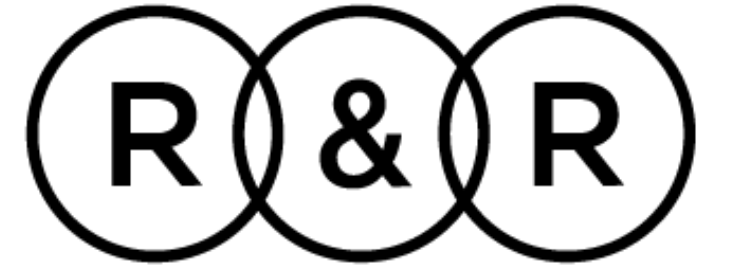


Colorado Wildlife Council



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Strategy & Insights

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Background

By statute, the Colorado Wildlife Council's (CWC) mission is to oversee the design of a comprehensive, media-based public information program to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing. To that end, it's important to understand message impact among Colorado residents.

Methodology

Therefore, R&R conducted the sixth wave of an ongoing tracking study to continue measuring Coloradans' attitudes and perceptions of hunting and fishing. A total of 931 Colorado residents completed the questionnaire, which has been adapted from other state and national surveys. All participants were screened to ensure they are 18 years or older and are registered to vote in Colorado. Sample size yields a $\pm 3.21\%$ margin of error at a 95% confidence level of 3.48 million active Colorado registered voters.

This research study entailed an SMS Text-to-Web methodology and was fielded from Sept. 2–13, 2020. Data were weighted on key demographics and congressional districts to ensure that the results were representative of Colorado voters. Please note, the raw data collected in this research study were relatively close to actual voter population proportions; therefore, weighting resulted in minimal adjustments to the results.

For all questions in the survey, crosstabulations were conducted to compare differences among various subgroups. Data were tested for significant differences at the 95% confidence level and noted throughout. If no indication is made, the data is not statistically different, and is considered to be at parity.

Methodology cont'd. ...

While this is the sixth iteration of ongoing tracking research, there are notable differences between this wave and waves 1-5 – essentially making this wave a new “benchmark.” These changes are the result of a discussion on how to better track and measure against the Colorado Wildlife Council’s key performance indicators (KPIs).

- Much of the survey has been revised with simplified questions – adapted from other national and state surveys.
- This survey has less of an emphasis on awareness, which will be supplemented using media tools and brand lift studies.
- In The Wind (e.g., ITW) has been redefined to match our media target and is now “18- to 34-year-olds” in general.
- Rather than recruiting participants from an online panel, this research study utilized SMS Text-to-Web.

Executive Summary



Hunting & Fishing Policy Low Priority Among Voters.

To set the stage and provide additional context to Coloradans' perceptions of hunting and fishing, Colorado voters ranked several political, economic and social issues in order of importance. Overall, it's clear that hunting and fishing policy is currently not a top priority among Colorado voters who tend to care more about jobs, the economy and health care. This isn't surprising when considering current events (e.g., COVID-19). Additionally, ITW tends to place greater emphasis on the environment, sustainability and race relations/racism. Though Coloradans don't prioritize hunting and fishing policy, and likely aren't thinking about it on a day-to-day basis, this further emphasizes the need for continuous exposure to help build awareness around the importance of hunting and fishing.

While hunting and fishing policy may be a low priority, the good news is that legal, regulated hunting and fishing tend to have widespread support among voters.

Specifically, almost 8 in 10 Colorado voters approve of legal, regulated hunting – consistent with national levels. And, about 8 in 10 Colorado voters approve of legal, regulated fishing.

Executive Summary

To further understand Coloradans' approval of hunting, which tends to be more controversial than fishing, we explored approval/disapproval of several motivations for hunting.

Overall, Colorado voters believe “helping to maintain wildlife populations” is the most acceptable motivation to hunt, followed by “for food.” Conversely, “spending time with friends” and “for the challenge” tend to have overall lower approval ratings. It seems that when the motivations are more functional in nature or have a means to an end – maintaining populations or for meat – Coloradans are more accepting. However, wanting to socialize or experience a challenge may not be viewed as justified reasons to participate.

Regardless of the motivation, Coloradans feel it's OK for others to hunt as long as it's done legally and responsibly.

Most agree it's OK for others to hunt if they do so legally and in accordance with Colorado's hunting laws and regulations – consistent with national levels. This serves as a good indication of overall support, as it suggests even those voters who might personally disapprove of hunting still believe other Coloradans should maintain their right to engage in the sport.





Few believe hunting and fishing should be completely illegal or experience more strict regulations.

In fact, most want these activities to remain legal; however, it's clear that there's confusion around current regulations – especially among 18- to 34-year-olds – preventing some from forming an opinion one way or the other.

Many of those who believe hunting should be “legal” tend to admit they have little knowledge on current regulations.

However, they still believe it should be allowed and regulated. Some also mention the benefits to wildlife and agree with it if it's done humanely. Those who say it should be “illegal” tend to disagree with killing animals and believe hunting is inhumane.

Most feel fishing should be “legal,” and many say current regulations are working well.

Others aren't quite clear on current regulations, but still want the activity to be lawful. Some also mention the benefits of fishing to Colorado, such as population control and the ability to spend time with friends and family.



License Fees Are Believed to Be a Main Funding Source for Wildlife Management.

About 8 in 10 Colorado voters, and about 7 in 10 18- to 34-year-olds, know wildlife management is funded by hunting and fishing license fees. In fact, participants select more than one answer, suggesting Colorado voters tend to believe wildlife management benefits from diverse funding sources – potentially detracting from the important role hunting and fishing licensing fees play. **Importantly, those who recall CWC ads are more likely than those who do not to know that license fees fund wildlife management.**

Executive Summary

Lack of Clarity Around License Fees Creates Confusion.

Many Colorado voters know that the fees from hunting and fishing licenses generate funding and revenue for the state and CPW; however, there is still a lack of awareness, and even some confusion, regarding where funding is directed, what it covers, and how it personally benefits Colorado residents. Many believe it helps with “conservation,” but seem to require further education on what that means and why it’s needed.

Continue to Make the Connection to a Personal Benefit.

Many Coloradans do not make the connection between license fees and a personal benefit. They generally **understand how fees help the state to manage wildlife and habitats but seem unable to bring it down to a more personal level** – the knowledge is there but the emotional tie is missing. There is a need to continue highlighting the individual, personal benefits Coloradans receive from hunting/fishing license fees. Among non-hunters/anglers, there is some difficulty connecting how the fees from hunting and fishing licenses impact the things they enjoy, such as parks and recreational activities.





Ad Recall Is Low, But Key Message Themes Are Resonating.

Overall, about 1 in 10 recall an advertisement using the phrase *This is the Wild Life*. Though recall is low, approval of hunting and fishing is high and in line with national levels. Additionally, many of those who recall the ads don't just understand the general themes, such as hunting and fishing, license fees, and outdoor recreation – but are able to describe exact statements and scenes. This suggests that the current strategy is effective but can still be refined to further drive home the message.

The current messaging strategy is working – For the most part, those who recall CWC ads seem to understand the information they're trying to convey. Further, compared to those who don't recall CWC ads, they're also more likely to believe hunting should stay legal with the same level of regulations (i.e., they're content with the status quo). Rather than changing the message or how it's targeted, **the focus should be on continuous exposure and augmenting current media buys** to further help drive the message home.

Executive Summary

Benefits to Economy and Wildlife Remain Strong Message Points.

Messaging statements that speak to economic impact (e.g., supporting economy, alleviating taxpayer burden) and those focused on helping wildlife/habitat tend to be the most convincing reasons to support hunting and fishing. As seen in previous research, statements that speak to “managing” or “hunting” wildlife tend to perform poorly and should be avoided.

When Developing Messaging Statements, Continue to Pay Attention to Nuances in Terminology.

For example, “to maintain wildlife populations” is the most acceptable motivation to hunt; however, when used as a reason to support hunting, “managing big game population” performs poorly. Even if they have the same meaning, Coloradans tend to have more negative sentiment toward certain terms (e.g., maintain vs. managing; big game vs. wildlife population).

