

CPW Relevancy Study Results

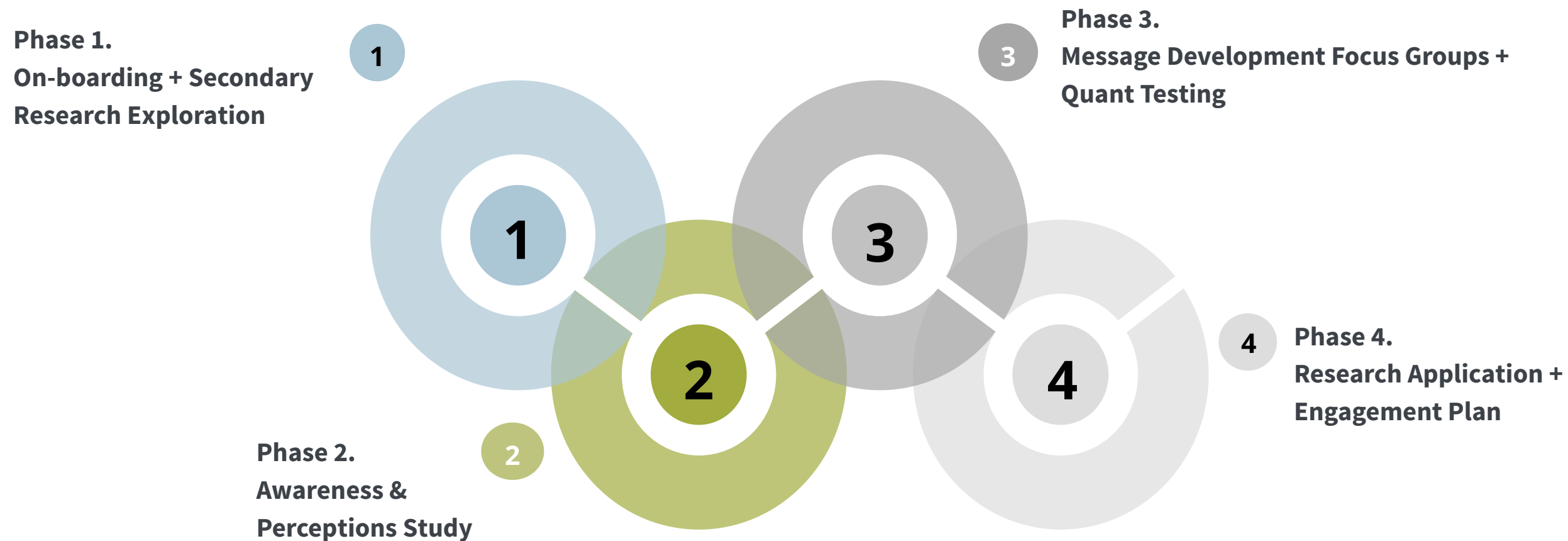
July 2020



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Project Approach

In order to identify specific messaging that would continue building trust, awareness and momentum for CPW we conducted primary research with 1,500+ Coloradans, including hunters and anglers, outdoorists and state park visitors to determine which messages would resonate most across all audiences, and which types of funding initiatives individuals would be most likely to support.



