

*Wildlife Management Education Fund
Research Results-Year 1*

September 2007

Keeping Colorado Wild



Educational Campaign Summary

Goal:

To educate the general population on the role that the Colorado Division of Wildlife plays in wildlife management, protection, and preservation and how important it is for the state of Colorado

Strategy:

To create a statewide mass media campaign that educates the audience on the mission of the Colorado Division of Wildlife and the benefit that they provide to this state's precious wildlife resource

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Advertising Campaign Strategy: Yr 1

- **Make the general public aware that:**
 - *The Colorado Division of Wildlife plays a critical role in the management, reintroduction, and reestablishment of Colorado's native wildlife species*
 - *This mission is supported by the sale of sportsmen's licenses, not state tax dollars*
- **Leverage a mass media campaign that includes:**
 - *Television (:30 spot) in three major markets*
 - *Denver, Grand Junction, and Colorado Springs*
 - *NPR radio in 18 markets throughout Colorado*
 - *Outdoor billboards in Denver*

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Research Summary: Year 1

Research Goals

- *To obtain data reflecting changes in the awareness of the general public issues related to wildlife, wildlife management, hunting, and fishing*
- *To obtain awareness of creative platforms, “Colorado Division of Wildlife reintroduces and reestablishes native and other species” and “keeping Colorado wild”*

Methodology:

Total of 1200 telephonic surveys were completed

-500 from Denver

-400 from Colorado Springs

-300 from Grand Junction

**Highlighted summary questions are on the next few pages*

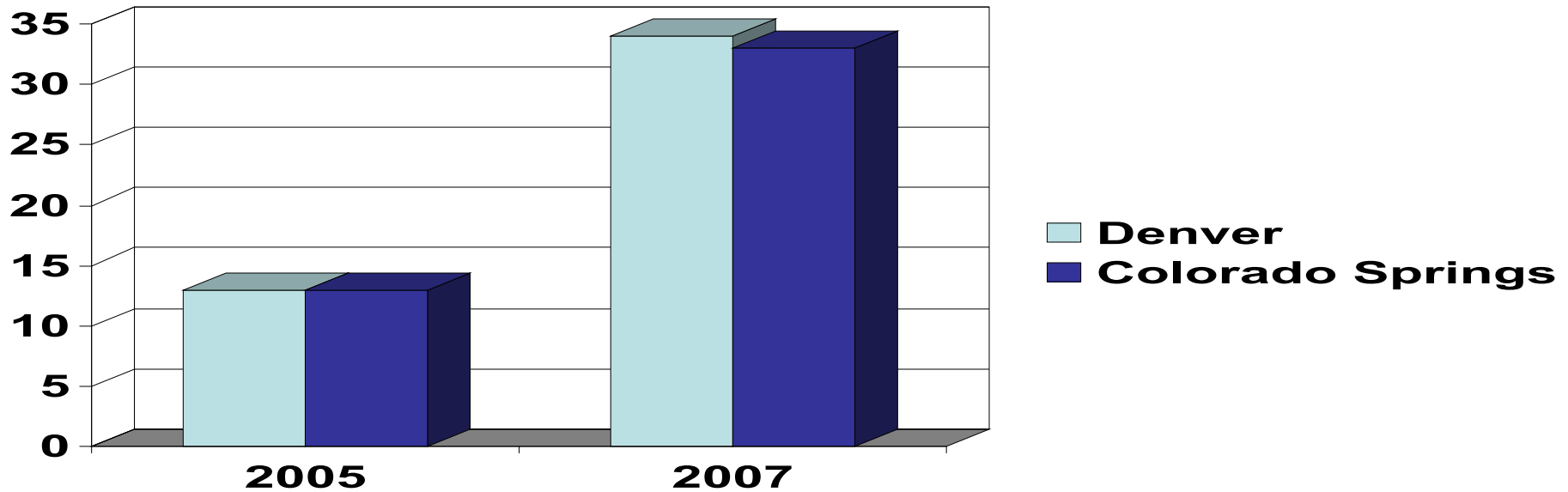
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Research Summary: Year 1

Did you recall seeing or hearing any educational messages on “Keeping Colorado Wild?”