Therefore, it’s important to **continuously speak to Colorado voters in a way that is familiar and salient.**



Appendix

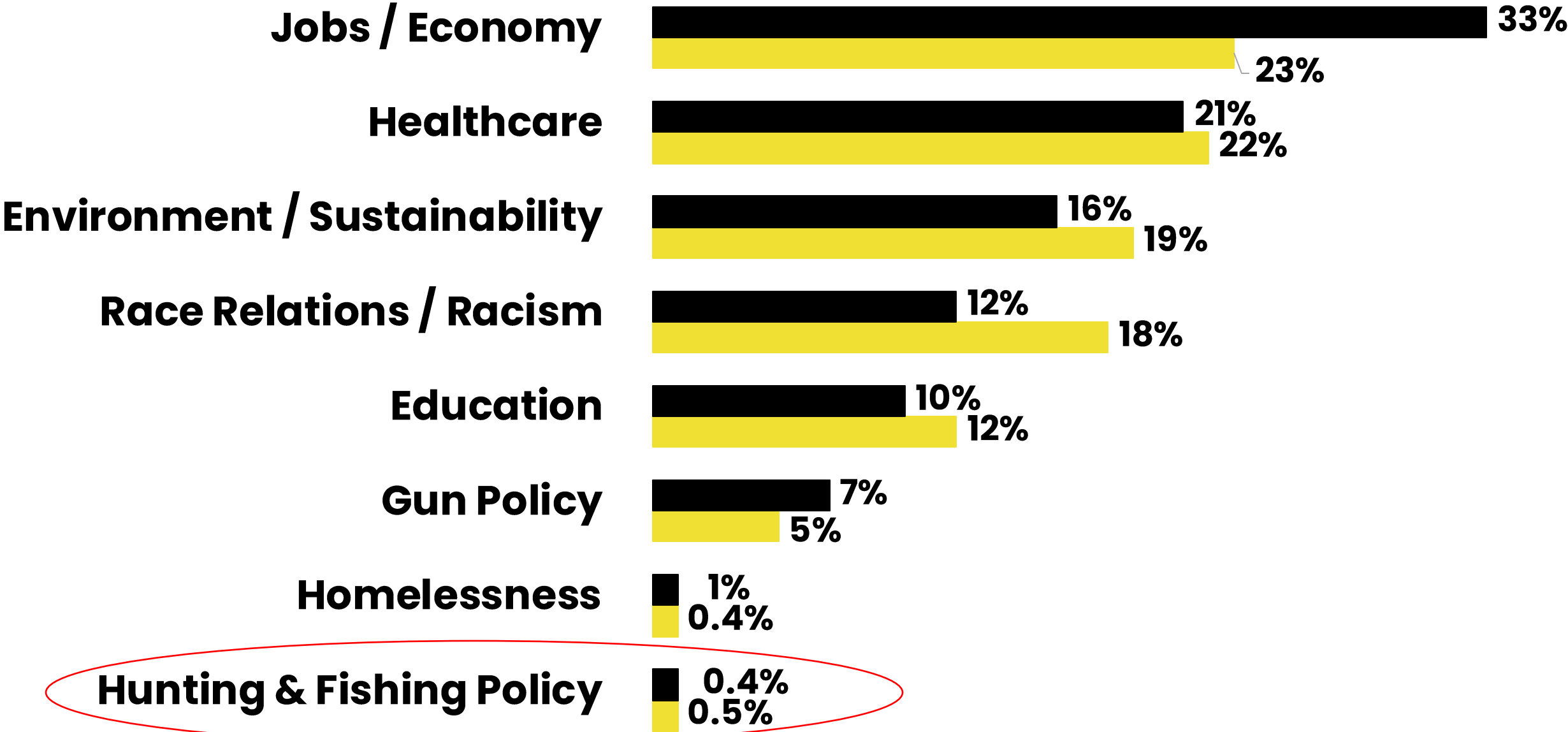
Important Issues

Please rank the following political, economic and social issues from most important to least important to you, personally.

Total Data [black bar] "ITW" 18-34 [yellow bar]

Overall, it's clear hunting and fishing policy is NOT a top priority among Colorado voters who tend to prioritize jobs and the economy, as well as health care. Younger Colorado voters, specifically 18- to 34-year-olds, also prioritize those same issues; however, they place greater emphasis on the environment/sustainability and race relations compared to Colorado voters in general.

Summary of No. 1 Ranked Issue



Hunting Experience

Which of the following best describes your relationship to hunting? Please select one.



To best match the survey participants to the Colorado population, a limitation was placed on the number of "hunters."

I currently hunt and consider myself a hunter.



I have been hunting in the past and would consider going hunting again.



I have been hunting in the past and would not consider going hunting again.



I have never been hunting, but I would consider it.



I have never been hunting, and I would not consider it.

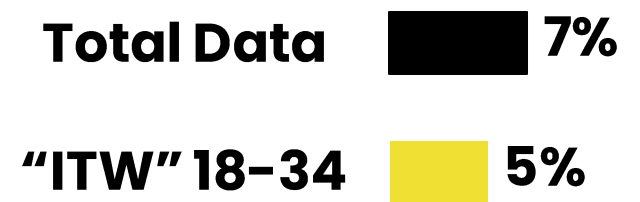


Fishing Experience

Which of the following best describes your relationship to fishing? Please select one.



I currently fish and consider myself an angler.



To best match the survey participants to the Colorado population, a limitation was placed on the number of "anglers."

I have been fishing in the past and would consider going fishing again.



Not surprising, most Colorado voters tend to have more experience with fishing compared to hunting.

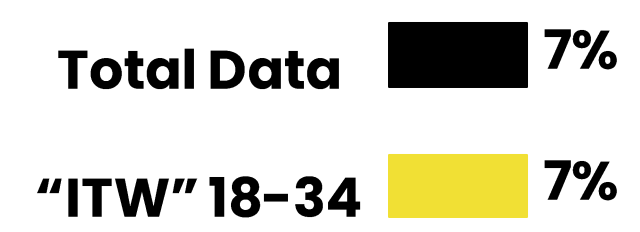
I have been fishing in the past and would not consider going fishing again.



I have never been fishing, but I would consider it.



I have never been fishing, and I would not consider it.

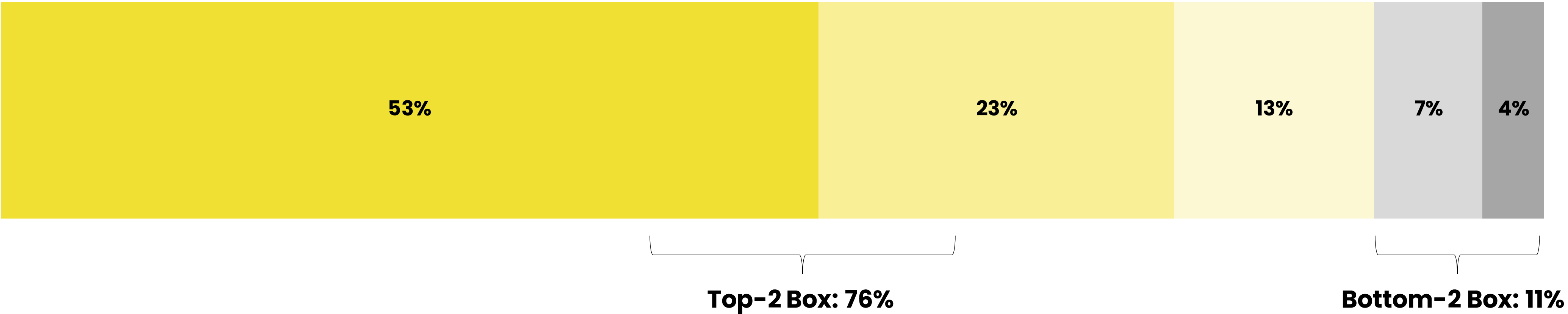


Hunting Support

In general, to what extent do you approve or disapprove of legal, regulated hunting? Please select one.



