishing.	2.46*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.35*
Is not married.	2.23*
Rates the importance of stocking fish for the Department at 9 or 10.	2.19*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.15*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.15*
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.09*
Fished for walleye in Iowa in the last year he/she fished.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	12.66***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	8.72***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	8.59***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	8.46***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	7.98***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	7.91***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	7.82***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	7.78***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	7.26***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	6.69***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	6.12***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.39***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	3.27**
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.99**
Rates fishing in Iowa as fair or poor.	2.98**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.7**
Rates the importance of stocking fish for the Department at 8 or less.	2.52*
Rates the Department as fair or poor in managing fisheries and fishing.	2.4*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.39*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.31*
Is married.	2.27*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.19*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.07*
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	12.72***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	9.82***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	8.51***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	7.36***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	6.09***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	6.03***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	5.84***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	5.83***
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	5.78***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	5.29***
Says fishing being offered as part of a vacation would increase motivation to fish.	5.06***
Fished for catfish or bullhead in Iowa in the last year he/she fished.	3.41***
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	3.12**
Has not had contact with DNR enforcement officer while fishing.	3.07**
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.94**
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.51*
Is not aware of any aquatic invasive species in Iowa.	2.49*
Is not married.	2.33*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.29*
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	2.24*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.2*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.16*
Has been fishing in Iowa for the median number of years or less.	2.16*
Rates the Department as excellent or good in managing fisheries and fishing.	2.08*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	12.66***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	9.63***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	8.68***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	7.01***
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	6.01***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	5.96***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	5.9***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	5.88***
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	5.61***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	5.22***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	5.17***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.19***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.49***
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.49***
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.28**
Has had contact with DNR enforcement officer while fishing.	3.09**
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.89**
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.83**
Is aware of at least one aquatic invasive species in Iowa.	2.66**
Is married.	2.63**
Has been fishing in Iowa for more than the median number of years.	2.4*
Rates own fishing skill level as expert.	2.37*
Fished from a boat in last year of fishing.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	9.49***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	9.11***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	9.09***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	8.44***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	7.34***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	6.89***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	5.78***
Says fishing being offered as part of a vacation would increase motivation to fish.	5.6***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	5.34***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	4.94***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	4.77***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.37***
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	3.24**
Is not aware of any aquatic invasive species in Iowa.	2.57*
Did catch-and-release fishing in last year of fishing.	2.41*
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.38*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.27*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.16*
Rates not enough big fish as a minor factor taking away from fishing enjoyment or decreasing participation.	2.08*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.07*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.07*
Rates the importance of stocking fish for the Department at 9 or 10.	1.99*
Fished for catfish or bullhead in Iowa in the last year he/she fished.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	Z-SCORE (avid anglers)
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	9.45***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	9.12***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	8.9***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	8.44***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	7.26***
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	6.54***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	6.01***
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	5.31***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	5***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	4.82***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	4.79***
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.2***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.35***
Is aware of at least one aquatic invasive species in Iowa.	2.59**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.55*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.53*
Rates pollution or litter as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.48*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.24*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.23*
Did not do catch-and-release fishing in last year of fishing.	2.21*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.19*
Rates the importance of stocking fish for the Department at 8 or less.	2.1*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has been fishing in Iowa for more than the median number of years.	Z-SCORE (avid anglers)
Is above the median age.	9.19***
