

Colorado Wildlife Council Concept Testing
Topline Memo

September 13, 2016

Objectives and Methodology

Objectives

Two creative concepts have been developed (*SpokesAnimals & Tubes*) to increase education and awareness of the benefits of wildlife, wildlife management, and wildlife-related recreational activities (hunting and fishing). The objectives of this research are to determine the effectiveness of the creative concepts and potential communications, education, and outreach efforts among registered Colorado voters.

Methodology

Focus groups were conducted with Colorado voters in Denver on September 7 & 8, 2016

- o 14 general population, 16 hunters/anglers, and 12 non-hunters/anglers were recruited from the facility database to participate.

General Findings

Perceptions of Hunting and Fishing

Perceptions of hunting and fishing are mostly positive among the general population and non-hunters/anglers. Very few have overtly negative perceptions, and these are mostly centered around hunting. Although these participants feel hunting is more violent than fishing, they are not against hunting; instead, they simply refuse to participate. Overall, most participants have friends and/or family members who hunt and fish.

Hunters and anglers hold very positive views towards hunting and fishing. They see hunting as a challenging sport which requires physical activity. They also describe fishing as more relaxing than hunting, and equate it to bonding time with friends and family.

Concept Evaluations

Overall Findings

While the two concepts are well received overall, both the general population and non-hunters/anglers prefer *Tubes*. The overall benefits of hunting and fishing come through more clearly in the *Tubes* spot and participants make the connection more organically. Most prefer this concept as it shows how everyone benefits from hunting and fishing. They also enjoy seeing the familiar Colorado locations, as this hits closer to home.

The *SpokesAnimals* concepts did a great job of communicating the direct benefits of hunting and fishing to the two different species. All three groups are surprised by the information provided in *SpokesAnimals*, and feel it is educational. However, most feel the humor is in poor taste. Further, they are confused about hunting lynx (some are not aware they are a protected species) and whether or not moose are actually native to Colorado. Overall, participants do not understand why they would be hunting animals they are trying to save.

Tubes: Hunting

Overall, participants have very positive perceptions towards *Tubes: Hunting*. They enjoy seeing the scenery in the background, as these areas are familiar to them. This spot is especially well-received by the general population and non-hunters/anglers, as they are able to see the overall benefits of hunting and fishing. Even if they do not participate, they feel this concept shows the importance of supporting hunters.

Tubes: Fishing

Participants are also very positive towards *Tubes: Fishing*, and for similar reasons as *Tubes: Hunting*. They like seeing local parks and familiar places, and feel this concept is more meaningful because the familiar locations are more relatable. Participants feel the final caption should read, "Hug an Angler."

SpokesAnimals: Moose

Participants are mostly negative/neutral towards *SpokesAnimals: Moose*. Hunters/anglers are mixed towards this spot, as they feel it will give people the impression they can come close to moose in the wild. Most believe the jokes (including the alternative ending) are in poor taste. They dislike that this concept is humanizing the animal, because it is being hunted. Participants also question why moose were brought to Colorado, as they are unaware that they are a native species.

SpokesAnimals: Lynx

Overall, this concept is seen as funnier than *Moose*. Most like the dancing card, and feel this spot is educational. Some participants believe the man is hunting the lynx, and are unaware lynx are a protected species. They also worry that children will see lynx as friendly, and may try to approach them. Similar to *Moose*, participants dislike the humanization of the animal - especially as they think he is hunting the lynx.

Recommendation

We recommend that Colorado Wildlife Council move forward with the *Tubes* concept. *Tubes* does a better job of communicating the benefits of hunting and fishing to all Colorado residents. This concept should feature popular Colorado sites, as this is more relatable and familiar to residents. *SpokesAnimals* only shows benefits to two species, which makes it harder for the general population and non-hunters/anglers to relate.

- It may be beneficial to incorporate the species preservation stories from *SpokesAnimals* into *Tubes*, as most found this to be educational.
- Overall, participants are more positive towards fishing. We recommend placing more emphasis on the *Tubes: Fishing* spot, or incorporating more information on the benefits of fishing into *Tubes: Hunting*.

Tubes should feature high profile, high traffic areas to extend the reach to as many Colorado outdoor enthusiasts as possible. The message became much more relevant and compelling when they saw their favorite places and activities in the ad.