About 8 in 10 (76%) Colorado voters approve of legal, regulated hunting – similar to national levels.



Hunting Support

In general, to what extent do you approve or disapprove of legal, regulated hunting? Please select one.

Approve

Neither

Disapprove



Total Data



35+ Voters



"ITW" Voters: 18-34



Ad Recall



No Ad Recall



0-3 Years



20+ Years



Fishing Support

In general, to what extent do you approve or disapprove of legal, regulated fishing? Please select one.



Previous research has shown that fishing is less controversial and seen as a relaxing, family-friendly activity. As such, fishing tends to have slightly higher approval ratings compared to hunting. Specifically, about 8 in 10 (83%) Colorado voters approve of legal, regulated fishing.



Fishing Support

In general, to what extent do you approve or disapprove of legal, regulated fishing? Please select one.



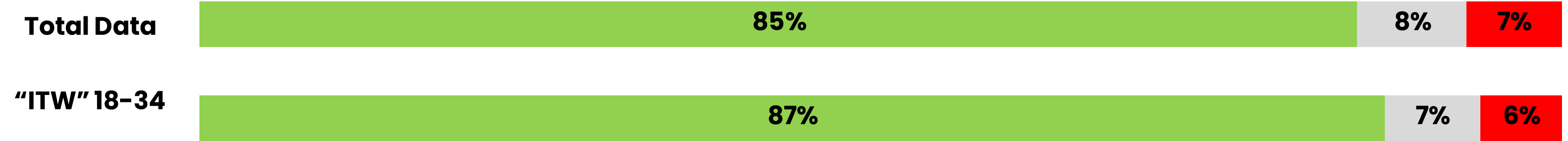
Hunting Motivations

To what extent do you approve or disapprove of the following motivations for legal, regulated hunting? Please indicate your response for each motivation below.

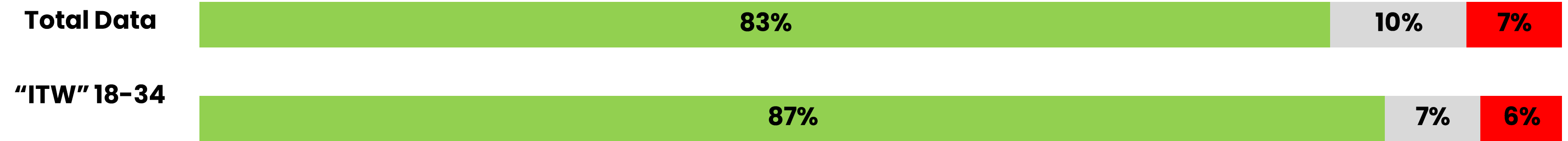


To further understand Coloradans' "support" levels, we explored their approval/disapproval of several motivations for hunting. Overall, Colorado voters believe "helping to maintain wildlife populations" is the most acceptable motivation to hunt, followed by "for food." Conversely, "spending time with friends" and "for the challenge" tend to have overall lower approval ratings. It seems that when the motivations are more functional in nature or have a means to an end – maintaining populations or for food – Coloradans are more accepting. However, wanting to socialize or experience a challenge may not be viewed as justified reasons to engage in the sport.

To help maintain wildlife populations



For food



To be outdoors and enjoy nature



Hunting Motivations

To what extent do you approve or disapprove of the following motivations for legal, regulated hunting? Please indicate your response for each motivation below.



To help prevent human/animal wildlife conflict



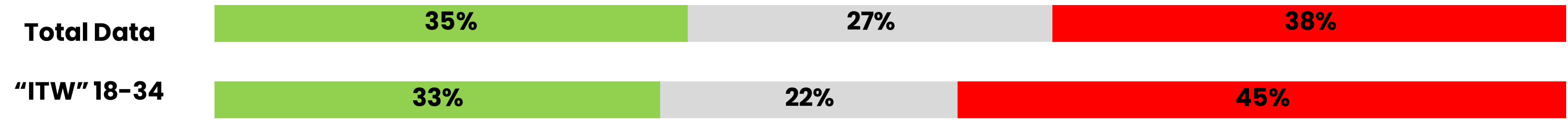
To help protect property



To spend time with family and friends



For the challenge



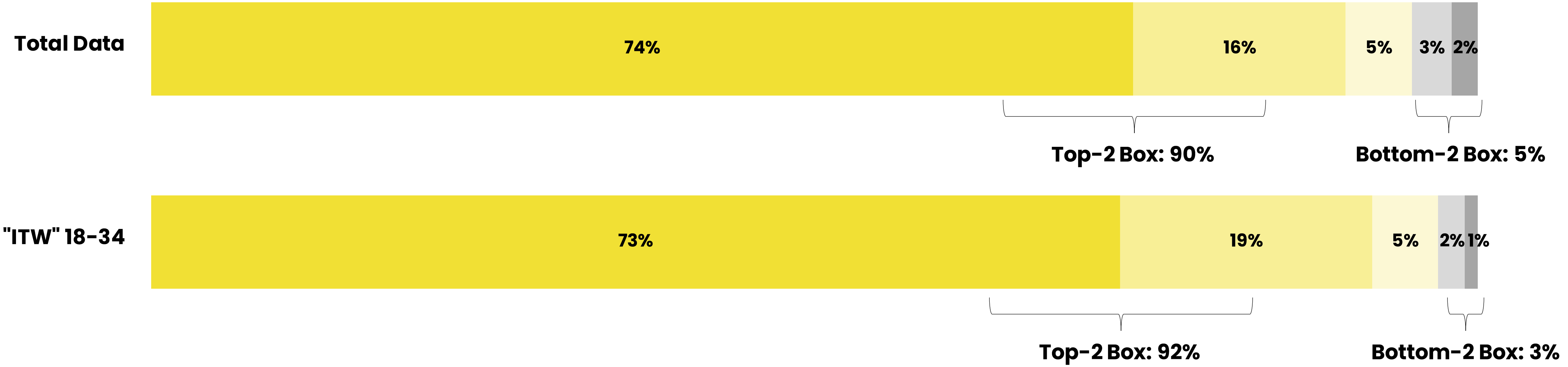
Hunting Perceptions

Regardless of your personal opinion on hunting, do you agree or disagree that it is OK for other people to hunt if they do so legally and in accordance with Colorado's hunting laws and regulations? Please select one.



About 9 in 10 Colorado voters agree that it's OK for others to hunt if they do so legally and in accordance with Colorado's hunting laws and regulations – consistent with national levels. This serves as a good indication of support, as it suggests even those who might disapprove of hunting still believe other Coloradans should have the right to hunt.

- Interestingly, when looking at generational differences, Millennials (93%, top-2 box) are more likely than Baby Boomers (88%, top-2 box) to agree.