Does not have children living in household.	6.36***
Household size is the median or smaller.	5.85***
Is married.	3.83***
Is male.	3.67***
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	3.49***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	3.26**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	3.11**
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.1**
Is aware of at least one aquatic invasive species in Iowa.	2.96**
Rates own fishing skill level as expert.	2.95**
Has had contact with DNR enforcement officer while fishing.	2.64**
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.64**
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.4*
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.29*
Fished from a boat in last year of fishing.	2.1*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.09*
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.08*
Fished for walleye in Iowa in the last year he/she fished.	1.99*
Went ice fishing in last year of fishing.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has been fishing in Iowa for the median number of years or less.	Z-SCORE (avid anglers)
Is the median age or younger.	9.19***
Has children living in household.	6.36***
Household size is above the median.	5.85***
Is not married.	4.43***
Is female.	3.57***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	3.46***
Most important reason for fishing is to be with family.	3.44***
Rates own fishing skill level as beginner or not very skilled.	3.29**
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	3.1**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	3.06**
Is not aware of any aquatic invasive species in Iowa.	2.96**
Has not had contact with DNR enforcement officer while fishing.	2.64**
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.31*
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.26*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.16*
Did not fish from a boat in last year of fishing.	2.1*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.09*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.08*
Did not ice fish in last year of fishing.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing in Iowa as excellent or good.	Z-SCORE (avid anglers)
Rates the Department as excellent or good in managing fisheries and fishing.	9.48***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.39***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.23***
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.58***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	4.5***
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.29**
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.83**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.2*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.2*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.13*
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates fishing in Iowa as fair or poor.	Z-SCORE (avid anglers)
Rates the Department as fair or poor in managing fisheries and fishing.	9.1***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	5.86***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	5.84***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	5.58***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	4.1***
Rates lack of fish to catch as a minor factor taking away from fishing enjoyment or decreasing participation.	3.44***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	3.18**
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.98**
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.42*
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.1*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.08*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the Department as excellent or good in managing fisheries and fishing.	Z-SCORE (avid anglers)
Rates fishing in Iowa as excellent or good.	9.48***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	5.5***
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	4.87***
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.99***
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.33***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	3.18**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.8**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.46*
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.42*
Rates poor water quality as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.37*
Did catch-and-release fishing in last year of fishing.	2.32*
Describes Iowa's fishing regulations as clear.	2.2*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.14*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.08*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the Department as fair or poor in managing fisheries and fishing.	Z-SCORE (avid anglers)
Rates fishing in Iowa as fair or poor.	9.1***
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	7.29***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	4.95***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	4.89***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.94***
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	3.76***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.6***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.4*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	2.31*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.15*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.09*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	1.99*
Is male.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	Z-SCORE (avid anglers)
Rates the Department as excellent or good in managing fisheries and fishing.	5.5***
Rates fishing in Iowa as excellent or good.	4.5***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	4.17***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	4.15***
Describes Iowa's fishing regulations as clear.	3.24**
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	3.14**
Rates not enough big fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.66**
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	2.54*
Rates lack of access to fishing places as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.53*
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	2.52*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.47*
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.47*
Rates the importance of stocking fish for the Department at 9 or 10.	2.45*
Rates having to travel too far to fish as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.36*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.23*
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.21*
Rates lack of fish to catch as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	Z-SCORE (avid anglers)
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.96**
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	2.43*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.16*
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	2.1*
Rates having to travel too far to fish as a minor factor taking away from fishing enjoyment or decreasing participation.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	Z-SCORE (avid anglers)
Rates the Department as fair or poor in managing fisheries and fishing.	7.29***
Rates fishing in Iowa as fair or poor.	5.58***
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	4.13***
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	3.48***
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	3.45***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.17**
Does not describe Iowa's fishing regulations as clear.	2.95**
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.63**
