

Colorado Wildlife Council Event Feedback & Messaging Survey

Goal: To measure the effectiveness of the Colorado Wildlife Council's messaging and sponsorship at this event, specifically targeting the hunter and angler community.

1. Which Colorado Wildlife Council sponsored event did you attend?

2. Were you aware that the Colorado Wildlife Council (CWC) was a sponsor of this event?

Mark only one oval.

Yes

No

Maybe

3. How would you describe your primary outdoor activities in Colorado? (Select all that apply)

Check all that apply.

Hunting

Fishing

Wildlife Viewing

Hiking

Camping

4. How many years have you been actively hunting or fishing in Colorado?

Mark only one oval.

- Less than 1 year
- 1-5 years
- 6-10 years
- More than 10 years
- I do not hunt or fish

5. On average, how many days a year do you participate in hunting/fishing in Colorado?

6. Before attending this event, how familiar were you with the Colorado Wildlife Council's mission?

Mark only one oval.

1 2 3 4 5

Not Very familiar

7. During the event, did you see or hear any information/messaging from the Colorado Wildlife Council?

Mark only one oval.

- Yes
- No
- I can't recall

8. Please rate your agreement with the following statements regarding the CWC's presence at the event:

Mark only one oval per row.

	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	N/A
The CWC's presence felt relevant to this event's purpose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The CWC's message was easy to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The CWC's message strengthened my appreciation for the role of hunting and fishing in conservation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Which phrase or idea best captures the Colorado Wildlife Council's core message?

Check all that apply.

- Hunting and fishing are vital for conservation funding
- Promoting sustainable outdoor recreation
- Protecting all Colorado wildlife
- Advocating for landowners
- I don't recall a specific message
- Other: _____

10. Based on the CWC's messaging, how much more likely are you to discuss the economic and conservation benefits of hunting and fishing with others?

Mark only one oval.

1 2 3 4 5

Not Extremely likely

11. As a result of the CWC's presence at this event, which of the following actions are you most likely to take? (Select all that apply)

Check all that apply.

- Visit the CWC website
- Sign up for CWC email updates
- Follow CWC on social media
- Talk to a friend about CWC's mission
- Seek more information about Colorado conservation policies
- None of the above

12. Do you have any additional comments or suggestions for the Colorado Wildlife Council regarding their outreach at future events?

13. Would you like to be added to the Colorado Wildlife Council's mailing list for future updates?

Mark only one oval.

Yes *Skip to question 14*

No

Colorado Wildlife Council's Mailing List

14. If you would like to be added to Colorado Wildlife Council's Mailing List please provide your email address.

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