



Outreach Team Updates

August 13, 2020

Outreach at State Parks and Farmers Markets



Outreach Efficacy - Demographics

- # survey responses: 108 (total 'interactions' >300)
- avg. survey time: <4 min
- % ITW age: 52
- % CO voter: 79
- % small game hunters: 19
- % big game hunters: 14
- % anglers: 52



Outreach Efficacy - Message Retention

Which of the following are positive impacts of hunting and fishing to CO? (multiple choice)

--> 92% correct

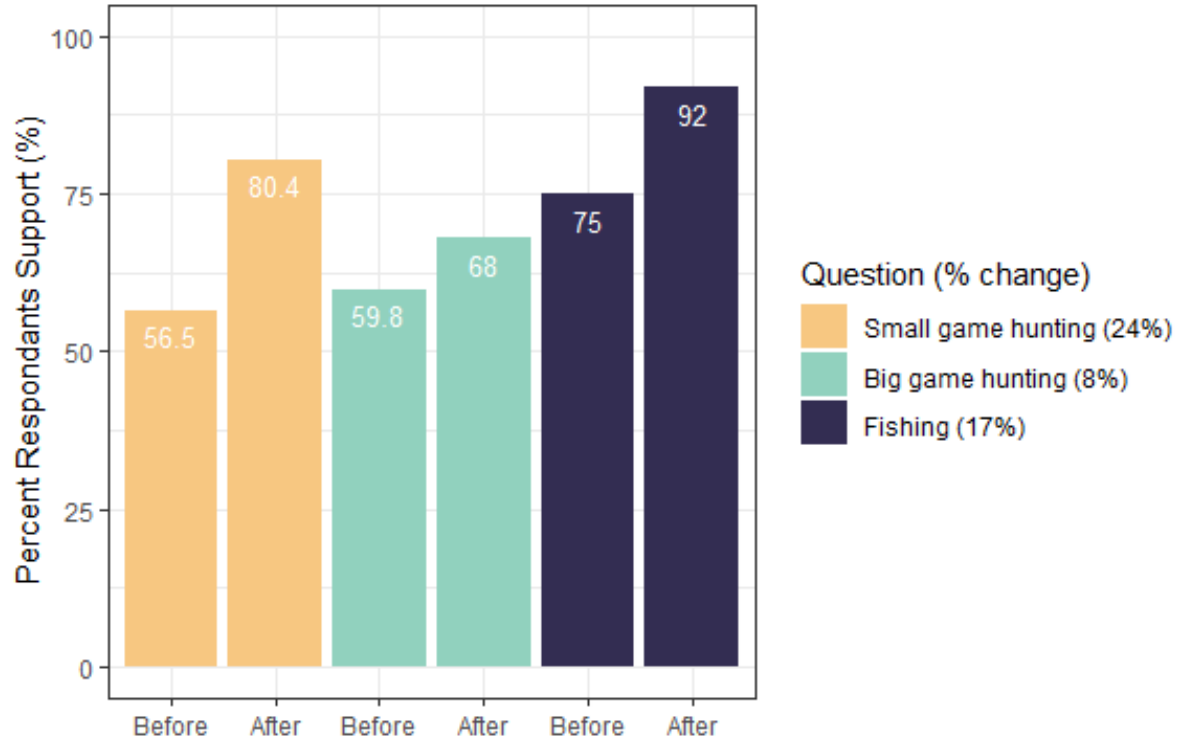
Which of the following is the main source of funding for wildlife conservation efforts in CO?
(multiple choice)

--> 95% correct

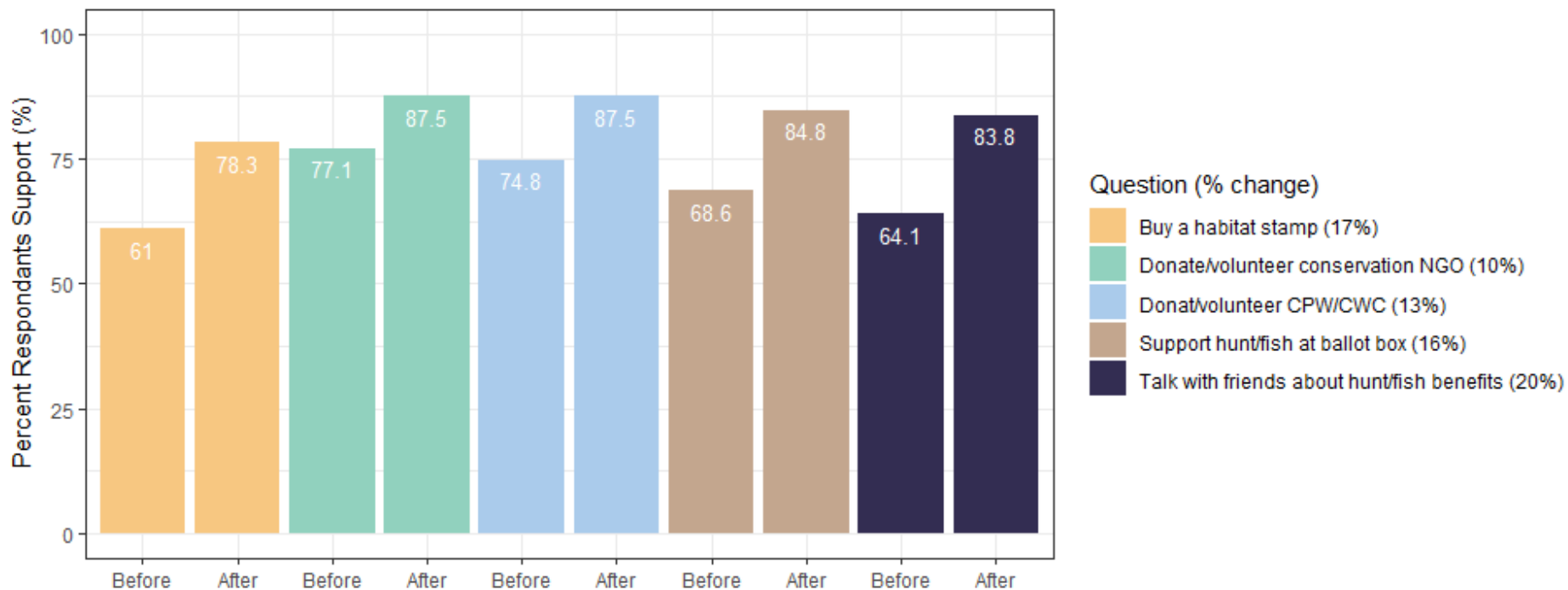
What was one thing you learned from the CWC Outreach Team? (open-ended)

