

March 2026

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# Hunter/Angler Subcommittee

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**COLORADO  
WILDLIFE COUNCIL**

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Form: [DNR Digital Accessibility  
Accommodation Request Form](#)

Goal for subcommittee:

For hunters/anglers to help  
spread the Wildlife Council's  
Science in the Wild messaging



# Strategy:

to amplify the “Science in the Wild” messaging by placing Colorado Wildlife Council messages in front of hunters/anglers in strategic ways to create avenues to advocacy for hunter/angler audiences.

# Data from Fall 2023 R & R Tracker Survey



METHODOLOGY

FINDINGS AND RECOMMENDATIONS

TARGETS, HUNTERS AND ANGLERS

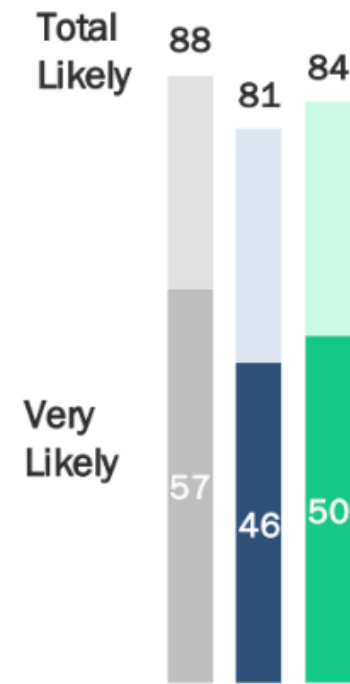
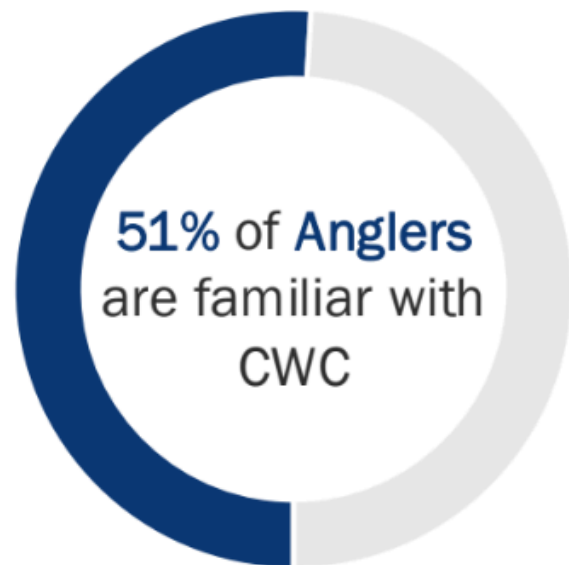
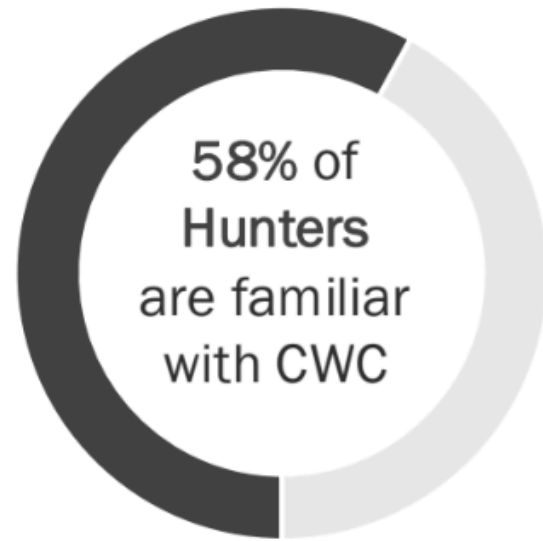
TRACKING UPDATE

APPENDIX

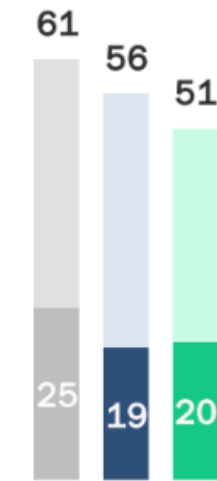
## Hunter and Angler Opinion Elites are most open to advocating for CWC but through channels that are most convenient to them