Key Takeaways

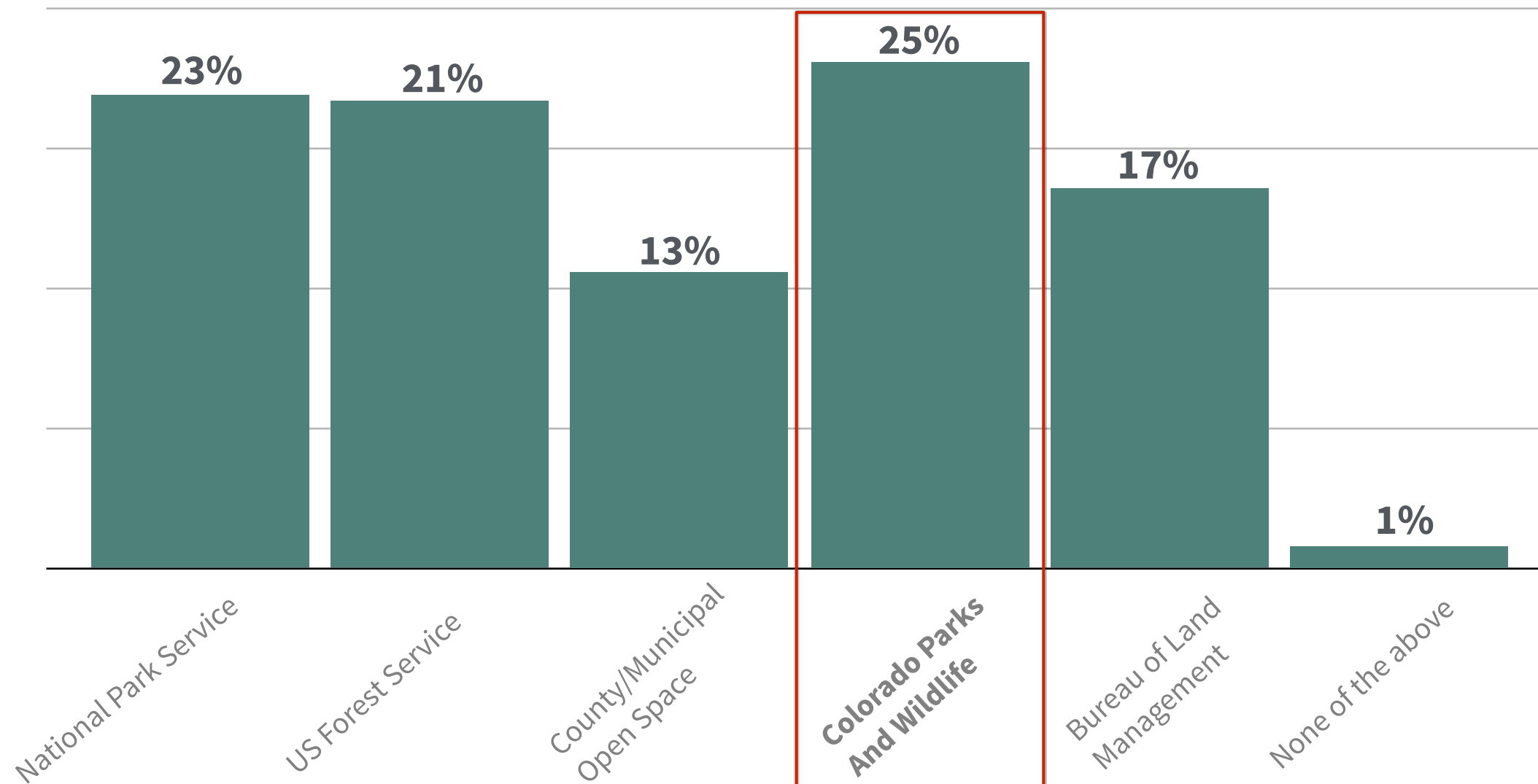


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CPW Current Awareness

In comparison with other environmental/wildlife agencies, participants were most aware of Colorado Parks and Wildlife (25%).

Q: Which of the following entities are you aware of? Select all that apply.

