

2016 Oklahoma Wildlife Expo Visitor Feedback Surveys



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Report prepared by

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Sincerely,
Curtis Clemens M.Ed.
Co-Principal Investigator

2016 Oklahoma Wildlife Expo Visitor Feedback Survey

Introduction

The Oklahoma Department of Wildlife Conservation (ODWC) hosted the eleventh annual Oklahoma Wildlife Expo on September 23-25, 2016. The event was held at the Lazy-E Arena in Guthrie, Oklahoma and attracted visitors from across the state and beyond. The event featured outdoor recreational and educational opportunities for the whole family. Over 100 activities, displays, and seminars were offered, including shotgun shooting, rock climbing, archery, wildlife management, mountain biking, fishing, ATV riding, wildlife watching, hunting, sporting dog training, Dutch oven cooking, etc. Multiple feedback mechanisms were used to better understand constituents served by the Wildlife Expo.

Event Description

The 2016 Wildlife Expo hosted by the Oklahoma Department of Wildlife Conservation (ODWC) happened on Friday, September 23 through Sunday, September 25. As has been traditional for the Wildlife Expo, the Friday schedule was designed with a preference for school groups, while the Saturday and Sunday schedule was open to the public. The Expo was held at the Lazy-E Arena, along Interstate Highway 35 north of Oklahoma City, between Edmond and Guthrie.

The 2016 Wildlife Expo was similar to past years. Event days were unchanged, but hours were adjusted. The weather onsite was cloudy with threats of storms all weekend (Table 1). Although there were threats all weekend, the actual Wildlife Expo only experienced minor misting during operation hours. Temperatures for the three days ranged from an overnight low of 61 degrees to a daytime high of 90. Average temperatures ranged from 66 to 78 degrees Fahrenheit.



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Dates, Hours, and Weather of the Wildlife Expo

Year	Dates	Days	Hours	High Temp (°F)	Rain (in)
2016	Sept. 23-25	Friday	8:00 – 5:00	90	.00
		Saturday	9:00 – 6:00	88	1.09
		Sunday	9:00 – 5:00	72	.33
2015	Sept. 25-27	Friday	8:00 – 5:00	87	0
		Saturday	9:00 – 6:00	83	0
		Sunday	9:00 – 5:00	84	0
2014	Sept. 26-28	Friday	8:00 – 6:00	84	0
		Saturday	8:00 – 6:00	86	0
		Sunday	8:00 – 5:00	85	0
2012	Sept. 28-30	Friday	8:00 – 6:00	79	.01
		Saturday	8:00 – 6:00	71	0
		Sunday	8:00 – 6:00	75	.01
2011	Sept. 23-25	Friday	8:00 – 6:00	83	0
		Saturday	8:00 – 6:00	87	0
		Sunday	8:00 – 6:00	76	0
2010	Sept. 24-26	Friday	8:00 – 6:00	85	.1
		Saturday	8:00 – 6:00	87	0
		Sunday	8:00 – 6:00	69	0
2009	Sept. 25-27	Friday	8:00 – 6:00	78	0
		Saturday	8:00 – 6:00	82	0
		Sunday	8:00 – 6:00	93	0
2008	Sept. 26-28	Friday	8:00 – 6:00	88	0
		Saturday	8:00 – 6:00	89	0
		Sunday	8:00 – 6:00	88	0
2007	Sept. 28-30	Friday	12:00 – 6:00	86	0
		Saturday	8:00 – 6:00	86	0
		Sunday	8:00 – 6:00	89	0

TABLE 1: DATES, HOURS, AND WEATHER OF THE WILDLIFE EXPO (OKLAHOMA CLIMATOLOGICAL SURVEY, 2016)

Publicity efforts in 2016 were minimal to maintain manageable attendance levels. The event was advertised for two weeks through two media companies spanning multiple stations and mediums. Development programs were delivered through newspapers to over 170,000 households the Sunday before the event. The agency also relied on in-house resources to announce the dates of the event (.g. news release, *Outdoor Oklahoma* television show, magazine, website Twitter, and Facebook). Four groups participated in the Media Challenge, two from Oklahoma City and two from Tulsa.

The Friday event was very similar to the weekend event; however, some seminars were not offered, anticipating low-interest level from the younger student audience. A few ODWC booths were closed to shift workforce to areas of higher need during School Day. The blue birdhouse make-n-take was not open on Friday, and the basket-weaving booth offered only seminars, due to limited resources in both supplies and workforce.

Although Friday was designated as a School Day, other visitors were not turned away. Schools were encouraged to pre-register for School Day. Attending students received a souvenir Wildlife Expo cinch sack.

Methods

Attendance estimates. Precise attendance at the Wildlife Expo was unknown, as tickets were not issued and an exact count of each was impractical. Attendance was estimated by multiplying the number of vehicles entering the Lazy-E grounds by an average number of passengers per vehicle. To find the average number of passengers per vehicle each day, data from the OSU visitor surveys (Appendix A) were used. In addition, on Friday, a known number of buses entered from Post Road. Most were large buses with a 65-person capacity, but some smaller buses and large commercial vans were also present. The average number of passengers per bus as estimated to be 45. Volunteer, exhibitor, vendor, Lazy-E staff and concessionaire vehicles were included, accounting for approximately 1,500 – 2,000 individuals each day. Vehicle traffic was estimated using vehicle counters and counts were included between 6:00 a.m. and 6:00 p.m. on Friday, September 23; 7:00 a.m. to 7:00 p.m. on Saturday, September 24; and from 7:00 a.m. to 6:00 p.m. on Sunday September 25, 2016.