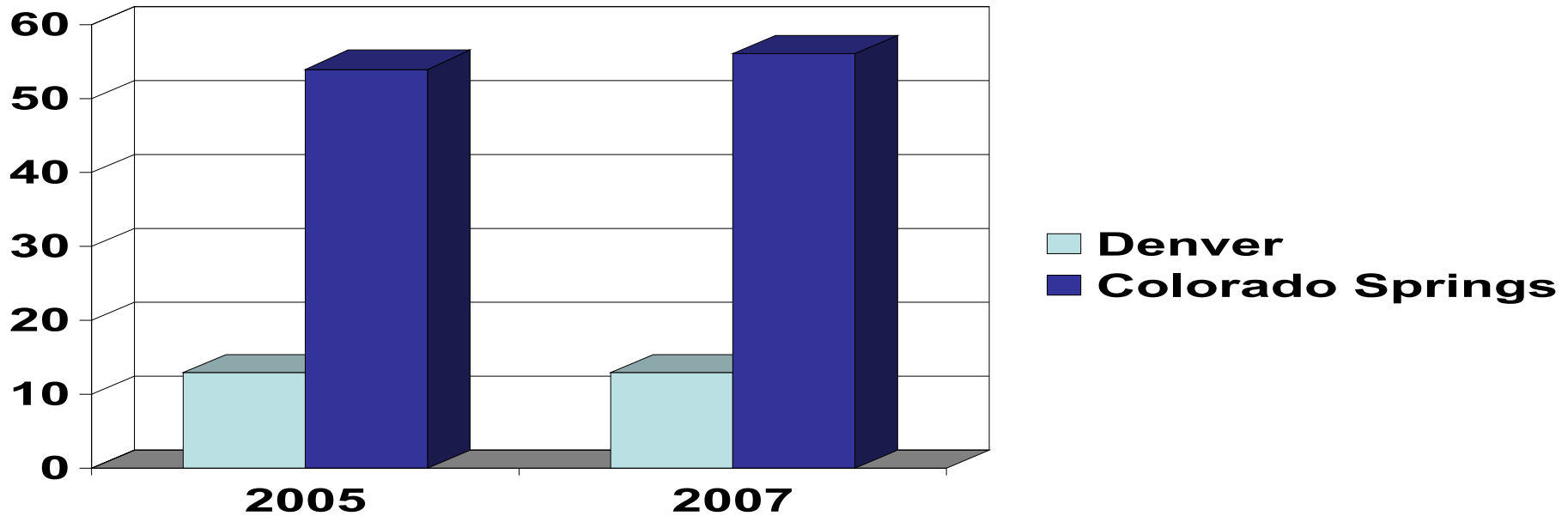
% Awareness



Research Summary: Year 1

Did you recall seeing or hearing any educational messages about “Colorado Division of Wildlife reintroduces & reestablishes native and other species?”

% Awareness



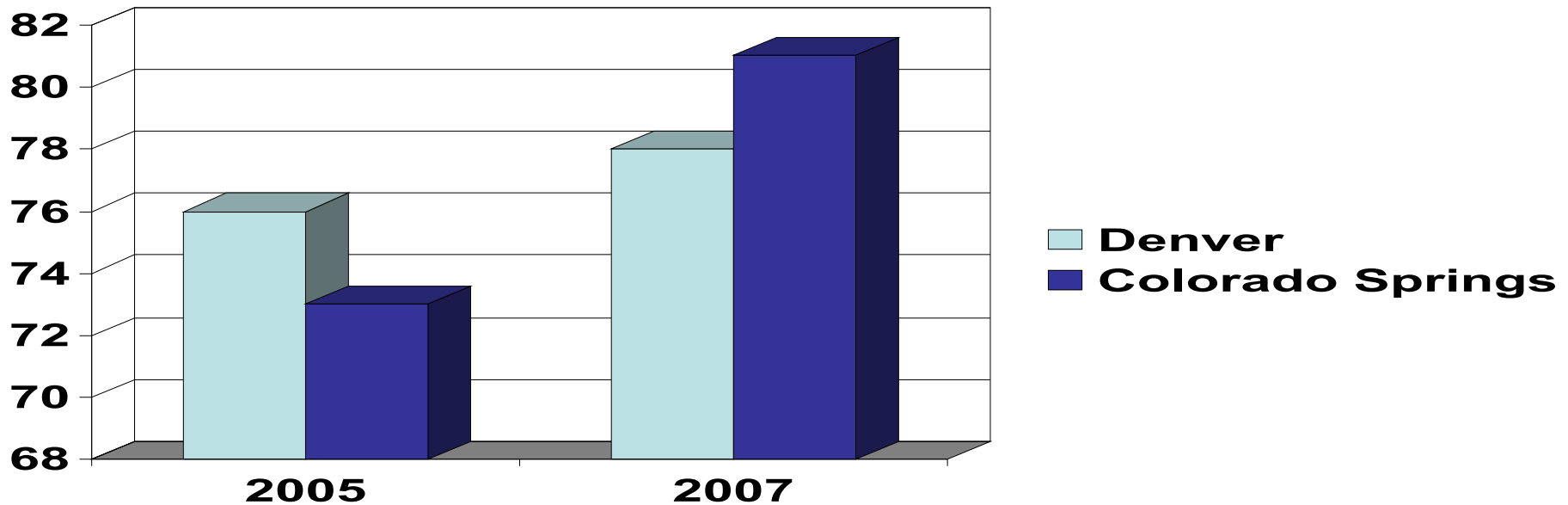
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Research Summary: Year 1

Wildlife management is responsible for identification and protection of species which are deemed “of special concern, threatened, or endangered.”