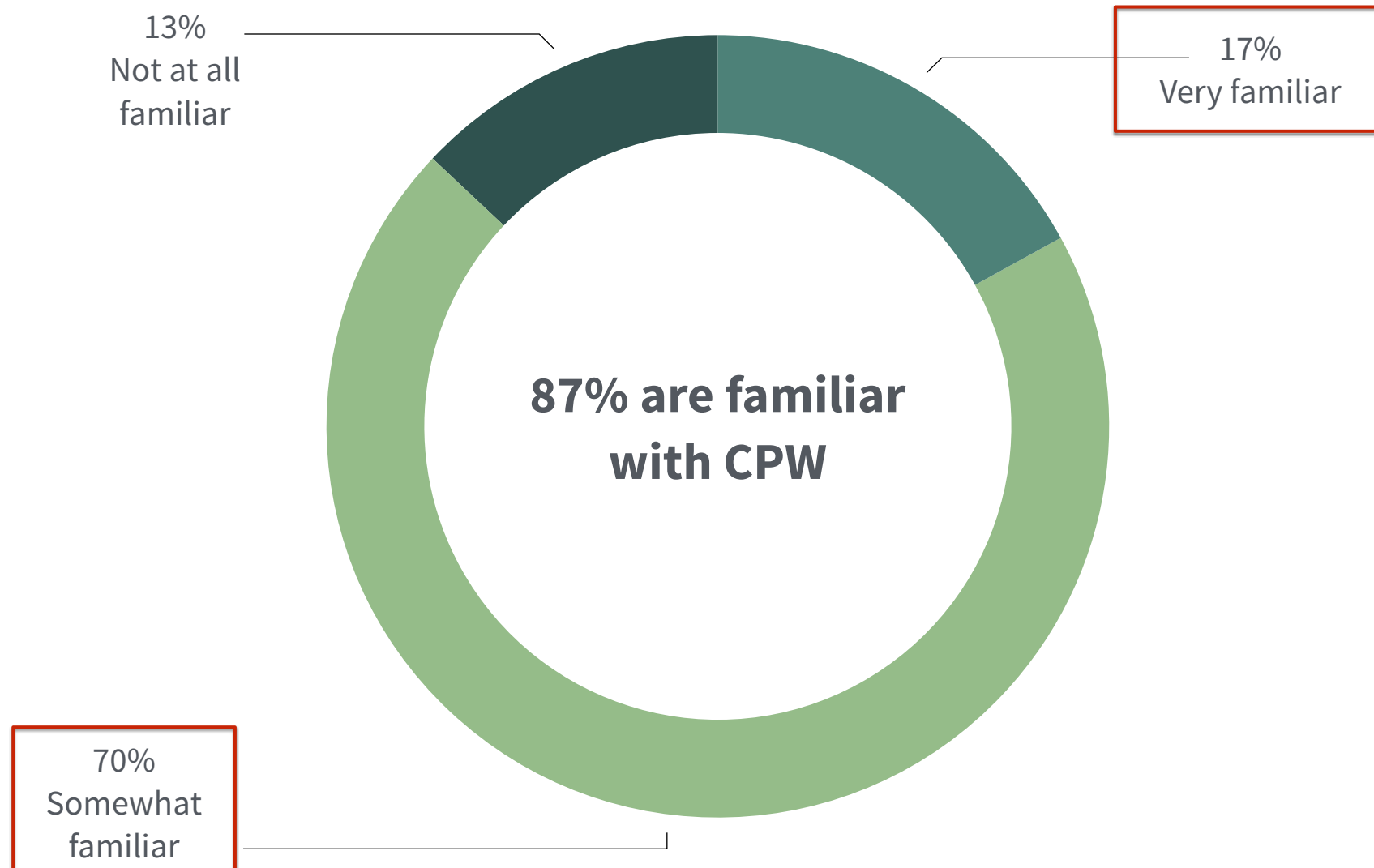




Overall Familiarity

However, when CPW was the only agency listed, majority of participants indicated some level of awareness - with 70% saying they are 'somewhat familiar' and 17% 'very familiar.'

Q: How familiar are you with Colorado Parks and Wildlife?