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.59**
Did not do catch-and-release fishing in last year of fishing.	2.54*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.47*
Lives in Northeast region.	2.26*
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.18*
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.06*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	Z-SCORE (avid anglers)
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	11.7***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	10.46***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	8.65***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	7.86***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	6.98***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	6.29***
Rates the importance of stocking fish for the Department at 9 or 10.	5.86***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	3.35***
Did catch-and-release fishing in last year of fishing.	2.61**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.57*
Fished for crappie in Iowa in the last year he/she fished.	2.44*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.43*
Describes Iowa's fishing regulations as clear.	2.39*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.21*
Rates having to travel too far to fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.18*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.16*
Fished more than the median number of days in Iowa in the past 12 months.	2.13*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of conservation of streams and rivers for the Department at 8 or less.	Z-SCORE (avid anglers)
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	11.7***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	10.46***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	8.65***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	7.86***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	6.98***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	6.29***
Rates the importance of stocking fish for the Department at 8 or less.	5.86***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	3.41***
Did not do catch-and-release fishing in last year of fishing.	2.61**
Most important reason for fishing is for the sport.	2.48*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.43*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.43*
Does not describe Iowa's fishing regulations as clear.	2.39*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.24*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.13*
Lives in Northeast region.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	Z-SCORE (avid anglers)
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	11.7***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	7.8***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	7.39***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	7.39***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	6.6***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	6.34***
Rates the importance of stocking fish for the Department at 9 or 10.	5.2***
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	3.04**
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.83**
Fished for crappie in Iowa in the last year he/she fished.	2.59**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.56*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.54*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.54*
Went ice fishing in last year of fishing.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	Z-SCORE (avid anglers)
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	11.7***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	7.8***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	7.39***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	7.39***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	6.6***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	6.34***
Rates the importance of stocking fish for the Department at 8 or less.	5.2***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.87**
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.8**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.76**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.55*
Did not ice fish in last year of fishing.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	Z-SCORE (avid anglers)
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	11.12***
Rates the importance of stocking fish for the Department at 9 or 10.	9.67***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	7.95***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	7.86***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	7.85***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	7.39***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	6.14***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.22**
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.14**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.89**
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.76**
Household size is the median or smaller.	2.43*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.43*
Fished more than the median number of days in Iowa in the past 12 months.	2.41*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.35*
Has had contact with DNR enforcement officer while fishing.	2.27*
Has been fishing in Iowa for more than the median number of years.	2.09*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of enforcing fishing regulations for the Department at 8 or less.	Z-SCORE (avid anglers)
Rates the importance of enforcing boating regulations for the Department at 8 or less.	11.12***
Rates the importance of stocking fish for the Department at 8 or less.	9.67***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	7.95***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	7.86***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	7.85***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	7.39***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	6.14***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	3.59***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.92**
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.81**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.59**
Lives in Northeast region.	2.44*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.43*
Household size is above the median.	2.43*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.41*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.39*
Has not had contact with DNR enforcement officer while fishing.	2.27*
Rates the Department as fair or poor in managing fisheries and fishing.	2.09*
Has been fishing in Iowa for the median number of years or less.	2.09*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of stocking fish for the Department at 9 or 10.	Z-SCORE (avid anglers)
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	11.93***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	9.67***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	7.64***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	6.18***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	5.98***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	5.86***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	5.2***
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.56*
Prefers to fish for trout.	2.48*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.45*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.38*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.34*
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	2.24*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.19*