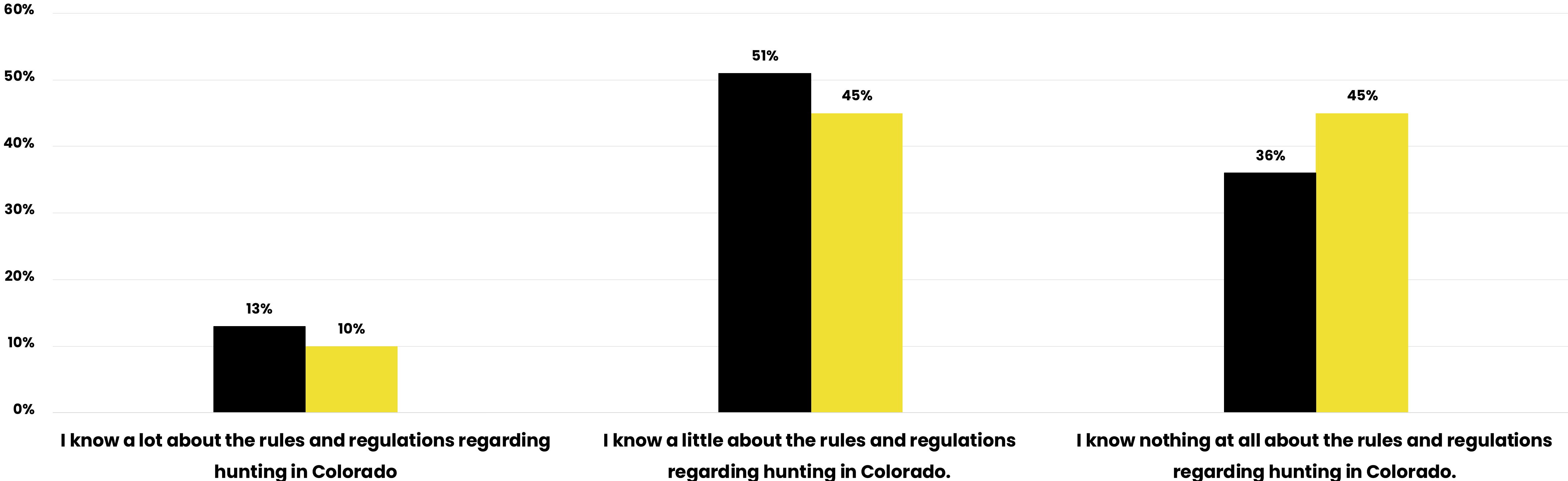
Hunting Regulations

Generally speaking, which of the following best describes how much you know about the rules and regulations regarding hunting in Colorado?

Total Data
"ITW"
18-34

Most Coloradans admit they know little or nothing about the rules and regulations regarding hunting.

- Those who recall ads (24%) are more likely than those who do not (13%) to say they know a lot about the rules and regulations.

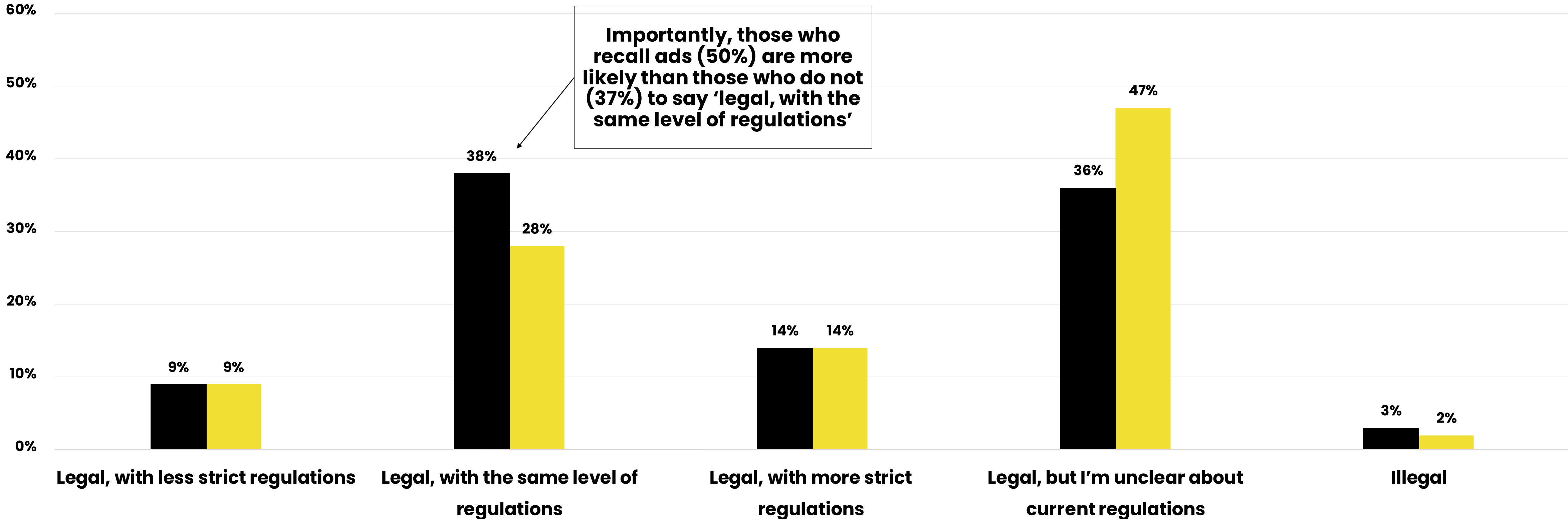


Hunting Regulations

Thinking about hunting, would you say hunting in Colorado should be ...? Please select one.
 Please note, "regulations" refer to general guidelines for hunting seasons, permitted locations, species allowed, etc.

Total Data
 "ITW" 18-34

Very few Coloradans believe hunting should be completely illegal or experience *more strict* regulations. Many want this activity to be legal; however, it's clear there is confusion around current regulations – especially among 18- to 34-year-olds.



Importantly, those who recall ads (50%) are more likely than those who do not (37%) to say 'legal, with the same level of regulations'

Hunting Regulations

What makes you say that? Please explain in as much detail as possible. Please write your response in the dialogue box below.

Overall, many of those who believe hunting should be “legal” tend to admit they have little knowledge on current regulations, but still believe it should be legal and regulated. Some also mention the benefits to wildlife and agree with it as long as it’s done humanely (e.g., no trophy hunting). On the other hand, those who say it should be “illegal” tend to disagree with killing animals and believe hunting is inhumane. Many of these voters want to protect Colorado wildlife and the environment, believing hunting does more harm than good.

Believes hunting should be “legal” (n=901) <i>*Table excerpt</i>	%
Don’t know enough about current regulations	28%
Current regulations are working/no change is needed	26%
Helps wildlife management/maintains wildlife populations	10%
Regulations are needed	7%
Hunting should be legal	6%
Hunting has too many regulations already	6%
No trophy hunting	5%
Prevents human/wildlife conflict	2%

Believes hunting should be “illegal” (n=30) <i>*Small sample size; table excerpt</i>	%
Don’t believe in killing mammals/hunting is cruel	29%
Protect wildlife	19%
Hunting is not necessary/shop for food	12%
Hunting should just be illegal	9%
No trophy hunting	5%
Protect the environment/ecosystem	5%
More regulations/better enforcement is needed	4%
Humans have damaged the environment	3%

What makes you say that? Please explain in as much detail as possible. *Please write your response in the dialogue box below.*

Those who think hunting should be “legal with more strict regulations” want to ...:

- Restrict hunting for sport/trophy hunting
- Monitor irresponsible hunting (e.g., drinking while hunting, hunting without a license)
- Protect certain animals
- Limit the number of out-of-state hunters



“I’m all for hunting as population control; sport hunting is for sociopaths.”

“There are a few ethical reasons to hunt (such as population control or food), but it should never be for recreation.”

“Every season I see hunters that have more than their tags and that needs to be monitored.”

“Stricter penalties for poaching and illegal hunting.”

“Heard of hikers and other hunters being shot at as of late, shouldn’t even be an issue.”

“Too many people in Colorado now and, as with fishing, I think people are doing so without licenses.”

“I believe that the permits on certain species, such as big horn sheep, should be reduced or done away with entirely.”