- *Hunters and fishers are important to wildlife health and management.*
- *I am not a hunter or a fisher but [I learned] that these fees help! I hate guns and that made me feel assured that there are good reasons for hunting.*
- *That there is a council for colorado wildlife*
- *Hunting and fishing is a huge part of wildlife conservation*

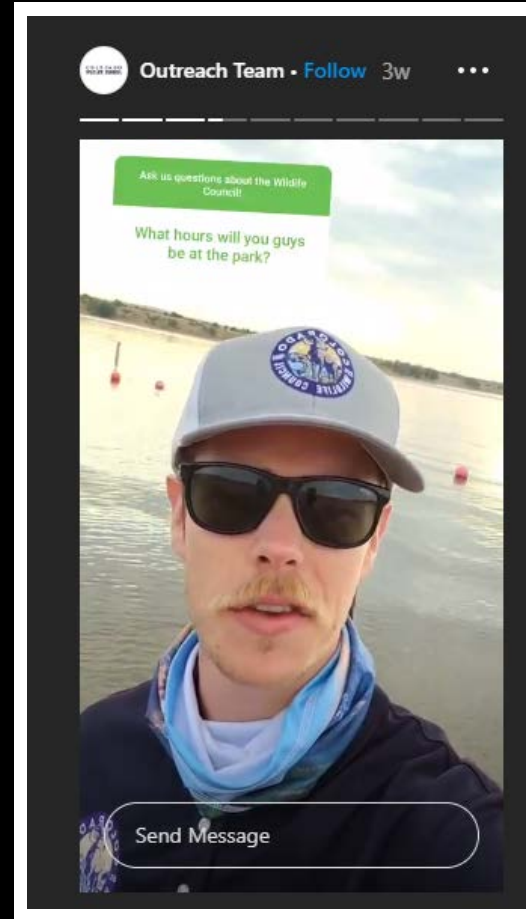
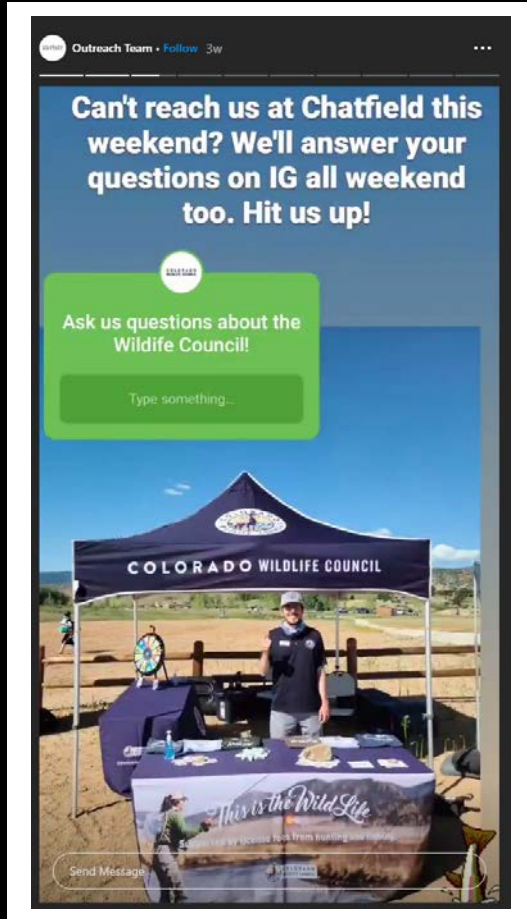
Outreach Efficacy - Persuasion



Outreach Efficacy - Persuasion



Social Media Outreach



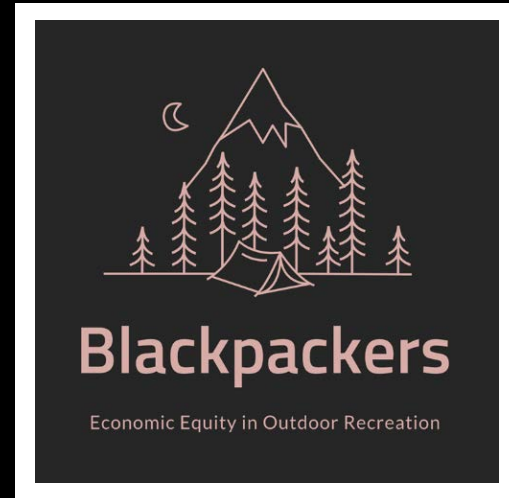
Partnerships

Goals

1. Brand recognition
1. Build trust
1. Reach TA in new ways

Potential partnership groups

1. Constituents (Hunt to Eat)
1. Diversity and inclusion in outdoor rec (CO Backpackers)
1. Outdoor rec groups (hiking, climbing...)



Questions?