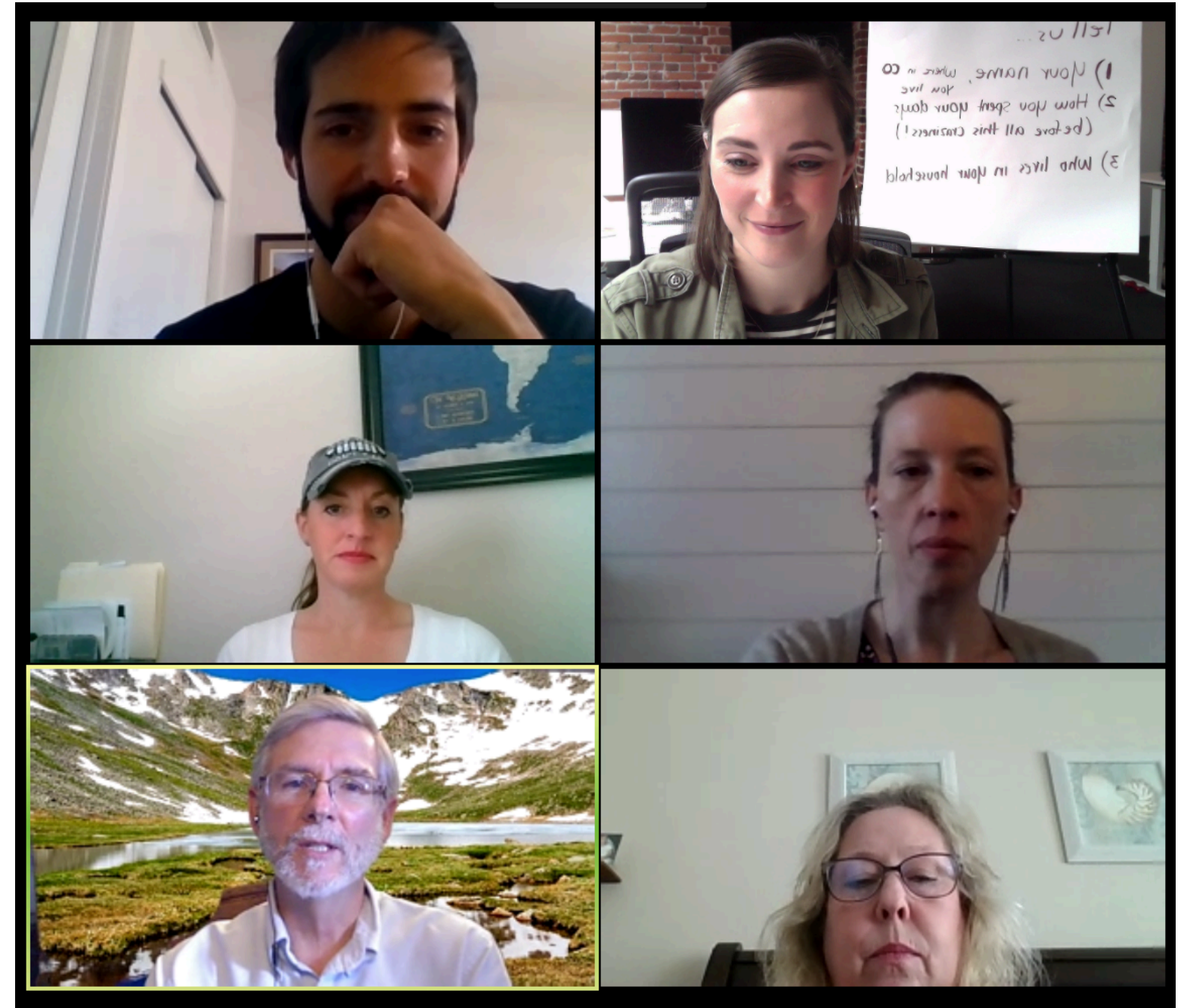
CPW Associations

In line with the initial awareness study findings, group participants viewed Colorado Parks and Wildlife as a respectable organization that has a clear role to play. When asked, “what words, thoughts, and images first come to mind when you think of CPW?”, the following associations were top-of-mind

*I think of trail clean up, park restoration, I think about them being the **overseer** of open spaces and making sure people are safe. **Working to protect the land.***

*I think of them more in terms of conservation. I think their job is to **protect** our **resources, lands, wildlife**. The average person doesn't understand all of details about environmental issues. I think of them as the **experts and the stewards to manage the land the best as possible.***

*First, I think hunting and fishing licenses. I also view them as a **best in class kind of leader**. Just based on the cleanliness of the areas that I've visited. The people I've come across have been really passionate about their jobs. They create opportunities to go explore.*

