

COLORADO WILDLIFE COUNCIL

February 20, 2018



Agenda

1. Quant Survey
2. Exploratory Research
3. Website Content Updates
4. Partners Conference Print Ad
5. Media Campaign Launch Reminder
6. Timeline Review & Next Steps
7. Appendix



QUANT SURVEY

Overview

QUANT SURVEY: OVERVIEW

- Dates: 1/31/19 – 2/7/19
- Participants: 1,376 total participants
 - 969 Registered Voters in Colorado
 - 407 *In the Wind* Voters in Colorado
 - Registered Colorado Voter
 - Ages 18-35
 - HHI <\$75k
 - Is indifferent to hunting/fishing
 - Not very politically engaged

QUANT SURVEY: CONSISTENT QUESTIONS

1. To what extent do you support hunting & fishing in Colorado?
2. In general, how likely are you to support a ballot initiative in Colorado that seeks to further restrict hunting & fishing?

QUANT SURVEY: NEW QUESTIONS

Below are some statements that people could make about Colorado. Please indicate whether you agree or disagree with each one.

- The Colorado lifestyle is defined by enjoying nature and the outdoors
- The Colorado lifestyle is defined by Colorado's independent spirit
- Colorado is a place that welcomes different attitudes and opinions
- Firearms are an important part of Colorado's culture and way of life
- The traditional Colorado way of life is rapidly changing
- What makes Colorado a great place to live is that people are free to live how they want even if there are others who disagree with them
- Newcomers to Colorado don't truly understand the Colorado way of life
- Newcomers to Colorado are changing things for the worse in the state
- Being able to spend time outdoors is critical to the Colorado way of life
- The "wild west" spirit is an important part of Colorado's culture
- Colorado's natural beauty (e.g., mountains, forests, rivers) is one of the best things about living in Colorado

QUANT SURVEY: NEW QUESTIONS

When it comes to providing information on hunting and fishing in Colorado, how much do you trust each of the following?

- Gun rights organizations (e.g., the National Rifle Association, or the NRA)
- Environmental defense organizations (e.g., The Sierra Club; Natural Resources Defense Council)
- Animal welfare organizations (e.g., People for the Ethical Treatment of Animals, or PETA)
- Colorado Parks and Wildlife
- Federal agencies (e.g., Environmental Protection Agency)
- The Colorado state legislature

QUANT SURVEY: NEW QUESTIONS

How much do you agree or disagree with the following statements about hunting?

- Hunting plays an important role in Colorado's economy
- If hunting were banned or restricted in Colorado, it would have a negative impact on me personally
- If hunting were banned it would significantly change Colorado's culture and way of life
- Hunting plays an important role in stabilizing ecosystems here in Colorado
- Hunting plays an important role in wildlife population management
- Hunting plays an important role in keeping Colorado's environment and public lands clean and healthy
- Hunting is an important source of food for many people in Colorado
- License fees from hunting and fishing are a major source of funding for the state's public parks, rivers and hiking trails

QUANT SURVEY: NEW QUESTIONS

How much do you agree or disagree with the following statements about hunting and fishing?

- Hunting is a right for all Coloradans
- Regardless of how I feel about it, hunting is important for Colorado
- Killing an animal for sport is morally wrong
- Hunting is not an activity for people like me
- I could never be friends with someone that hunts
- Hunting used to be a core part of the Colorado way of life but it isn't anymore
- The gun culture involved in hunting makes me uncomfortable
- The vast majority of hunters are responsible gun owners
- It's only okay to hunt if you use all the parts of the animal
- Hunting is a family friendly activity
- Regardless of how I feel about it, hunting is something that people should have a right to do
- Hunting for food is the only acceptable reason to hunt
- Meat that is sourced from hunting is cleaner than the meat you buy in the grocery store
- It's more humane for hunters to kill an animal than for animals to be killed in factory farms
- Hunting prevents wild animals from going places where they shouldn't, like wandering onto our public roads and highways
- Hunting is an activity everyone can enjoy
- Hunters aren't any different from the average Coloradan

QUANT SURVEY: NEW QUESTIONS

How convincing a reason is this to SUPPORT hunting and fishing in the state of Colorado?