Says fishing being offered as part of a vacation would increase motivation to fish.	2.03*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	1.99*
Lives in Northwest region.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of stocking fish for the Department at 8 or less.	Z-SCORE (avid anglers)
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	11.93***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	9.67***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	7.64***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	6.18***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	5.98***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	5.86***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	5.2***
Most often fishes in Mississippi River.	2.73**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.56*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.54*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.52*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.41*
Is in Mississippi River region.	2.19*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.13*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.1*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	Z-SCORE (avid anglers)
Rates the importance of stocking fish for the Department at 9 or 10.	11.93***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	7.85***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	7.42***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	6.88***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	6.82***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	6.34***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	6.29***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.52*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.09*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of monitoring fisheries populations for the Department at 8 or less.	Z-SCORE (avid anglers)
Rates the importance of stocking fish for the Department at 8 or less.	11.93***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	7.85***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	7.42***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	6.88***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	6.82***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	6.34***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	6.29***
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.34*
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.1*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of enforcing boating regulations for the Department at 9 or 10.	Z-SCORE (avid anglers)
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	11.12***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	8.88***
Rates the importance of stocking fish for the Department at 9 or 10.	7.64***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	7.42***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	6.98***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	6.6***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	6.03***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	4.17***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.83**
Is female.	2.23*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.17*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.12*
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.05*
Rates the Department as excellent or good in managing fisheries and fishing.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of enforcing boating regulations for the Department at 8 or less.	Z-SCORE (avid anglers)
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	11.12***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	8.88***
Rates the importance of stocking fish for the Department at 8 or less.	7.64***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	7.42***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	6.98***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	6.6***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	6.03***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.84**
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.42*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.18*
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.16*
Is male.	2.12*
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.12*
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.04*
Rates the Department as fair or poor in managing fisheries and fishing.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	Z-SCORE (avid anglers)
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	8.88***
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	8.65***
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	8.49***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	7.39***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	6.88***
Rates the importance of stocking fish for the Department at 9 or 10.	6.18***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	6.14***
Is aware of at least one aquatic invasive species in Iowa.	5.16***
Fished for crappie in Iowa in the last year he/she fished.	2.52*
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	2.47*
Gets or has gotten information about fishing in Iowa from newspapers.	2.46*
Visited Iowa Department of Natural Resources website.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	Z-SCORE (avid anglers)
Rates the importance of enforcing boating regulations for the Department at 8 or less.	8.88***
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	8.65***
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	8.49***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	7.39***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	6.88***
Rates the importance of stocking fish for the Department at 8 or less.	6.18***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	6.14***
Is not aware of any aquatic invasive species in Iowa.	5.16***
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.43*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	Z-SCORE (avid anglers)
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	10.46***
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	8.49***
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	7.95***
Rates the importance of protecting water quality in Iowa's waters for the Department at 9 or 10.	7.8***
Rates the importance of monitoring fisheries populations for the Department at 9 or 10.	6.82***
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	6.03***
Rates the importance of stocking fish for the Department at 9 or 10.	5.98***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	4.15***
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	4.09***
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	3.21**
Says knowing that your fishing license fee helps pay for protecting water quality would increase motivation to fish.	3.07**
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	3.05**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would increase motivation to fish.	2.62**
Is not married.	2.44*
Is the median age or younger.	2.22*
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.11*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates the importance of protecting endangered species of fish for the Department at 8 or less.	Z-SCORE (avid anglers)
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	10.46***
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	8.49***
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	7.95***
Rates the importance of protecting water quality in Iowa's waters for the Department at 8 or less.	7.8***
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	6.82***