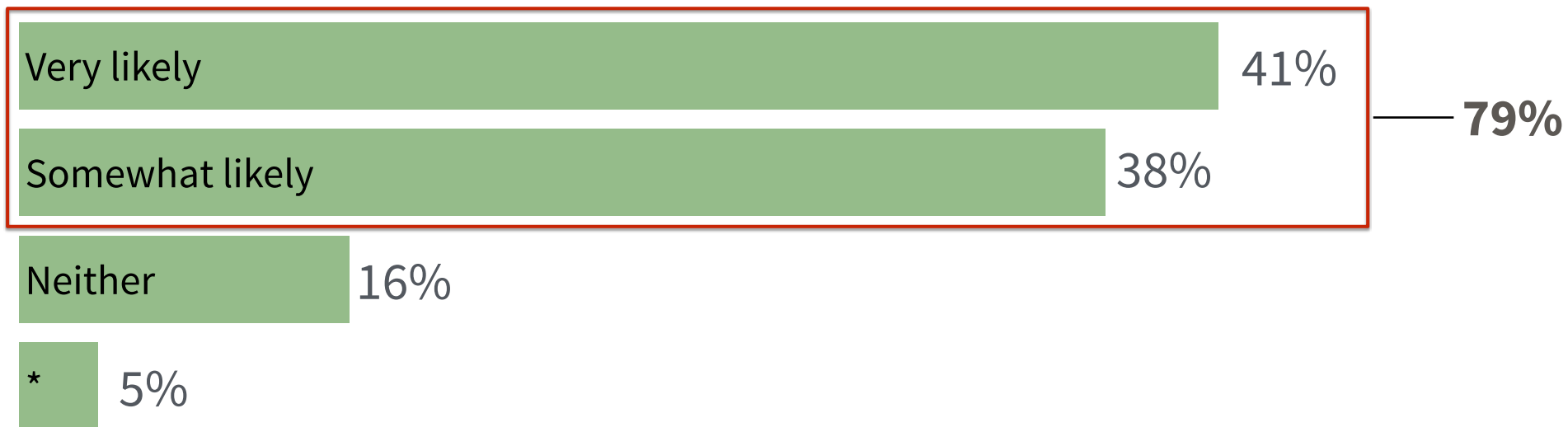


Support for CPW

41% of survey participants said they would be very likely to support public policies related to conserving wildlife, water and public land.

Q: How likely are you to do the following? Support public policies related to conserving wildlife, water and public land.

Support for CPW



*Somewhat and very unlikely

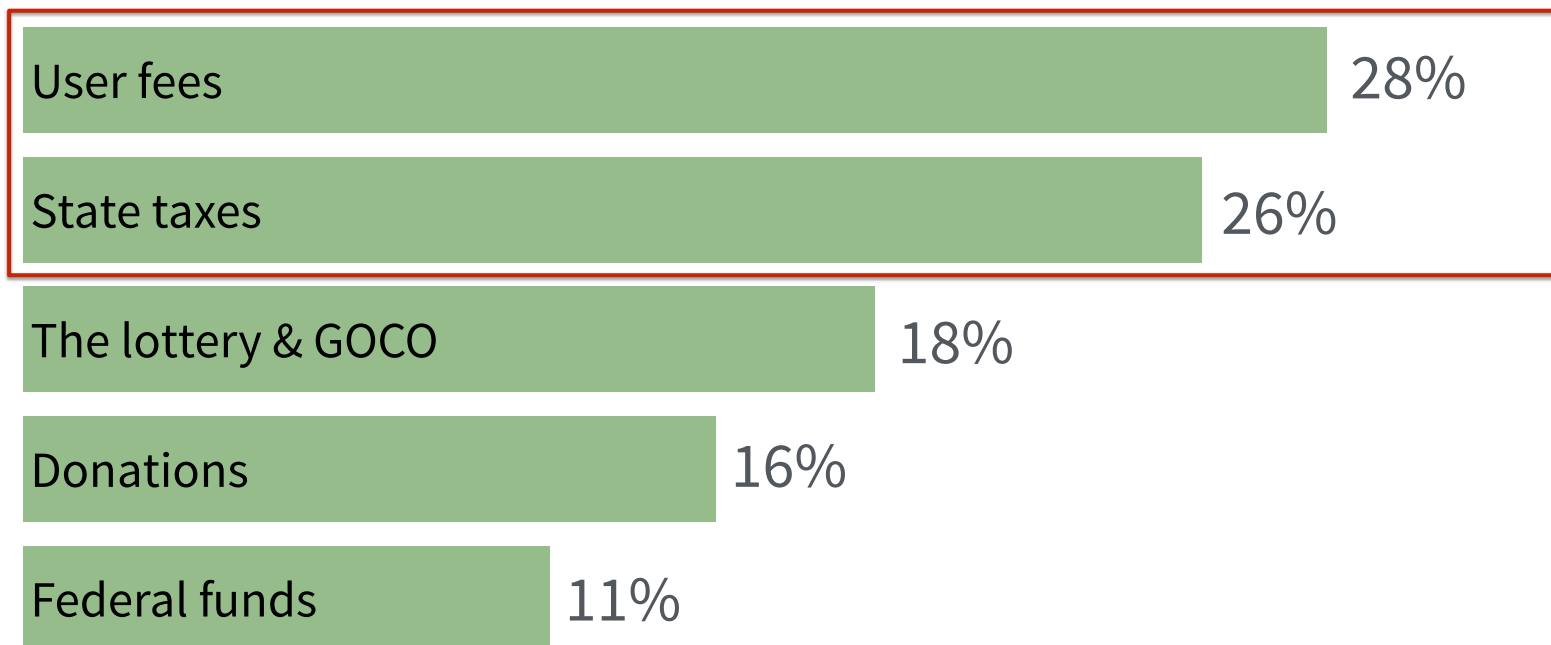


Current Funding

Coloradans currently believe that CPW is funded primarily with user fees and state taxes.