Among Hunters and Anglers

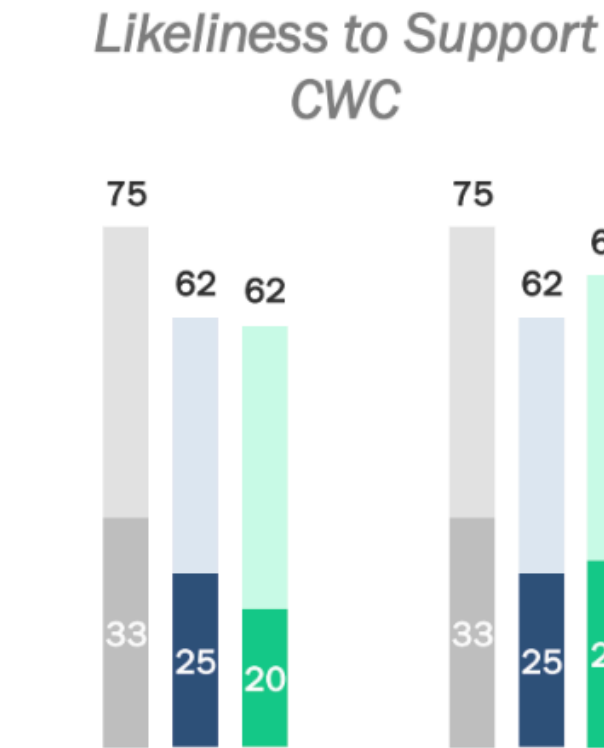
% Familiar with CWC



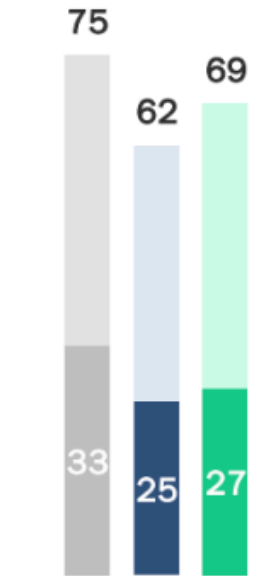
Speak to friends and family about the benefits of hunting and/or fishing



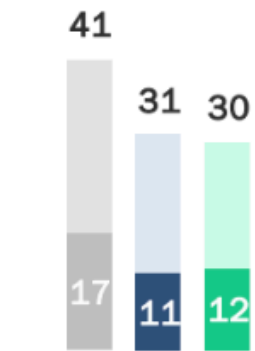
Volunteer at a wildlife council or Wildlife Council sponsored event



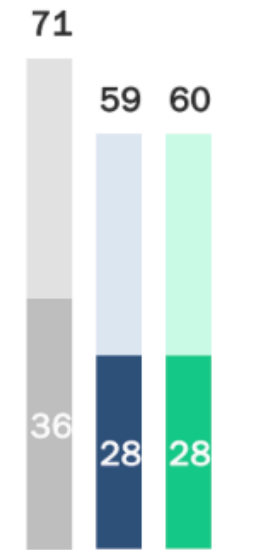
Attend a town council, city council, school board or community board meeting concerning the benefits of hunting and/or fishing