Rates the importance of enforcing boating regulations for the Department at 8 or less.	6.03***
Rates the importance of stocking fish for the Department at 8 or less.	5.98***
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	4.03***
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	3.36***
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	3.27**
Moderately agrees that anglers are currently getting their money's worth with the license fee they pay.	2.96**
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.95**
Says knowing that your fishing license fee helps pay for the enforcement of fish and wildlife laws would NOT increase motivation to fish.	2.58*
Is above the median age.	2.22*
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.04*
Is married.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

He/she and/or family members sometimes eat fish he/she catches in Iowa.	Z-SCORE (avid anglers)
Went ice fishing in last year of fishing.	3.5***
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	3.45***
Prefers to fish for catfish or bullhead.	3.37***
Fished from a boat in last year of fishing.	3.23**
Fished for walleye in Iowa in the last year he/she fished.	3.13**
Fished mostly for walleye in Iowa in the last year he/she fished.	2.91**
Fished for catfish or bullhead in Iowa in the last year he/she fished.	2.78**
Has had contact with DNR enforcement officer while fishing.	2.59**
Fished for crappie in Iowa in the last year he/she fished.	2.51*
Fished for bluegill in Iowa in the last year he/she fished.	2.4*
Most often fishes in Mississippi River.	2.32*
Lives in Southeast region.	2.32*
Prefers to fish for walleye.	2.3*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.27*
Rates fishing in Iowa as excellent or good.	2.2*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.15*
Has been fishing in Iowa for more than the median number of years.	2.08*
Rates fishing being better outside of Iowa as a minor factor taking away from fishing enjoyment or decreasing participation.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	Z-SCORE (avid anglers)
Prefers to fish for bass.	3.64***
Fished mostly for bass in Iowa in the last year he/she fished.	3.56***
Did not ice fish in last year of fishing.	3.5***
Did not fish from a boat in last year of fishing.	3.23**
Lives in Southwest region.	2.9**
Has not had contact with DNR enforcement officer while fishing.	2.59**
Lives in Polk County.	2.47*
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.23*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.19*
Rates fishing in Iowa as fair or poor.	2.1*
Has been fishing in Iowa for the median number of years or less.	2.08*
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has had contact with DNR enforcement officer while fishing.	Z-SCORE (avid anglers)
Fished more than the median number of days in Iowa in the past 12 months.	4.27***
Is male.	3.64***
Went ice fishing in last year of fishing.	3.6***
Fished for walleye in Iowa in the last year he/she fished.	3.32***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	3.09**
Is aware of at least one aquatic invasive species in Iowa.	2.94**
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	2.87**
Fished from a boat in last year of fishing.	2.66**
Has been fishing in Iowa for more than the median number of years.	2.64**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.59**
Visited Iowa Department of Natural Resources website.	2.45*
Fished for crappie in Iowa in the last year he/she fished.	2.4*
Fished for bluegill in Iowa in the last year he/she fished.	2.35*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.27*
Did catch-and-release fishing in last year of fishing.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has not had contact with DNR enforcement officer while fishing.	Z-SCORE (avid anglers)
Rates own fishing skill level as beginner or not very skilled.	4.53***
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	4.27***
Did not ice fish in last year of fishing.	3.6***
Is female.	3.5***
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	3.07**
Is not aware of any aquatic invasive species in Iowa.	2.94**
Most important reason for fishing is to be with family.	2.75**
Did not fish from a boat in last year of fishing.	2.66**
Has been fishing in Iowa for the median number of years or less.	2.64**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.59**
Did not visit Iowa Department of Natural Resources website.	2.47*
Lives in Northeast region.	2.41*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.27*
Did not do catch-and-release fishing in last year of fishing.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Describes Iowa's fishing regulations as clear.	Z-SCORE (avid anglers)
Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	3.84***
Strongly agrees that anglers are currently getting their money's worth with the license fee they pay.	3.24**
Rates the importance of conservation of streams and rivers for the Department at 9 or 10.	2.39*
Rates the Department as excellent or good in managing fisheries and fishing.	2.2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Does not describe Iowa's fishing regulations as clear.	Z-SCORE (avid anglers)
Rates own fishing skill level as beginner or not very skilled.	3.22**
Lives in Northeast region.	3.1**
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.95**
Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	2.92**
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	2.39*
Most often fishes in Mississippi River.	2.28*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates Iowa's enforcement of fishing regulations and laws as excellent or good.	Z-SCORE (avid anglers)
Rates the Department as excellent or good in managing fisheries and fishing.	4.87***
Describes Iowa's fishing regulations as clear.	3.84***
Has had contact with DNR enforcement officer while fishing.	2.87**
Rates fishing in Iowa as excellent or good.	2.13*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.05*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates Iowa's enforcement of fishing regulations and laws as fair or poor.	Z-SCORE (avid anglers)
Rates the Department as fair or poor in managing fisheries and fishing.	4.95***
Rates fishing in Iowa as fair or poor.	3.18**
Does not describe Iowa's fishing regulations as clear.	2.92**
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.42*
Rates the importance of monitoring fisheries populations for the Department at 8 or less.	2.34*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.06*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is not aware of any aquatic invasive species in Iowa.	Z-SCORE (avid anglers)
Rates the importance of controlling aquatic invasive species for the Department at 8 or less.	5.16***
Did not visit Iowa Department of Natural Resources website.	4.95***
Did not ice fish in last year of fishing.	3.77***
Is female.	3.65***
Has been fishing in Iowa for the median number of years or less.	2.96**
Has not had contact with DNR enforcement officer while fishing.	2.94**
Rates own fishing skill level as beginner or not very skilled.	2.91**
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.57*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.53*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.49*
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.37*
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.18*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.04*
Did not fish from a boat in last year of fishing.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is aware of at least one aquatic invasive species in Iowa.	Z-SCORE (avid anglers)
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	5.16***