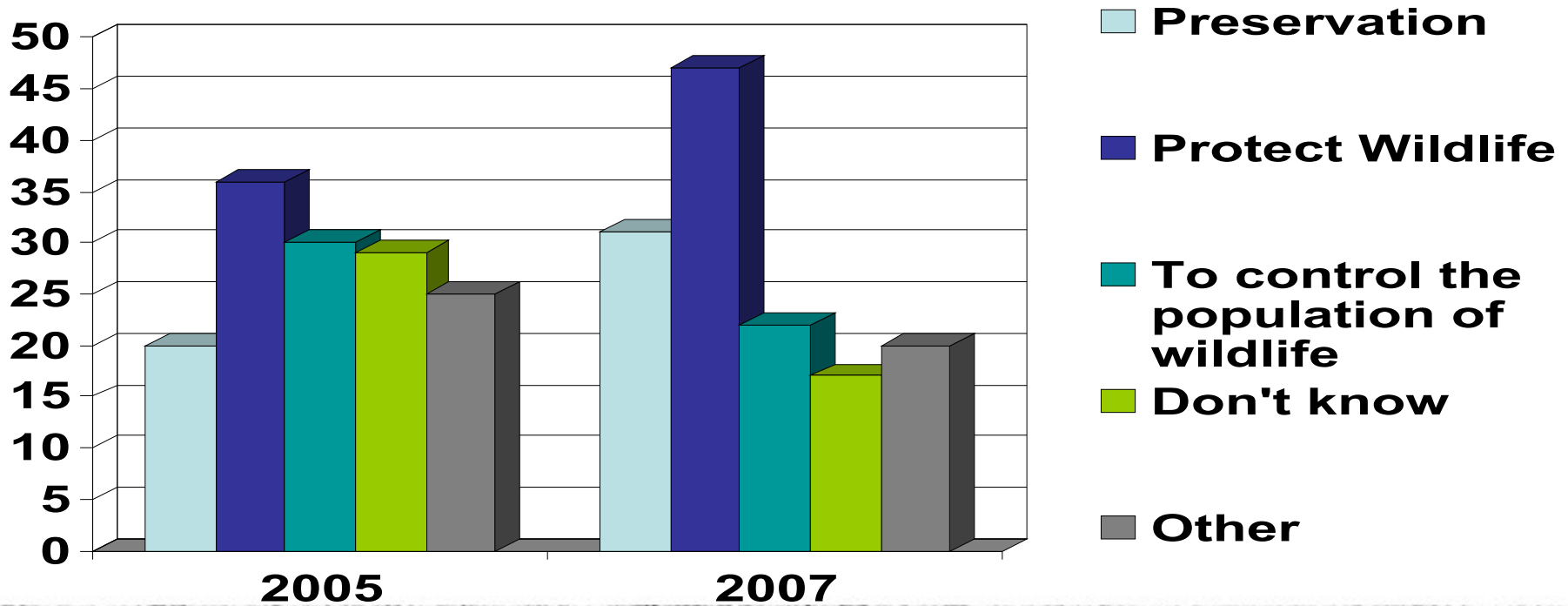
% Awareness



Research Summary: Year 1

What do you believe is the role of wildlife management in the state of, Colorado?

% Awareness



Summary

- ***This years campaign showed us***
 - *The public has an increased understanding on wildlife management's role in the state of Colorado*
 - *The public has an increased understanding of the Colorado Division of Wildlife's role in wildlife management*
 - *The slogan: "Keeping Colorado Wild" is highly memorabl~~e~~ mnemonic in the advertising for this initiative*
- ***This year's campaign did not show us***
 - *A clear understanding of how wildlife management is funded*
- ***Necessary improvements in the 2007/2008 research***
 - *To provide further understanding that wildlife management is not funded by state tax dollars*
 - *To begin to illuminate the association and role that hunters/anglers/wildlife watchers play in funding wildlife management*

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