- **ECONOMY:** Hunting and fishing directly contributes nearly \$3 billion annually to Colorado's economy, supporting 27,000 jobs, rivaled only by the ski industry in total revenue generated.
- **USE THE WHOLE ANIMAL:** Due to the "Willful Destruction of Wildlife" statute, hunters are required by state law to harvest and process all of the big game they kill and it is illegal to just take the "trophy" parts of the animals, like antlers. The intentional wasting of a carcass is met with heavy fines and a felony charge.
- **TAXPAYERS BENEFIT:** The revenue generated from the sale of hunting and fishing licenses makes up more than half of the funding for the state's wildlife management efforts -- funds that might otherwise have to come from taxpayers.
- **FEES HELP WILDLIFE:** The wildlife programs that license fees fund support the abundance and diversity of 960 species of wildlife in Colorado.
- **FEES HELP PUBLIC LAND:** The habitat conservation programs that license fees fund help protect, conserve, and beautify Colorado's 66 million acres of land – the same land that Coloradans spend their time enjoying with their friends and families while doing activities such as kayaking, hiking, and biking.
- **POPULATION CONTROL:** Recreational hunting is the state-mandated method for managing Colorado's big game populations. Without hunting, many animals can become overpopulated, and this may lead to starvation for the animals, a depletion of resources, and other health threats.
- **FREE-RANGE FOOD:** Hunting provides an alternative for people to give their families a truly free-range meal. Game animals are free of steroids, hormones, or other chemicals.
- **PREVENT HUMAN / ANIMAL CONFLICTS:** Human and wild animal conflicts, such as wild animals roaming into suburban yards or onto public roads and highways, pose a serious threat to public safety in Colorado. Hunting can help decrease the population of wild animals who wander into areas where humans live

QUANT SURVEY: NEW QUESTIONS

How convincing a reason is this to SUPPORT hunting and fishing in the state of Colorado?

- **HUNTING IS PART OF THE COLORADO SPIRIT:** Hunting has been a part of Colorado's culture, identity and lifestyle since the state was founded nearly 150 years ago. Even if you don't hunt, hunting plays an important role in the independent spirit culture here. If hunting were to cease to exist in Colorado, we'd lose something very important about what makes Colorado a unique and special place to live.
- **HUNTING HELPS ALL OF US ENJOY THE THINGS THAT MAKE CO GREAT:** Regardless of whether you hunt or not, hunting plays a key role in helping you enjoy the things that you love about Colorado. Without the fees that are brought in by hunting, Coloradans would not have as much unfettered access to pristine public lands, rivers and hiking trails. It's because of hunting and fishing that Coloradans are able to enjoy and experience the state's natural beauty and have it be such an important part of the Colorado way of life.
- **LIVE AND LET LIVE:** Just because some people in Colorado don't hunt doesn't mean they should be able to take away other Coloradans' right to hunt. One of the things that makes Colorado great is that people of all different political opinions and walks of life can live together and find their own version of Colorado. For some people, hunting is an important part of their Colorado way of life and as long as they're responsible hunters and obey the law, they should have the freedom to do so.
- **ECONOMIC BENEFIT:** Whether they know it or not, hunting plays an important role in the lives of every Coloradan. Hunting and fishing directly contribute nearly \$3 billion annually to Colorado's economy every year. Without hunting and fishing, Colorado's economy, from small businesses to manufacturers to the tourism industry, would take a huge financial hit. Not only that, the fees that the state takes in from hunting and fishing go directly back to funding wildlife management and conservation efforts – programs that might have to be funded by Colorado taxpayers if hunting and fishing were to be restricted or banned

Key Findings

QUANT SURVEY: KEY FINDINGS

- Colorado voters overall and *In the Wind* voters agree on what makes CO great (namely its natural beauty and independent spirit), but their opinions diverge when it comes to hunting.
- Registered voters are largely supportive of hunting overall, though support varies within certain demographics.
- Hunting is something ITWs struggle to identify with, but they aren't alienated from hunters themselves. About 4 in 5 know a hunter and only about 1 in 5 say that they couldn't be friends with one.

QUANT SURVEY: KEY FINDINGS

- This alienation stems mainly from concerns around trophy hunting (a concern shared by many registered voters as well) and discomfort around the gun culture involved in hunting.
- These concerns, along with a lack of knowledge of the benefits of hunting, lead them to be divided on whether they would vote in favor of more restrictions on hunting.
- Fortunately, messaging that connects hunting to the lives of ITW voters leads them to become more supportive of hunting.

Messaging

QUANT SURVEY: MESSAGING

- Lean into Colorado's 'Live and let live' spirit.
 - Even though ITWs aren't hunters, they recognize that hunting is a right that Coloradans enjoy and there is a significant reluctance to take away that right.
- Make clear the benefits of hunting to non-hunters, using exact numbers when possible.
 - The messages in favor of hunting that do best are ones that clearly demonstrate the direct and personal benefits of hunting to all Coloradans (e.g. license fees protect the land that all Coloradans enjoy).
 - Use specific numbers to drive home the economic impact.

QUANT SURVEY: MESSAGING

- **Confront concerns about animal cruelty head-on.**
 - Trophy hunting is a concern of all voters, not just ITWs. Learning about the Willful Destruction of Wildlife statute was highly persuasive for all voters.
- **Humanize the economic benefits of hunting.**
 - Highlight small business owners, manufacturers, and people in the tourism industry who would be hurt by further restrictions.
 - Highlight that individual taxpayers would have to pay more if hunting were restricted.