Visited Iowa Department of Natural Resources website.	5.04***
Went ice fishing in last year of fishing.	3.77***
Is male.	3.75***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	3.7***
Has been fishing in Iowa for more than the median number of years.	2.96**
Has had contact with DNR enforcement officer while fishing.	2.94**
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.66**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.6**
Says being sure that the fish caught were safe and healthy to eat would NOT increase motivation to fish.	2.59**
Rates own fishing skill level as expert.	2.57*
Fished for bluegill in Iowa in the last year he/she fished.	2.44*
Fished for crappie in Iowa in the last year he/she fished.	2.33*
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	2.23*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.07*
Fished more than the median number of days in Iowa in the past 12 months.	2.04*
Fished from a boat in last year of fishing.	2.01*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Visited Iowa Department of Natural Resources website.	Z-SCORE (avid anglers)
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	11.16***
Has children living in household.	5.44***
Is the median age or younger.	5.37***
Is aware of at least one aquatic invasive species in Iowa.	5.04***
Household size is above the median.	4.77***
Is male.	3.19**
Fished for trout in Iowa in the last year he/she fished.	3.17**
Did catch-and-release fishing in last year of fishing.	2.89**
Prefers to fish for trout.	2.66**
Went ice fishing in last year of fishing.	2.66**
Fished from a boat in last year of fishing.	2.65**
Has had contact with DNR enforcement officer while fishing.	2.45*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.44*
Fished for bass in Iowa in the last year he/she fished.	2.37*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.34*
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	2.23*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.14*
Fished more than the median number of days in Iowa in the past 12 months.	2.06*
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Did not visit Iowa Department of Natural Resources website.	Z-SCORE (avid anglers)
Does not have children living in household.	5.48***
Is above the median age.	5.38***
Is not aware of any aquatic invasive species in Iowa.	4.95***
Household size is the median or smaller.	4.84***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.54***
Is female.	3.05**
Did not do catch-and-release fishing in last year of fishing.	3**
Prefers to fish for catfish or bullhead.	2.65**
Did not fish from a boat in last year of fishing.	2.56*
Did not ice fish in last year of fishing.	2.55*
Has not had contact with DNR enforcement officer while fishing.	2.47*
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.32*
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	2.29*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.15*
Gets or has gotten information about fishing in Iowa from newspapers.	2.1*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.07*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	Z-SCORE (avid anglers)
Visited Iowa Department of Natural Resources website.	11.16***
Is aware of at least one aquatic invasive species in Iowa.	3.7***
Went ice fishing in last year of fishing.	3.36***
Fished for trout in Iowa in the last year he/she fished.	3.28**
Has children living in household.	3.26**
Rates own fishing skill level as expert.	2.82**
Fished for walleye in Iowa in the last year he/she fished.	2.6**
Household size is above the median.	2.57*
Fished more than the median number of days in Iowa in the past 12 months.	2.55*
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.5*
Fished for bluegill in Iowa in the last year he/she fished.	2.37*
Fished for bass in Iowa in the last year he/she fished.	2.35*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.34*
Is the median age or younger.	2.25*
Prefers to fish for trout.	2.22*
Fished for northern pike in Iowa in the last year he/she fished.	2.16*
Rates pollution or litter as a minor factor taking away from fishing enjoyment or decreasing participation.	2.16*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	Z-SCORE (avid anglers)
Went ice fishing in last year of fishing.	2.83**
Rates own fishing skill level as expert.	2.72**
Fished more than the median number of days in Iowa in the past 12 months.	2.63**
Lives in Southeast region.	2.22*
Prefers to fish for crappie.	2.2*
Fished from a boat in last year of fishing.	2.18*
Visited Iowa Department of Natural Resources website.	2.14*
Says being sure that the fish caught were safe and healthy to eat would increase motivation to fish.	2.07*
Is aware of at least one aquatic invasive species in Iowa.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Gets or has gotten information about fishing in Iowa from newspapers.	Z-SCORE (avid anglers)
Is above the median age.	3.29**
Does not have children living in household.	2.48*
Rates the importance of controlling aquatic invasive species for the Department at 9 or 10.	2.46*
Household size is the median or smaller.	2.28*
Is female.	2.24*
Did not visit Iowa Department of Natural Resources website.	2.1*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Gets or has gotten information about fishing in Iowa from word-of-mouth.	Z-SCORE (avid anglers)
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.05*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Household size is above the median.	Z-SCORE (avid anglers)
Has children living in household.	17.45***
Is the median age or younger.	12.5***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	5.91***
Has been fishing in Iowa for the median number of years or less.	5.85***
Most important reason for fishing is to be with family.	5.65***
Visited Iowa Department of Natural Resources website.	4.77***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	4.14***
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	3.93***
Says fishing being offered as part of a vacation would increase motivation to fish.	2.79**
Did catch-and-release fishing in last year of fishing.	2.65**
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.64**
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.57*
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.43*
Rates own fishing skill level as beginner or not very skilled.	2.24*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Household size is the median or smaller.	Z-SCORE (avid anglers)
Does not have children living in household.	17.45***
Is above the median age.	12.5***
Has been fishing in Iowa for more than the median number of years.	5.85***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	5.78***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.41***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	4.96***
Did not visit Iowa Department of Natural Resources website.	4.84***
Most important reason for fishing is for relaxation.	3.62***
Did not do catch-and-release fishing in last year of fishing.	2.65**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.57*
Rates the importance of enforcing fishing regulations for the Department at 9 or 10.	2.43*
Gets or has gotten information about fishing in Iowa from newspapers.	2.28*
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.08*
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.01*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Has children living in household.	Z-SCORE (avid anglers)
Household size is above the median.	17.45***
Is the median age or younger.	13.77***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	6.94***
Has been fishing in Iowa for the median number of years or less.	6.36***