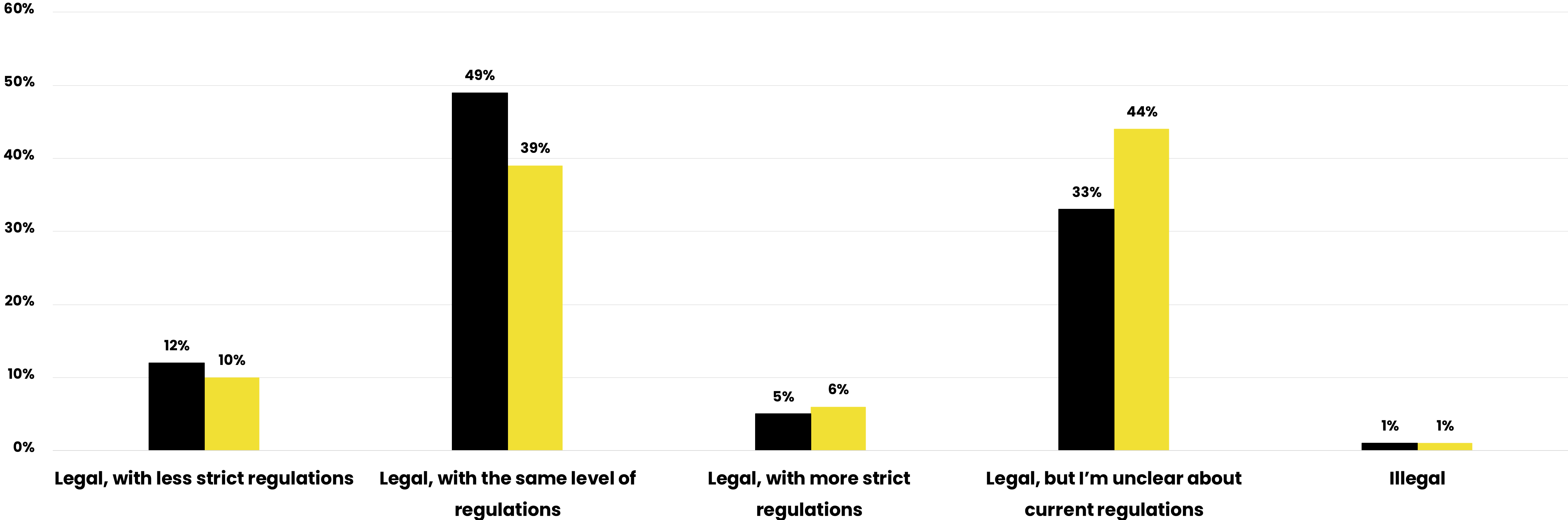
“More in-state fewer out-of-state hunters.”

Fishing Regulations

Thinking about fishing, would you say fishing in Colorado should be ...? Please select one.
 Please note, "regulations" refer to general guidelines for fishing seasons, permitted waters, species allowed, etc.

Total Data
 "ITW" 18-34

Very few Coloradans believe fishing should be completely illegal or experience *more strict* regulations. As seen with hunting, many want this activity to be legal; however, some are not clear on current regulations – especially 18- to 34-year-olds.



Fishing Regulations

What makes you say that? Please explain in as much detail as possible. *Please write your response in the dialogue box below.*

Those who feel fishing should be “legal” tend to say that the current regulations are working well and no change is needed. Others aren’t quite clear on current regulations, but still want the sport to be legal and regulated. Some also mention the benefits of fishing to Colorado, such as population control and the ability to spend time with friends and family. Very few think it should be “illegal” and tend to say fishing shouldn’t be regulated at all and shouldn’t require a license.

Believes fishing should be “legal” (n=924) *Table excerpt	%
Current regulations are working/no change is needed	28%
Don’t know enough about current regulations	26%
Helps maintain fish populations	6%
Fishing should just be legal	6%
Don’t fish/don’t care	6%
Prevents overfishing	5%
Fishing has too many regulations already	5%
Enjoy fishing/spend time with family and friends	4%

Believes fishing should be “illegal” (n=7) *Small sample size; table excerpt	%
Should not have to pay to fish/should not require a license	30%
Protect the environment/ecosystem	19%
Fishing is not necessary	19%
Vegan	19%

What makes you say that? Please explain in as much detail as possible. *Please write your response in the dialogue box below.*

Those who think fishing should be “legal with more strict regulations” want to ...:

- Protect certain species
- Limit the number of licenses
- Monitor irresponsible fishing (e.g., leaving trash, fishing without a license)



“There are several vulnerable fish species that are legally protected, such as cutthroat trout, but I would support stronger enforcement of these protections.”

“We should have slot limits on many species of fish. It should also be illegal to kill cutthroat trout.”

“Every year there are more people getting their licenses. I think they should limit the amount of fish you can take home.”

“There have been a lot of people fishing this year and I doubt many of them have licenses, or if they do, too many licenses.”

“Some are never caught breaking the regulations.”

“Keep our rivers and surrounding land clean from trash and toxic material.”

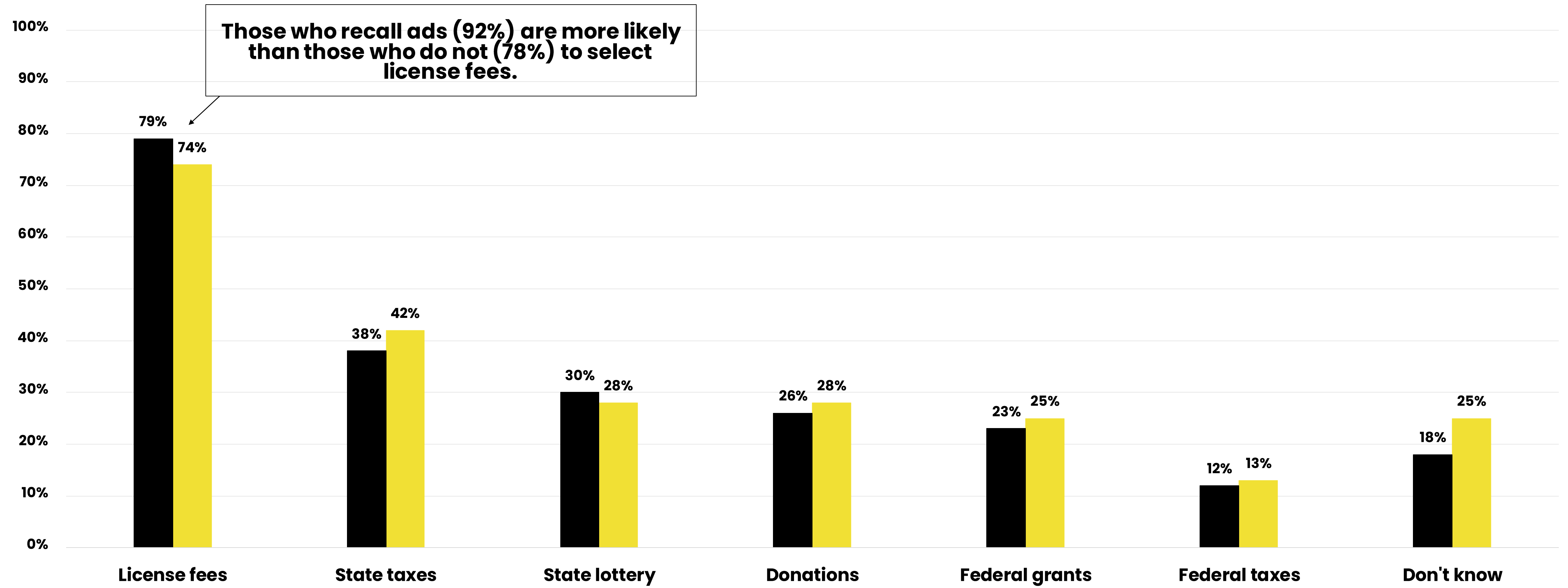
“I see people fishing very often at the lake by my house. I know for a fact that a great many of the people that are fishing there do not have the proper license.”

Funding

To the best of your knowledge, how is wildlife management in Colorado funded? Please select all that apply.

Total Data [Black Bar] "ITW" 18-34 [Yellow Bar]

About 8 in 10 Colorado voters and about 7 in 10 18- to 34-year-olds know wildlife management is funded by hunting and fishing license fees. Importantly, many participants select more than one answer, suggesting many Colorado voters believe wildlife management benefits from diverse funding sources.