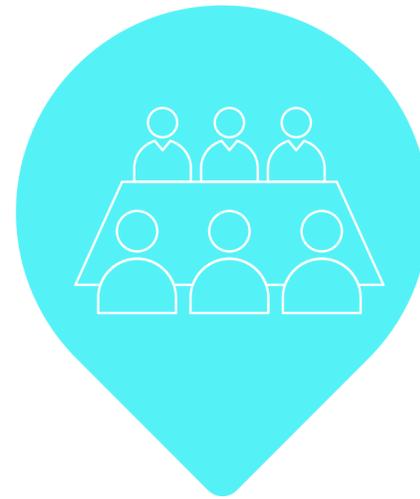


**EXPLORATORY
RESEARCH**

EXPLORATORY RESEARCH



Online Ethno Journals
December 4th – 17th



Courtroom Focus Groups
January 9th & 10th



Tracking & Messaging Survey
January 31st – February 7th



WEBSITE CONTENT UPDATE

WEBSITE CONTENT UPDATE

1. Willful Destruction of Wildlife statute explanation
2. Expanded detail on industries impacted by hunting & fishing
- small businesses
3. The science behind *specific* species



PARTNERS CONFERENCE PRINT AD

**art to be shared in the meeting on 2/20*

A photograph of a winter forest. The ground is covered in a thick layer of snow. The trees are mostly bare, with some snow on their branches. The sky is a clear, pale blue. The overall scene is serene and quiet.

**MEDIA CAMPAIGN
LAUNCH REMINDER**

SPRING 2019 MEDIA CAMPAIGN

Flight Dates: 2/18/19 – 3/22/19
Budget: \$150,000
Channels: Broadcast TV
Facebook Newsfeed
Instagram Newsfeed
Instagram Stories

A person wearing an orange beanie, a grey jacket, and an orange safety vest is walking through a field of tall, dry grass. In the background, there are mountains under a cloudy sky. The text "TIMELINE REVIEW & NEXT STEPS" is overlaid in large, bold, yellow letters across the middle of the image.

TIMELINE REVIEW & NEXT STEPS

TIMELINE REVIEW

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
R&R Scope of Work						
Research: HAH + Benefits Message Testing	[Light Blue Bar]					
Research: Quant Survey	[Light Blue Bar]					
Creative Concepting	[Light Green Bar]					
Research: Qualitative Concept Testing	[Light Blue Bar]					
Creative Production	[Light Green Bar]					
Media Planning	[Light Red Bar]					
Media Flight	[Light Red Bar]					
Website Content Dev + Implementation	[Light Purple Bar]					
Website UX Testing	[Light Purple Bar]					
On-Going Tasks						
Community Partnerships/Coalition Building	[Light Gray Bar]					
Website Maintenance	[Light Gray Bar]					
Social Media & Community Management	[Light Gray Bar]					
Brand & Project Management	[Light Gray Bar]					
Council Meeting & Conference Call Dates						
Council Meetings & Retreats	[Yellow Bar]					
Council Conference Calls	[Orange Bar]					
Hunting & Fishing Seasons						
Big Game Season (Most Populist)	[Light Olive Bar]					
Small Game Season (Most Populist)	[Light Olive Bar]					
Fishing Season (Most Populist)	[Light Olive Bar]					

**FY3 timeline is subject to change based on client needs/goals.*



ACTION ITEMS

1. Determine if March call is needed
2. Confirm committee for website content approvals

TENTATIVE BUDGET RETREAT AGENDA

1. Creative Campaign Concepts
2. Qualitative Focus Groups Next Steps
3. Paid Media & Channel Strategy
4. Social Media Content Strategy
5. Website UX Testing Overview
6. FY 19/20 Budget & Timeline Recommendation

Thank You



APPENDIX

FY3 (2018-2019) Scope/Budget

REVISED BUDGET: 2018/2019

UPDATED: 11/8/18

Job #	BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
113245	1 Brand & Project Management	550	\$63,250	\$0	\$63,250
113246	2 Creative Development	92	\$10,580	\$0	\$10,580
113247	3 Media Planning & Buying	52	\$5,980	\$0	\$5,980
113248	4 Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
113249	5 Website Maintenance	60	\$6,900	\$300	\$7,200
113250	6 Community Partnership Building	24	\$2,760	\$0	\$2,760
113251	7 Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
n/a	8 Strategic Consultation	0	\$0	\$48,000	\$48,000
113138	9 Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:		1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)					\$14,770.83
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
113252	10 Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
114908	11 Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:		770	\$88,550	\$155,015	\$243,565
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
113253	12 Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
113254	13 Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
114546	14 Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
114909	15 Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
114910	16 Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:		634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
113255	17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:		327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:		2,774	\$319,010	\$630,990	\$950,000