Attend an event or initiative concerning the benefits of hunting and/or fishing



Host an event concerning the benefits of hunting and/or fishing



Share or post info regarding the benefits of hunting and/or fishing

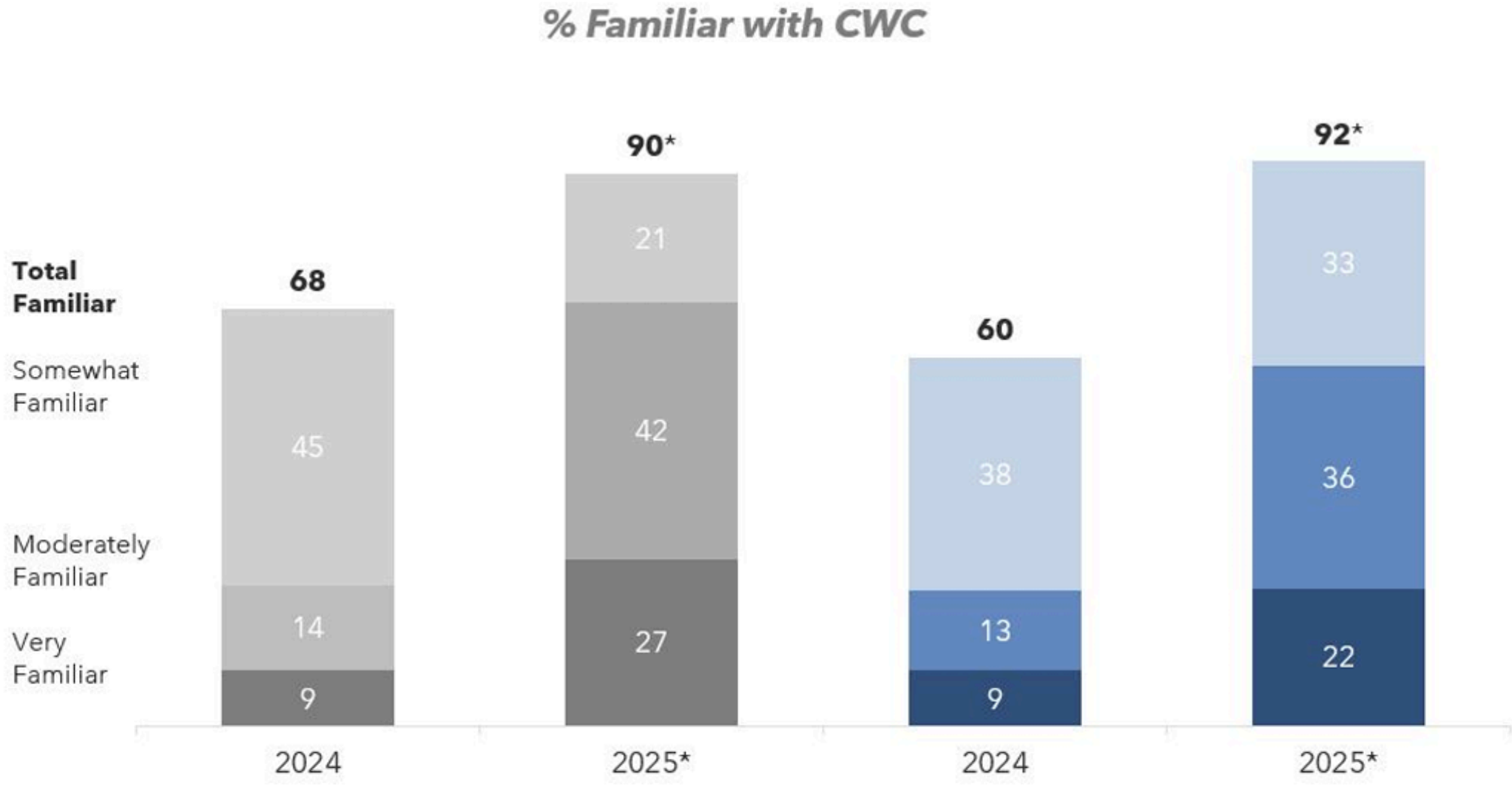


There is an opportunity to tap into Hunters and Anglers who are Opinion Elites. However, while they are willing to promote the CWC among their peers and on social media, they show less enthusiasm for taking more active steps like volunteering, attending events or inviting others, or participating in town council meetings. To win the active backing of this group, it will be crucial to connect with them and build a more fully engaged relationship with them.

# Data from Fall 2025 R & R Tracker Survey

## Familiarity with CWC rises notably this year among both Hunters and Anglers, with intensity improving as well

Among Hunters and Anglers



\*Small base size; directional only

Significantly higher / lower at 95% level vs. 2024

# Data from Fall 2023 R & R Tracker Survey



METHODOLOGY

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TARGETS, HUNTERS  
AND ANGLERS


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## Hunters and Anglers really want to join you in advocating for CWC—but with only 15% very familiar with the organization, they need to hear from you first


Profile: Hunter/Angler Opinion Elites Who Are Very Likely to Support CWC \*


### Demographics

Mostly—but not entirely—male (73%) compared to CO voters (48%) 