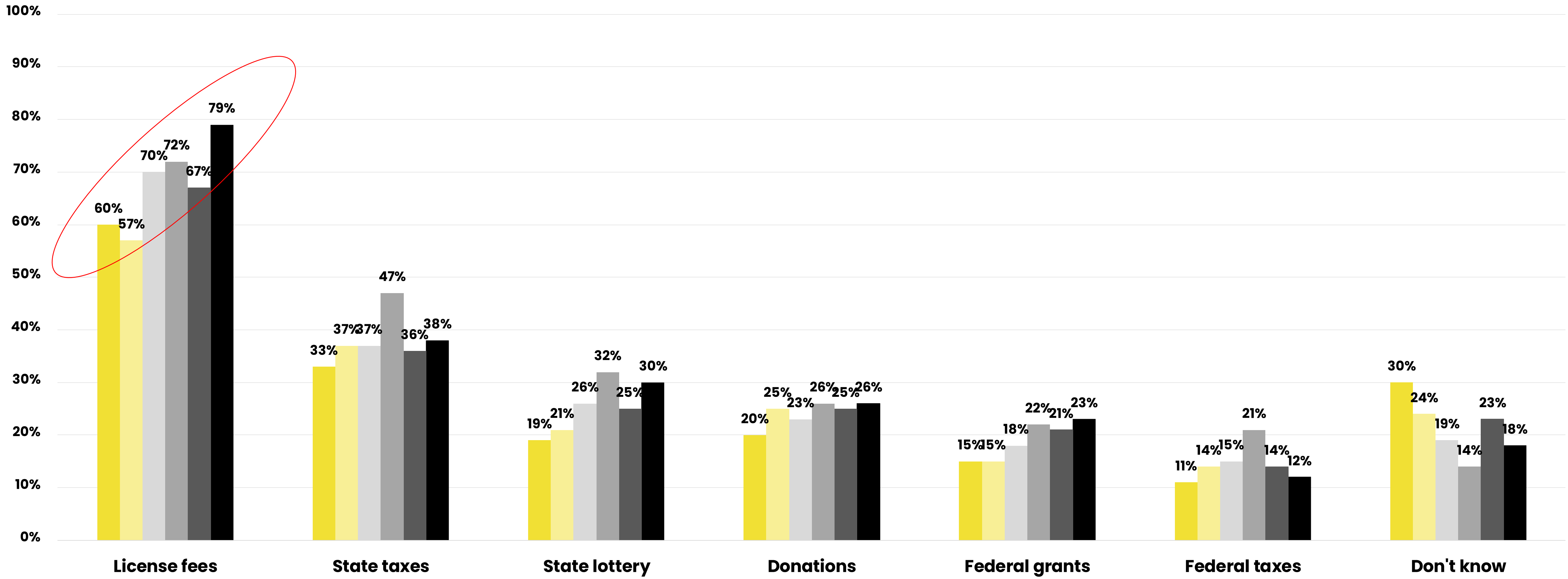


Funding

*To the best of your knowledge, how is wildlife management in Colorado funded? *Please select all that apply.*



When looking at previous waves, a greater number of Colorado voters in W6 indicate wildlife management is funded by license fees.



Benefits to CO

How, if at all, do hunting and fishing license fees benefit Colorado? Please answer to the best of your knowledge. *Please write your response in the dialogue box below.*

Key themes in the open-end responses include state revenue, supporting CPW jobs, helping with regulations/enforcement, and wildlife and parks/habitats (e.g., “conservation”).

Many Colorado voters know that the fees from hunting and fishing licenses generate funding and revenue for the state and CPW; however, there is still a lack of awareness and even some confusion regarding exactly where funding is going, what it’s covering, and how it benefits individuals, personally. There is a need to continue highlighting the individual, personal benefits Colorado voters receive from hunting/fishing license fees. Right now, most seem to understand that the fees are benefiting the state, parks and wildlife in some way, but not everyone is making the connection to *personal*. For non-hunters/anglers specifically, there is some difficulty connecting how the fees from hunting and fishing licenses impact the things they enjoy (e.g., parks).

Key themes

- **Animal/wildlife welfare**
 - Many are aware of how hunting and fishing license fees benefit animal welfare, such as population management.
- **Ecology/environmental conservation**
 - The majority of voters believe license fees go toward land and wildlife conservation. However, there may still be some confusion regarding what exactly “conservation” is and what it looks like for Colorado’s wildlife and their habitat. The term conservation seems to hold different meanings and interpretations. By continuing to educate voters on what exactly conservation efforts in Colorado look like and how they are implemented, residents may begin to see the benefits on a more personal level.
- **Economic benefits for the state**
 - It is commonly believed that license fees benefit the state’s economy and increases tourism.
- **Economic benefits for CPW – specifically**
 - Residents expect license fees go toward paying for salaries, programs/initiatives, and park maintenance/upkeep. Additionally, many indicate that funding helps with wildlife and conservation education, government legislation, and regulation enforcement.
- **Little personal/individual benefit**
 - Although the majority of respondents do indicate that license fees are beneficial, there is very little mention of how residents are being positively impacted by the fees. Some have trouble connecting the revenue generated by the license fees to their experience with Colorado parks and wildlife. Many who do not hunt/fish indicate how the fees benefit the state’s economy and CPW operations but are unaware or unable to see any personal benefit.

Benefits to CO

How, if at all, do hunting and fishing license fees benefit Colorado? Please answer to the best of your knowledge. *Please write your response in the dialogue box below.*

"Helps maintain fish hatcheries, search and rescue teams."

"The money goes to take care of wildlife, i.e., paying for park rangers to make sure there is no illegal hunting or fishing."

"They help with maintaining wildlife populations and keeps them from being overhunted. In reverse of that, it also helps keep the animal population from growing too large."

"Help to keep our mountains/waterways clean, and our rivers stocked."

"Fees benefit conservation and education."

"Hiking and biking trail maintenance, conservation, park service."

"Maintenance of open areas for all as non-hunters [who] do not pay a fair share for the most part."

"They support an industry that provides economic benefit to local economies throughout all of Colorado."

"More revenue for Colorado."

"I'm assuming paying for the people who are employed by the wildlife association."

"Those fees can help regulate restrictions and help maintain a balanced ecosystem."

"Not sure exactly. The state could do better at informing the public on where these fees go or what they're funding."

"No benefit - it should all be illegal."

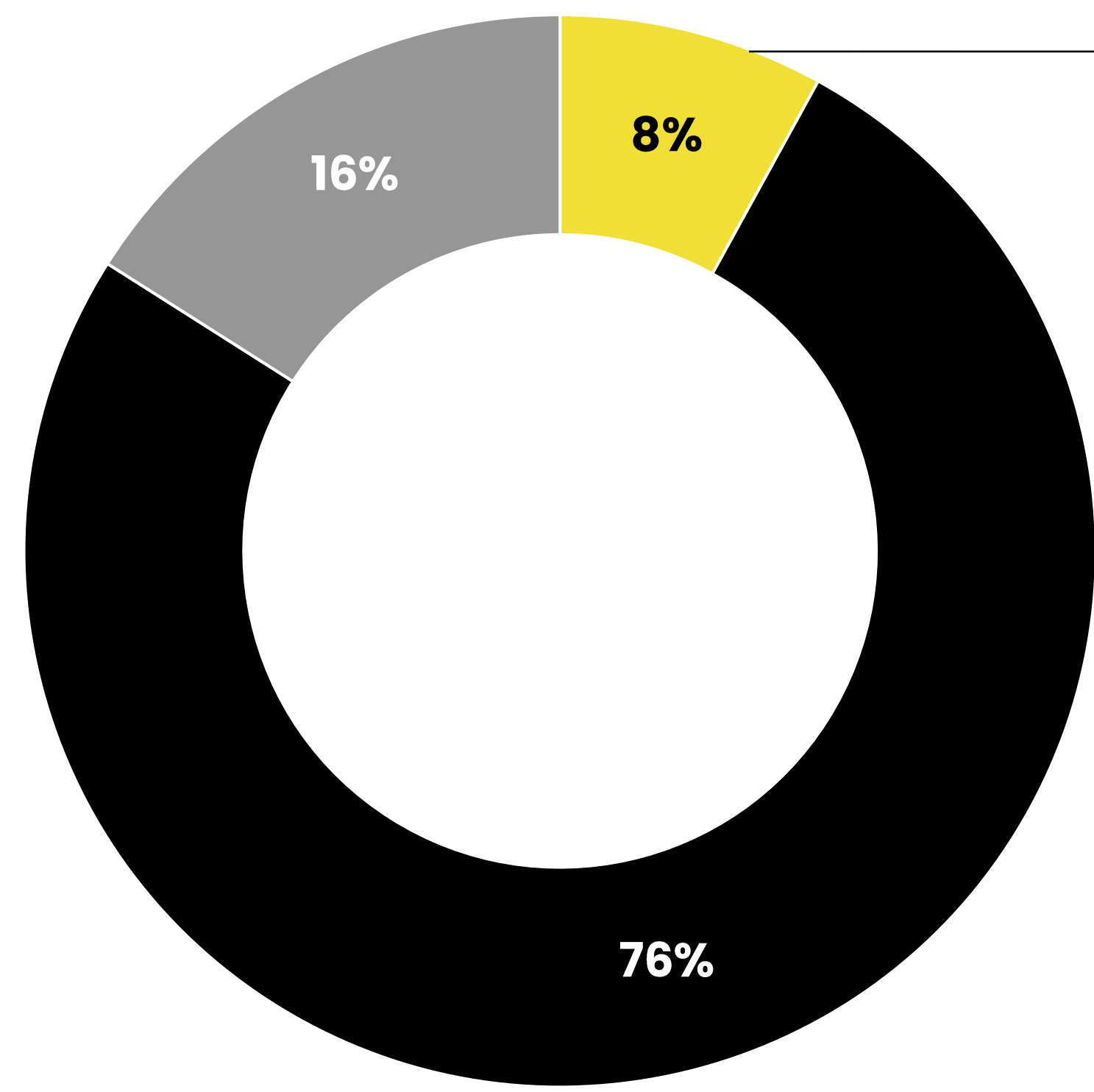
"I don't know how they benefit anyone."