Most important reason for fishing is to be with family.	5.54***
Visited Iowa Department of Natural Resources website.	5.44***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	4.51***
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	3.88***
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	3.26**
Says fishing being offered as part of a vacation would increase motivation to fish.	2.76**
Did catch-and-release fishing in last year of fishing.	2.7**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.51*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	2.45*
Says knowing that your fishing license fee helps pay for habitat protection would increase motivation to fish.	2.02*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Does not have children living in household.	Z-SCORE (avid anglers)
Household size is the median or smaller.	17.45***
Is above the median age.	13.77***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	6.73***
Has been fishing in Iowa for more than the median number of years.	6.36***
Did not visit Iowa Department of Natural Resources website.	5.48***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.35***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	5.21***
Most important reason for fishing is for relaxation.	4.14***
Did not do catch-and-release fishing in last year of fishing.	2.7**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.68**
Gets or has gotten information about fishing in Iowa from newspapers.	2.48*
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.41*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.32*
Says knowing that your fishing license fee helps pay for habitat protection would NOT increase motivation to fish.	2.18*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is married.	Z-SCORE (avid anglers)
Has been fishing in Iowa for more than the median number of years.	3.83***
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	3.78***
Is above the median age.	3.42***
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.63**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.59**
Says knowing that your fishing license fee helps pay for protection of all fish would NOT increase motivation to fish.	2.48*
Fished mostly for crappie in Iowa in the last year he/she fished.	2.36*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.28*
Says knowing that you can get cooking tips from the Department of Natural Resources would NOT increase motivation to fish.	2.27*
Lives in Polk County.	2.19*
Says knowing that your fishing license fee helps pay for protecting water quality would NOT increase motivation to fish.	2.05*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is not married.	Z-SCORE (avid anglers)
Has been fishing in Iowa for the median number of years or less.	4.43***
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	4.2***
Is the median age or younger.	3.59***
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.94**
Most important reason for fishing is for the sport.	2.69**
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.44*
Says knowing that the Department of Natural Resources has information about how to clean fish would increase motivation to fish.	2.33*
Says knowing that your fishing license fee helps pay for protection of all fish would increase motivation to fish.	2.24*
Says knowing that you can get cooking tips from the Department of Natural Resources would increase motivation to fish.	2.23*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.16*
Rates lack of access to fishing places as a major factor taking away from fishing enjoyment or decreasing participation.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates own fishing skill level as expert.	Z-SCORE (avid anglers)
Fished more than the median number of days in Iowa in the past 12 months.	3.11**
Went ice fishing in last year of fishing.	3.03**
Has been fishing in Iowa for more than the median number of years.	2.95**
Fished for walleye in Iowa in the last year he/she fished.	2.83**
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.82**
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.72**
Is aware of at least one aquatic invasive species in Iowa.	2.57*
Says knowing that the Department of Natural Resources has information about how to clean fish would NOT increase motivation to fish.	2.37*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.32*
Prefers to fish for walleye.	2.16*
Is above the median age.	2.1*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.03*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates own fishing skill level as medium.	Z-SCORE (avid anglers)
Says fishing being offered as part of a vacation would increase motivation to fish.	2.47*
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Rates own fishing skill level as beginner or not very skilled.	Z-SCORE (avid anglers)
Fished in the past 12 months, but fished the median or fewer number of days in Iowa among those who fished in the past 12 months.	5.02***
Has not had contact with DNR enforcement officer while fishing.	4.53***
Is female.	3.34***
Has been fishing in Iowa for the median number of years or less.	3.29**
Does not describe Iowa's fishing regulations as clear.	3.22**
Did not fish from a boat in last year of fishing.	3.11**
Is not aware of any aquatic invasive species in Iowa.	2.91**
Most important reason for fishing is to be with family.	2.66**
Did not ice fish in last year of fishing.	2.36*
Household size is above the median.	2.24*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Polk County.	Z-SCORE (avid anglers)
Lives in Southwest region.	11.29***
Is not in a river region.	3.75***
Fished mostly for bass in Iowa in the last year he/she fished.	2.75**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.47*
Is married.	2.19*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is above the median age.	Z-SCORE (avid anglers)
Does not have children living in household.	13.77***
Household size is the median or smaller.	12.5***
Has been fishing in Iowa for more than the median number of years.	9.19***
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	6.9***
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	5.59***
Did not visit Iowa Department of Natural Resources website.	5.38***
Rates lack of time because of family as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	3.89***
Is married.	3.42***
Gets or has gotten information about fishing in Iowa from newspapers.	3.29**
Did not do catch-and-release fishing in last year of fishing.	3.08**
Says fishing being offered as part of a vacation would NOT increase motivation to fish.	2.73**
Says being able to borrow free fishing equipment from an outfitter would NOT increase motivation to fish.	2.67**
Rates poor water quality as a major factor taking away from fishing enjoyment or decreasing participation.	2.33*
Most important reason for fishing is for relaxation.	2.29*
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.28*
Rates the importance of protecting endangered species of fish for the Department at 8 or less.	2.22*
Rates own fishing skill level as expert.	2.1*
Fished mostly for walleye in Iowa in the last year he/she fished.	2*
Says being able to go to a place where all the gear is provided for rent would NOT increase motivation to fish.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is the median age or younger.	Z-SCORE (avid anglers)
Has children living in household.	13.77***
Household size is above the median.	12.5***
Has been fishing in Iowa for the median number of years or less.	9.19***
Says being able to get a single license that covered one parent and all his/her children would increase motivation to fish.	5.75***