 Over-indexes on 30-44-year-olds (38%) compared to CO voters (27%)

Majority are Native Coloradans (20%) or lived in Colorado for 20+ years (52%) 

 This group skews conservative (56%) or Republican (42%) compared to average CO voter (29% & 24%, respectively)


63% are Hunters and 76% are Anglers 

### How to Reach Them

As heavy news consumers, this group gets their news daily OR multiple times a day from:



Online news sites (52% vs 40% for CO voters)

Facebook (33% vs 20% for CO voters) 



TV News (32% vs 30% for CO voters)

In addition to hunting and fishing, their interests include:



71% follow local politics (63% CO voters)



66% follow sports (44% CO voters)



80% follow business and financial news (48% CO voters)



55% follow tech industry news (41% CO voters)

### Awareness & Familiarity (CWC)

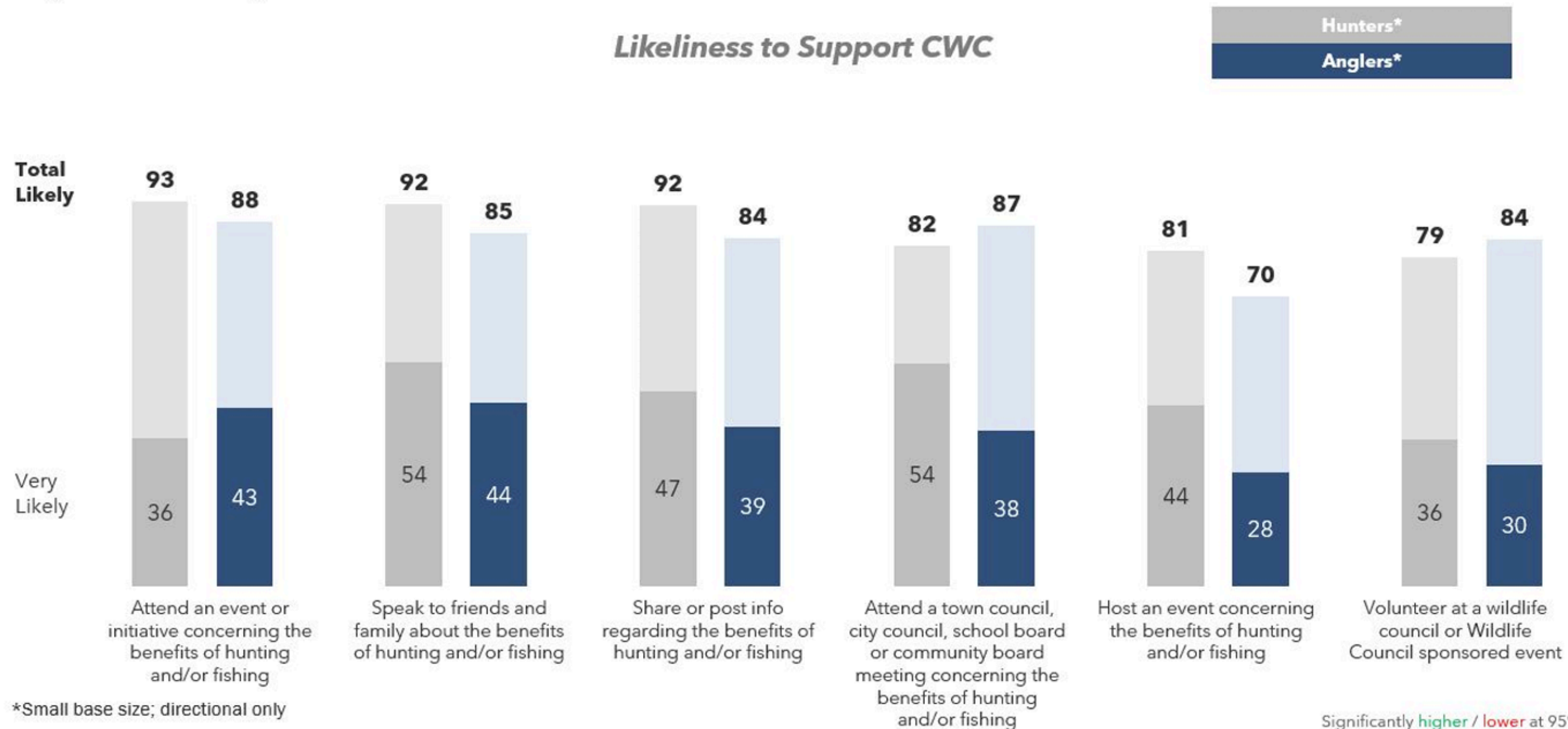
- It's easier to catch their attention on this topic: 26% recall seeing a CWC ad, vs 11% of CO voters
- Still, only 21% are very familiar with CWC