Ad Recall

Have you ever seen or heard any advertising using the phrase **"This is the Wild Life?"** Please select one.



Recall CWC Ad



Ad Recall

You said you recall seeing or hearing advertising using the phrase ***"This is the Wild Life."*** What do you remember about the advertisement(s)? Please be as specific as possible. Please write your response in the dialogue box below.

Of those who recall an ad(s) using the phrase *"This is the Wild Life,"* most are able to understand the general theme and message it conveyed, such as hunting and fishing, license fees, or outdoor recreation and activities.

This is important, as even if they can't recall specifics of the ad itself, most seem to understand the underlying message.

Key themes

- **Outdoor recreation & getting outside**
 - Many recall the ads' emphasis on being outdoors and engaging outdoor activities, such as hunting/fishing. They remember the ads featuring people enjoying the outdoors, and how specific activities benefit the state.
- **Hunting, fishing & license fees**
 - Some also recall the benefit from hunting and fishing license fees, including the tourism they bring to Colorado. Some also mention the gentleman in the ad(s) talking about license fees and drinking his coffee.
- **Colorado & Colorado's wildlife**
 - Another common theme is the Colorado scenery and the spots featuring the outdoors, nature and wildlife. They also recall the ads' focus on promoting Colorado, and how hunting and fishing benefit the state – especially helping jobs and small businesses.
- **Remember the phrase This is the Wild Life.**
 - It's clear that this phrase is memorable; while some are unable to recall specific details of the ad(s) itself, they do remember the phrase and believe it to be a clever play on words.

Ad Recall

You said you recall seeing or hearing advertising using the phrase ***"This is the Wild Life."***
What do you remember about the advertisement(s)? Please be as specific as possible.
Please write your response in the dialogue box below.

"About hunting and fishing licenses."

"They advocate for being outdoors."

"Remember little other than the slogan being clever."

"Expresses support for outdoor recreation and where your money goes when you support outdoor activities in the state."

"Hunting and fishing licenses support wildlife preservation in Colorado."

"I get one on Hulu about Colorado Wildlife and the hunting and fishing in the state about once a week or more."

"I remember ads on Hulu showed a bustling life of people in the outdoors mountain biking and hiking and then it said, "This is the Wild Life," and showed animals and hunters and fishers."

"It was a commercial featuring different types of sportsman meant to appeal to the millennial generation."

"YouTube video guy on the porch talking about hunting, rivers, the increase in wildlife population, the jobs, and the small business."

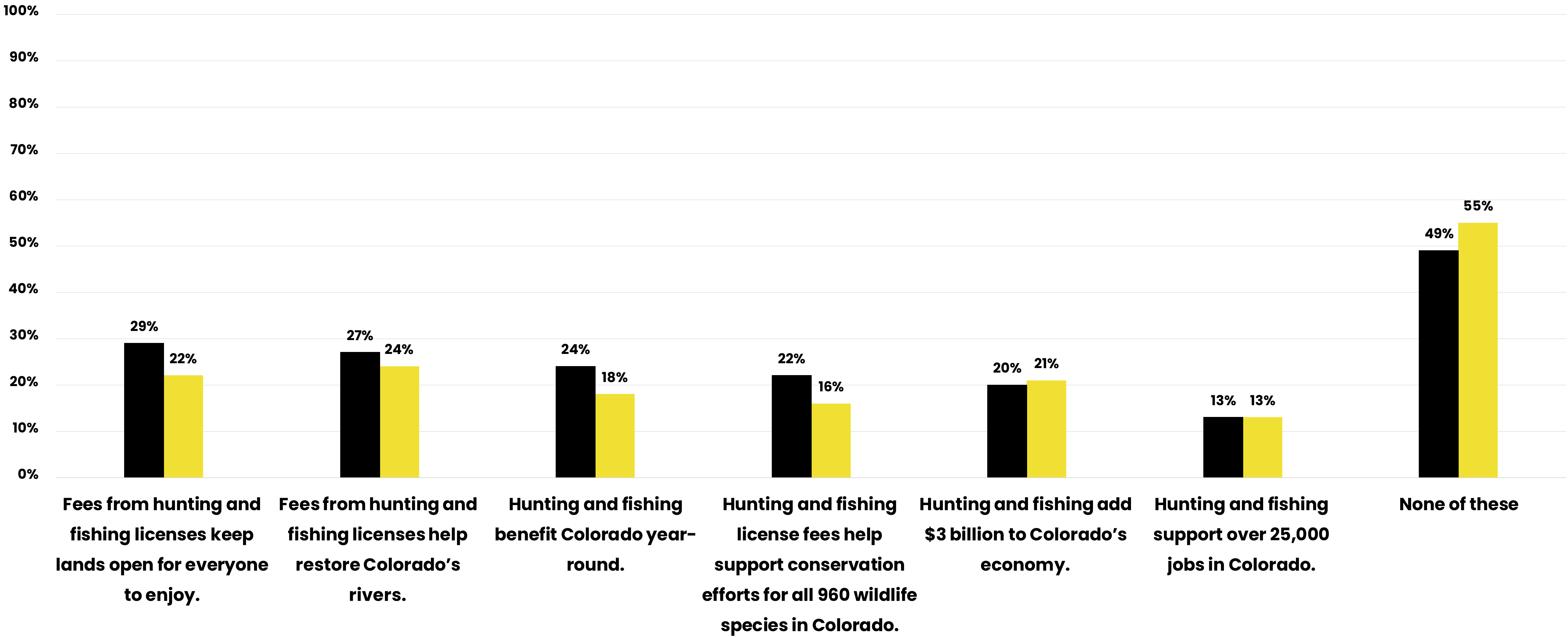
"I just remember hearing the phrase on a commercial or something. I don't pay much attention to political ads. They get so overwhelming; you just learn to tune them out."

Message Recall

Now you'll see some advertising messages regarding legal, regulated hunting and fishing in Colorado. Please read each advertising message carefully and answer the following question.

Which of the following advertising messages, if any, do you recall seeing or hearing? *Please select all that apply.*

Total Data "ITW" 18-34



Message Testing

We continued to test eight pro-hunting arguments to see which was most convincing:



Animal Welfare

Willful Destruction of Wildlife: Due to the “Willful Destruction of Wildlife” statute, hunters are required to take all usable portions from the animal they harvest. It is illegal to just take the “trophy” parts of the animals, such as antlers. The intentional wasting of a carcass is met with heavy fines and a felony charge.

Managing big game population: Recreational hunting is the state-mandated method for managing Colorado’s big game populations.

Economy

\$3 billion annually to Colorado’s economy: Hunting and fishing directly contribute more than \$3 billion annually to Colorado’s economy and help support over 25,000 jobs.