Visited Iowa Department of Natural Resources website.	5.37***
Rates lack of time because of work as a major factor taking away from fishing enjoyment or decreasing participation.	4.79***
Is not married.	3.59***
Most important reason for fishing is to be with family.	3.49***
Did catch-and-release fishing in last year of fishing.	3.08**
Says fishing being offered as part of a vacation would increase motivation to fish.	3.03**
Rates lack of time because of family as a major factor taking away from fishing enjoyment or decreasing participation.	2.76**
Says being able to borrow free fishing equipment from an outfitter would increase motivation to fish.	2.7**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would increase motivation to fish.	2.4*
Fished for bass in Iowa in the last year he/she fished.	2.33*
Gets or has gotten information about fishing in Iowa from Iowa Department of Natural Resources website.	2.25*
Rates the importance of protecting endangered species of fish for the Department at 9 or 10.	2.22*
Rates lack of time because of work as a minor factor taking away from fishing enjoyment or decreasing participation.	2.13*
Rates poor water quality as a minor factor taking away from fishing enjoyment or decreasing participation.	2.11*
Says being able to go to a place where all the gear is provided for rent would increase motivation to fish.	2.05*
Rates lack of time because of family as a minor factor taking away from fishing enjoyment or decreasing participation.	1.98*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is male.	Z-SCORE (avid anglers)
Went ice fishing in last year of fishing.	4.42***
Is aware of at least one aquatic invasive species in Iowa.	3.75***
Has been fishing in Iowa for more than the median number of years.	3.67***
Has had contact with DNR enforcement officer while fishing.	3.64***
Visited Iowa Department of Natural Resources website.	3.19**
Rates the importance of enforcing boating regulations for the Department at 8 or less.	2.12*
Most important reason for fishing is for the sport.	2.09*
Rates the Department as fair or poor in managing fisheries and fishing.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is female.	Z-SCORE (avid anglers)
Did not ice fish in last year of fishing.	4.41***
Is not aware of any aquatic invasive species in Iowa.	3.65***
Has been fishing in Iowa for the median number of years or less.	3.57***
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	3.57***
Has not had contact with DNR enforcement officer while fishing.	3.5***
Rates own fishing skill level as beginner or not very skilled.	3.34***
Did not visit Iowa Department of Natural Resources website.	3.05**
Rates not enough big fish as a major factor taking away from fishing enjoyment or decreasing participation.	2.33*
Gets or has gotten information about fishing in Iowa from newspapers.	2.24*
Rates the importance of enforcing boating regulations for the Department at 9 or 10.	2.23*
Most important reason for fishing is to be with family.	2.18*
Rates lack of time because of work as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.04*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Southeast region.	Z-SCORE (avid anglers)
Is in Mississippi River region.	6.19***
Most often fishes in Mississippi River.	3.28**
Fished for catfish or bullhead in Iowa in the last year he/she fished.	3.23**
He/she and/or family members sometimes eat fish he/she catches in Iowa.	2.32*
Gets or has gotten information about fishing in Iowa from Iowa Game and Fish magazine.	2.22*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.16*
Fished from a boat in last year of fishing.	2.12*
Rates fishing being better outside of Iowa as NOT a factor at all taking away from fishing enjoyment or decreasing participation.	2.01*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Northeast region.	Z-SCORE (avid anglers)
Most often fishes in Mississippi River.	6.99***
Is in Mississippi River region.	4.91***
Prefers to fish for bluegill.	3.26**
Fished mostly for bluegill in Iowa in the last year he/she fished.	3.11**
Does not describe Iowa's fishing regulations as clear.	3.1**
Rates the importance of enforcing fishing regulations for the Department at 8 or less.	2.44*
Has not had contact with DNR enforcement officer while fishing.	2.41*
Fished for trout in Iowa in the last year he/she fished.	2.37*
Does not indicate agreement that anglers are currently getting their money's worth with the license fee they pay.	2.26*
Most important reason for fishing is to be close to nature.	2.21*
Rates the importance of conservation of streams and rivers for the Department at 8 or less.	1.96*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Southwest region.	Z-SCORE (avid anglers)
Lives in Polk County.	11.29***
Is not in a river region.	3.07**
Did not fish from a boat in last year of fishing.	2.97**
Did not indicate that he/she and/or family members sometimes eat fish he/she catches in Iowa.	2.9**
Fished mostly for crappie in Iowa in the last year he/she fished.	2.67**
Fished for bass in Iowa in the last year he/she fished.	2.59**
Says a free fishing clinic at a public lake where you could then fish after purchasing a license would NOT increase motivation to fish.	2.07*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Lives in Northwest region.	Z-SCORE (avid anglers)
Prefers to fish for walleye.	5.31***
Fished mostly for walleye in Iowa in the last year he/she fished.	4.99***
Fished for northern pike in Iowa in the last year he/she fished.	4.31***
Fished for walleye in Iowa in the last year he/she fished.	3.43***
Is not in a river region.	2.91**
Rates lack of access to fishing places as a minor factor taking away from fishing enjoyment or decreasing participation.	2.74**
Rates fishing being better outside of Iowa as a major factor taking away from fishing enjoyment or decreasing participation.	2.15*
Rates lack of fish to catch as a major factor taking away from fishing enjoyment or decreasing participation.	2.12*
Rates the importance of stocking fish for the Department at 9 or 10.	1.99*
Rates pollution or litter as a major factor taking away from fishing enjoyment or decreasing participation.	1.97*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is in Mississippi River region.	Z-SCORE (avid anglers)
Most often fishes in Mississippi River.	13.54***
Lives in Southeast region.	6.19***
Lives in Northeast region.	4.91***
Typically travels the median number of miles or less to fish in Iowa.	2.62**
Rates the importance of stocking fish for the Department at 8 or less.	2.19*
Fished mostly for catfish or bullhead in Iowa in the last year he/she fished.	2.1*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

Is not in a river region.	Z-SCORE (avid anglers)
Lives in Polk County.	3.75***
Lives in Southwest region.	3.07**
Lives in Northwest region.	2.91**
Fished for walleye in Iowa in the last year he/she fished.	2.85**
Fished mostly for walleye in Iowa in the last year he/she fished.	2.55*
Fished mostly for bass in Iowa in the last year he/she fished.	2.53*
Typically travels more than the median number of miles to fish in Iowa.	2.44*
Prefers to fish for walleye.	2.33*
Says being able to get a single license that covered one parent and all his/her children would NOT increase motivation to fish.	2.22*
Prefers to fish for bass.	1.99*
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

ABOUT RESPONSIVE MANAGEMENT

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed Web sites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN, ESPN, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front pages of *The Washington Post* and *USA Today*.

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