\*Note: small base size, consider directional

# Data from Fall 2025 R & R Tracker Survey

## Hunters and Anglers are most likely to attend an event for or speak to family/friends about CWC, but least likely to host or volunteer at such an event

Among Hunters and Anglers



# Subcommittee Timeline



01.

Formed in 2024



02.

Secured the hiring of an outside contractor to manage grassroots marketing efforts for the subcommittee.



03.

Program assistant began in 2025



04.

Subcommittee meets monthly

# Current Priorities

As set by the Council during 2025's Council retreat

01

Secure sponsorships from events/classes/banquets geared towards hunters/anglers. A majority of the time these events should be geared towards hunters/anglers and the rest of the time, events should be geared towards CWC target audience

02

Create community events. A majority of the time, these sponsorships should be geared towards hunters/anglers, and the rest of the time, sponsorships should be geared towards the CWC target audience.

03

Coordination and execution of the annual awards program

# Year in Review

## Sponsorships:

- United Houndsmen of Colorado Banquet
- Easterseals Colorado Classic Clay Shoot
- Tarantula Festival
- Flyathalon
- Thornton Harvest Fest (Fishing Derby)
- Wildlife Action Summit
- International Sportsman Expo
- Colorado Outfitters Association
- Colorado & Four Corners SCI
- Mile High Hunt & Fish Expo
- Colorado Bowhunters Association
- Sportsman of Colorado Radio
- Beers, Bands, & Barbed Wire Strands - BHA
- 5Points Film Festival
- Rocky Mountain Bighorn Sheep Banquet
- No Limits - 3D Archery Sponsorship
- Colorado Field Ornithologists Convention
- Troutfest



# Year in Review

## Events

- Leaf Peeping Trail Talk
- Wildlife Talk/Trivia Dinner at Confier Ranch
- Elk Hunting Seminar at Bass Pro Shop
- Early Ice Fishing Seminar at Cherry Creek State Park
- Late spring and early summer trail talks

## Annual Awards Program

- Applications close March 31
- Council will review applications at the April meeting

## Thank yous

- Thank you notes and cookies to sponsorship buys and contacts around the holidays



# We have assets

The subcommittee has loads of assets at the ready:

- Rack cards
- Postcards
- Promo items: stickers, water bottles, chapsticks, pens, battery packs

Plus, a digital toolkit is always available on the CWC website.

## THANK YOU FOR SUPPORTING SCIENCE IN THE WILD

Your hunting/angling license fees provide most of the funding to protect and manage Colorado's wildlife populations – over 960 species.



# Budgets

## 2025-2026

Awards	\$6,000
Project Manager Vendor	\$20,000
Event Host & Promotional Vendor	\$15,000
Sponsorship Fund/Events/Promotional Items	\$129,000
<b>Total = \$170,000</b>	

## 2024-2025

<b>Awards</b>	<b>\$5,000</b>
<b>Project Manager Vendor</b>	<b>\$24,000</b>
<b>Sponsorship fund/events</b>	<b>\$50,000</b>
<b>Promotional items</b>	<b>\$10,000</b>
<b>Service</b>	<b>\$25,000</b>
Total	\$120,000



# Sponsorship review and decision

- Sponsorship:
  - Sportsmen's Day at the Capitol, \$500

This sponsorship would leave \$24,500 in H/A budget



# Discussion:

- Specific feedback on past years' tactics
- Direction for 2026-2027 tactics

Discussion and Decision

Budget  
discussion and  
decision for the  
subcommittee in  
2026-2027



Thank You



**I SUPPORT SCIENCE**  
**IN THE WILD**