Alleviates taxpayer burden: The revenue generated from the sale of hunting and fishing licenses makes up nearly 70% of the funding for the state’s wildlife management efforts - funds that might otherwise have to come from taxpayers.

Environment

Conserve wildlife habitat: The conservation programs that license fees support help protect and conserve wildlife habitat on both public and private lands.

960 different species of wildlife: License fees support wildlife programs for about 960 different species in Colorado.

Personal Benefit

Truly free-range meal: Hunting provides an alternative for people to provide local, free-range and sustainable meat options for themselves, as well as family and friends.

Human/animal wildlife conflict: 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 that wander into areas where humans live.

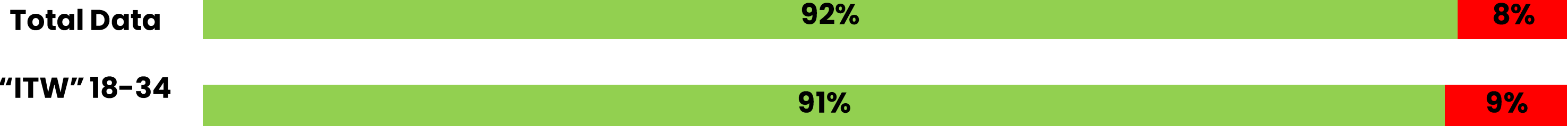
Message Testing

Now you'll see some reasons people might have for supporting legal, regulated hunting and fishing in Colorado. For each one, please tell me to what extent this is a convincing reason to SUPPORT hunting and fishing.

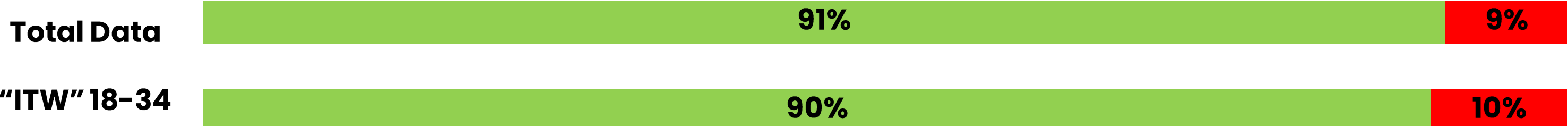
How convincing a reason is this to SUPPORT hunting and fishing in the state of Colorado? Please indicate your response for each statement below.

Very / Somewhat █ Not very / Not at all █

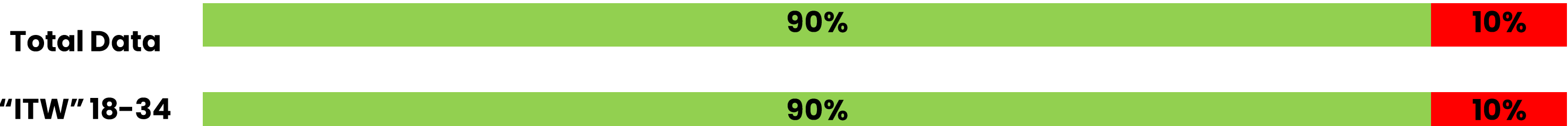
Conserve wildlife habitat



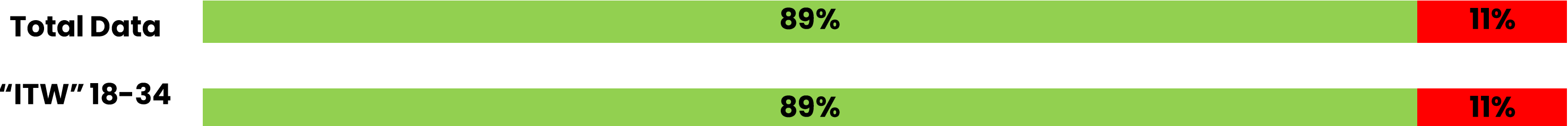
Alleviates taxpayer burden



960 different species of wildlife



\$3 billion annually to CO's economy



Messaging statements that speak to economic impact and those focused on helping wildlife/habitat perform the strongest.

No major differences between total data and 18- to 34-year-olds.

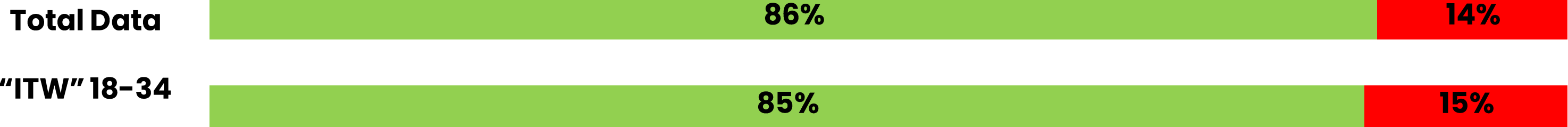
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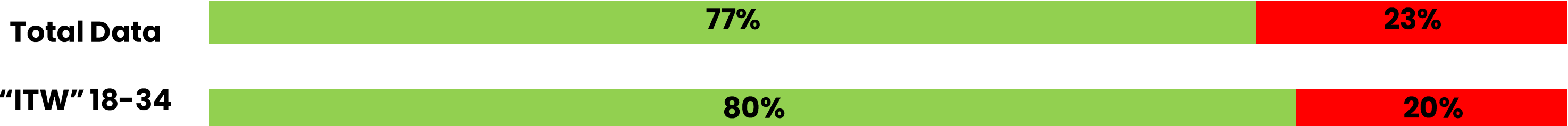
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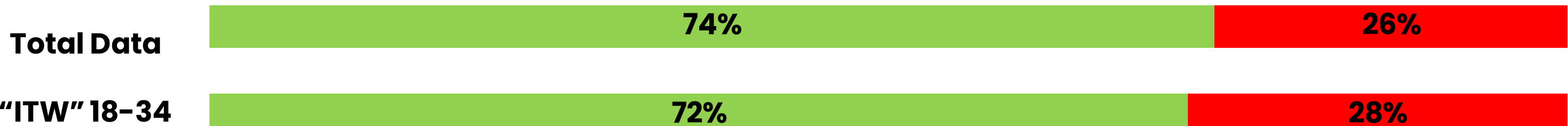
Willful Destruction of Wildlife



Truly free-range meal



Managing big game population



Human/animal wildlife conflict



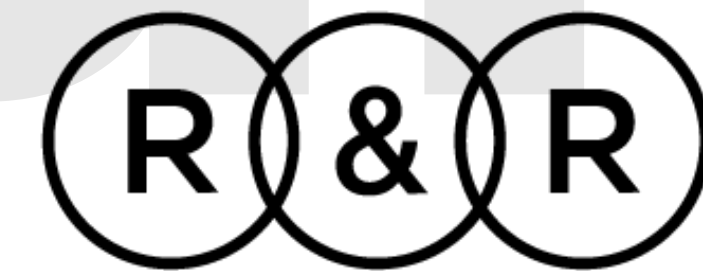
"To maintain wildlife populations" is the most acceptable motivation to hunt. However, when used as a reason to support hunting, it's not as convincing as other statements. There seems to be more negative sentiment toward certain terms (e.g., maintain vs. managing; big game vs. wildlife populations).

Demographics

18-29	19%	<\$75k	37%	White or Caucasian	84%
30-44	27%	\$75k +	55%	Black or African American	3%
45-54	16%	Prefer not to answer	9%	Latino, Hispanic or Mexican	9%
55-64	17%	Democrat	36%	Asian or Pacific Islander	<1%
65+	22%	Republican	25%	Native American	<1%
Male	49%	Independent	26%	Other	3%
Female	51%	Unaffiliated	9%	LOR: Native Coloradan	24%
CD1	15%	Other	5%	LOR: 0-3 years	6%
CD2	17%	Conservative	28%	LOR: 4-10 years	14%
CD3	13%	Moderate	34%	LOR: 11-20 years	14%
CD4	14%	Liberal	38%	LOR: 20+ years	42%
CD5	15%				
CD6	13%				
CD7	14%				

Thank

You



Thank

Thank

Thank