Q: Which of the following do you think primarily funds Colorado Parks and Wildlife? Select all that apply.

Funding for CPW



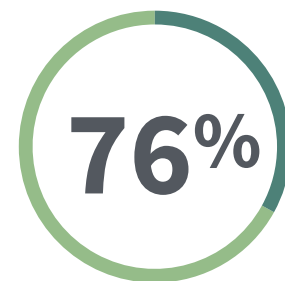
Potential Funding Opportunities

When it comes to supporting potential funding initiatives, participants said they would support a Colorado outdoor sticker (79%), followed by setting aside a portion of state tax revenue (76%), sales tax on outdoor equipment (71%), fees on specific recreation groups (68%), and energy extraction fees (64%),

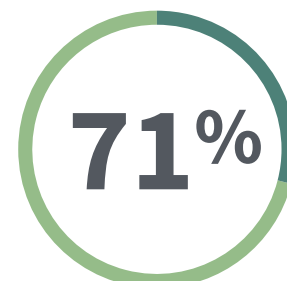
Q: With Colorado's growing population, Colorado Parks and Wildlife is exploring new ways to increase revenue sources in order to support conservation, outdoor recreation, state parks and wildlife on behalf of Coloradans for years to come. Please review the list below and tell us how likely you would be to support or oppose each potential initiative:



Purchase a 'Colorado outdoor sticker'



Set aside a portion of the state's tax revenue annually



Set aside a portion of sales tax on outdoor equipment



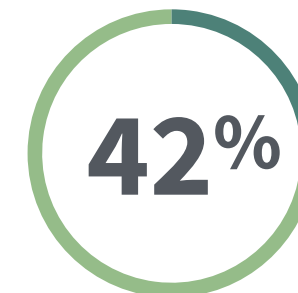
Fees on specific recreation groups



Set aside a portion of energy extraction fees



Pay a small fee when registering a car



Increase state sales tax by 1/8 of one percent

Support by Generation

When looking specifically at support for the ‘Colorado outdoor sticker’, a fee when registering a car, an increase in state sales tax by 1/8 of one percent and a fee on specific recreation groups the following insights emerged by age groups:

Support the purchase of a ‘Colorado outdoor sticker’



Increase in state sales tax by 1/8 of one percent



A small fee when registering a car



Support a fee on specific recreation groups



What Messages Resonate?



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Trigger Statements

Focus group participants were asked to review the following statements, selecting 1-2 that they believed Colorado Parks and Wildlife could most credibly stand for, today

- Protecting our lands and wildlife
- Your partner in conservation
- Providing access to the outdoors
- Providing direct economic impact
- Sustaining Colorado for future generations
- Champions of the land and wildlife
- Encouraging people to experience Colorado, responsibly
- Caretakers of our lands and wildlife

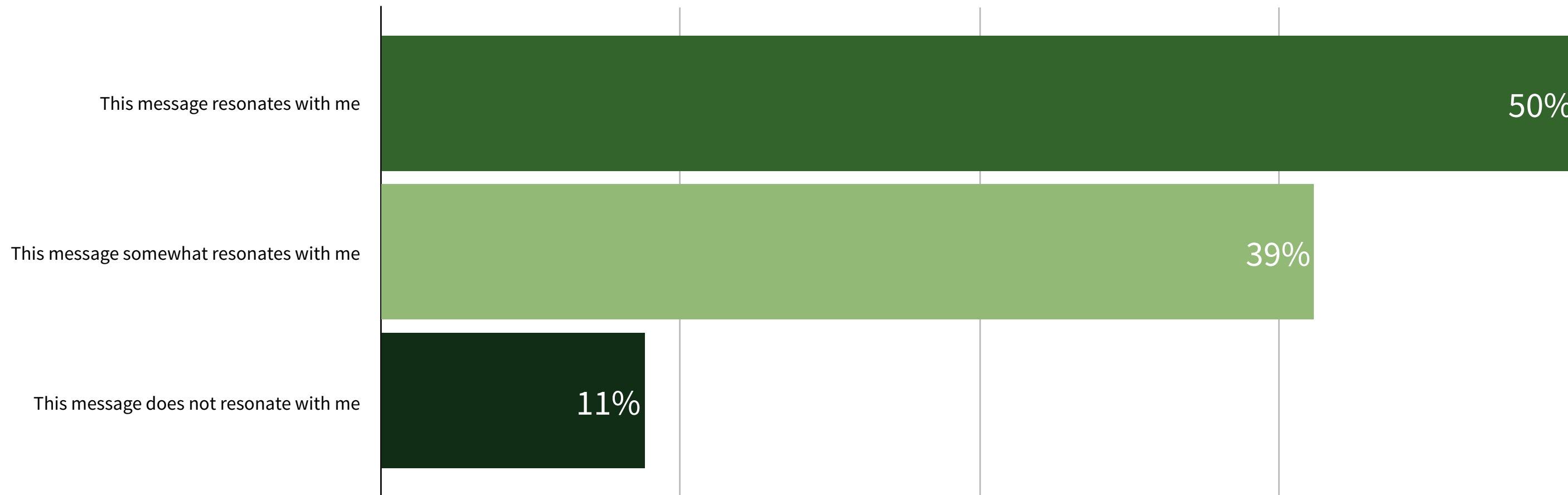


Message Resonance

‘Live Life Outside’ and ‘Sustaining Colorado for Future Generations’ resonated most with Coloradans, while other messages produced more mixed results.

Q: How much does each of the following messages resonate with you?

Message: Colorado Parks and Wildlife, Sustaining Colorado for Future Generations

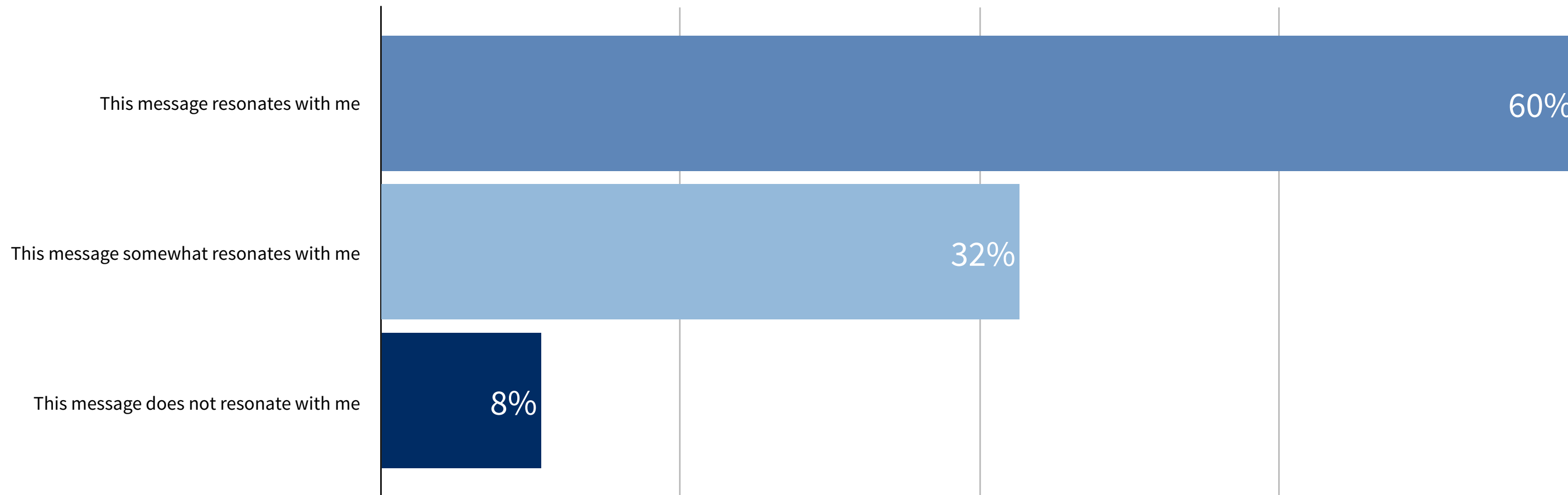


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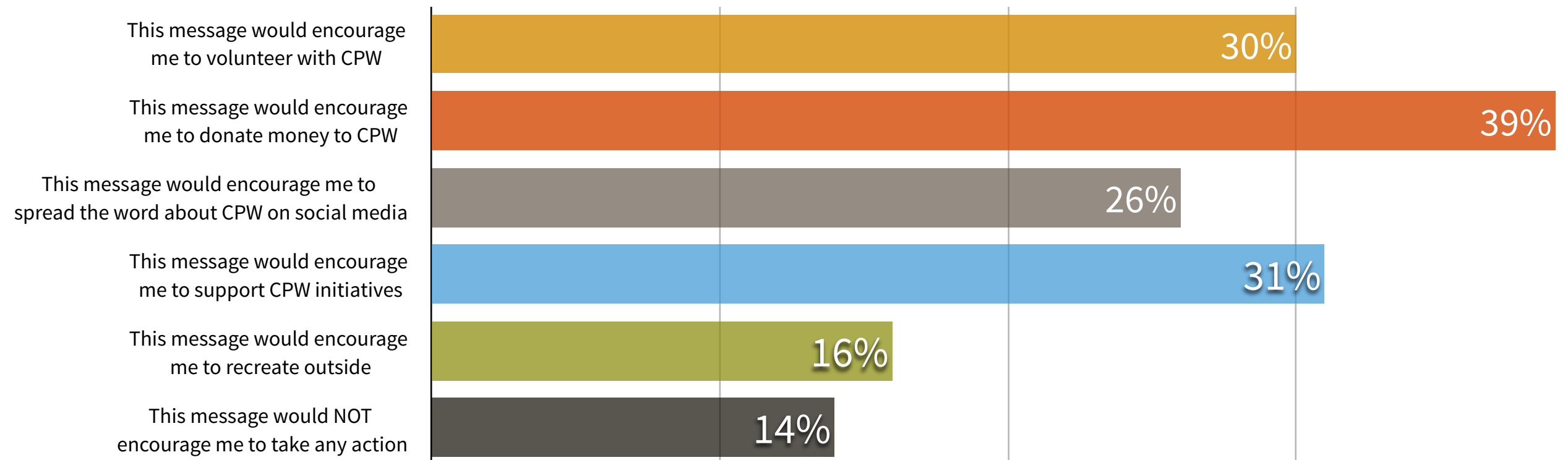
Message: Colorado Parks and Wildlife, Live Life Outside



Actionable Messaging

While ‘Live Life Outside’ was the message that was most likely to encourage participants to get outdoors, **‘Sustaining Colorado for Future Generations’** was viewed as the message **most likely to encourage them to volunteer their time (30% vs. 20%), donate their money (39% vs 28%), and support CPW initiatives in general (31% vs. 20%).**

Message: Colorado Parks and Wildlife, Sustaining Colorado for Future Generations



Q: If you knew Colorado Parks and Wildlife stood for the following, what actions, if any, would they inspire you to take?

Qualitative Insights

‘Sustaining Colorado for Future Generations’ resonated across the board, with participants saying it is a positive, forward looking message that addresses a top concern they have today - caring for the land and wildlife for generations to come.

*“The language behind it implies that you’re taking it into your own hands. **We’re all in this together.** I would absolutely love for our future generations to experience the beautiful CO that I’ve been able to experience. I feel like if you’re just an empathetic person you can get behind this messaging.”*

*“**Sustaining** is more **collective** and **why we should care.** This is a more proactive way of saying that if we don’t do our part by sustaining Colorado then parks and wildlife won’t be accessible in the future.”*

*“I’m always thinking about the impact my generation is having on those that will follow. We only have one earth. **I like the idea of CPW standing for sustainability not just for those that enjoy the parks and wildlife today, but those that will enjoy it 5,10, 15 years from now.**”*



CPW Engagement Plan

In order to build support for the mission of CPW across various stakeholders throughout Colorado, with the specific intent of actively supporting / participating in incremental funding efforts for the agency, we believe that it is necessary to craft a sub-brand underneath the parent agency brand that connects all current and future initiatives with a cohesive message. Based on our research across hunters & anglers, outdoor enthusiasts and state park visitors, we have identified the primary unifying message as:

Sustaining Colorado for Future Generations.

Questions?



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