A collection of the on-site surveys. The Leisure Studies program at Oklahoma State University (OSU) - Stillwater entered an agreement with ODWC to prepare and implement assessments of the event. OSU student surveyors moved around to various areas and approached adult visitors on a first available basis to request an interview. A majority of the data was collected in the arena area (Table 2, Figure 1). On Friday, three volunteer surveyors conducted interviews between 11:30 a.m. and 4:30 p.m. Saturday and Sunday data was collected between 10:00 a.m. and 4:00 p.m. with anywhere from 3-6 volunteer data collectors. The Principle investigators collected data sporadically as well, depending on the tasks that needed to be done. The Oklahoma State University Institutional Review Board (IRB) approved all of the surveys and research protocols for the protection of human subjects (Appendix B)

Frequency of Surveys by Location

	Freq.	Percent
Arena	160	48.8
Red Loop	60	18.3
Green Loop	28	8.5
Blue Loop	61	18.6
Yellow Loop	15	4.6
No Response	4	1.2
Total Friday	328	100.0

TABLE 2: FREQUENCY OF SURVEYS BY LOCATION



FIGURE 1: LAZY-E ARENA MAP

A collection of pre- and post-Expo surveys. Unlike previous years, researchers developed a pre- and post-survey through a Qualtrics website for the schools that attended the program. Two weeks before the event (September 5), educators who had registered for the 2016 Wildlife Expo School Day were sent an email with a link to an online pre-Expo survey (Appendix C). Also, the day after the Wildlife Expo (September 26) a link was sent to the same school with a post-Expo survey (Appendix D). They were given two weeks to complete the online survey.

Results

Attendance Estimates

The estimated attendance was 14 percent lower than in 2015 (Tables 3 and 4). The overall decrease may be attributed unfavorable weather forecasts. Attendance patterns for the three days were similar to previous years with Saturday having the highest attendance followed by Friday then Sunday having the least presence (Figure 2).

Attendance Estimates for the 2016 Wildlife Expo			
	2015	2016	Change from 2015
Friday			
Total Visitors on Friday	17,545	15,373	12% decrease
Saturday			
Total Visitors on Saturday	19,822	16,907	15% decrease
Sunday			
Total Visitors on Sunday	13,027	11,165	14% decrease
Grand Total:	50,394	43,445	14% decrease

TABLE 3: ATTENDANCE ESTIMATES FOR THE 2016 WILDLIFE EXPO

Total Estimated Attendance at the Wildlife Expo by Year

Year	Estimated Attendance
2016	43,445
2015	50,394
2014	45,083
2012	41,700
2011	59,195
2010	51,293
2009	41,991
2008	38,615
2007	37,530
2006	35,000
2005	45,000

TABLE 4: TOTAL ESTIMATED ATTENDANCE AT THE WILDLIFE EXPO BY YEAR



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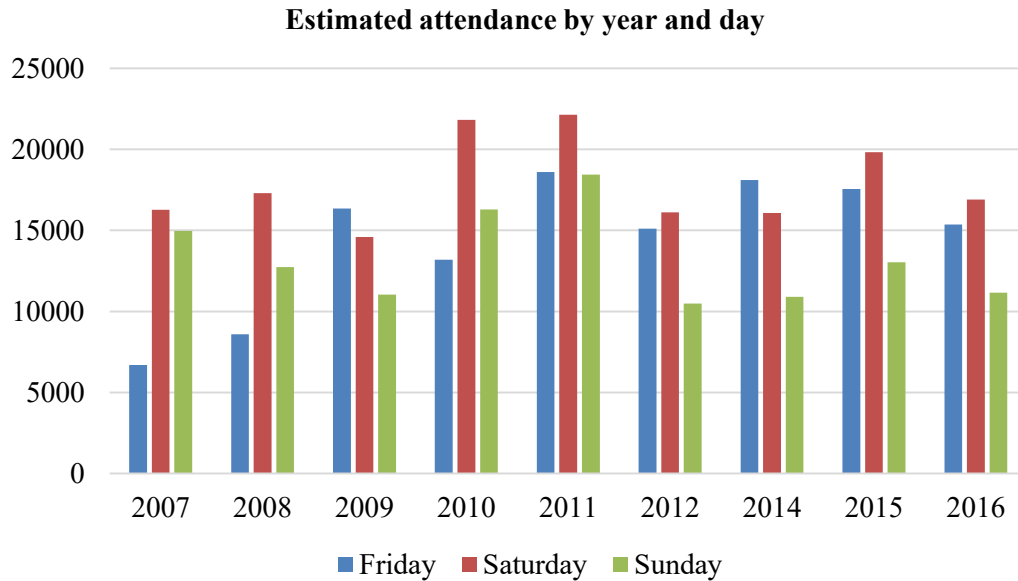


FIGURE 2 ATTENDANCE BY YEAR

School Day Attendance

On May 5, information regarding the 2016 Wildlife Expo School Day was e-mailed to about 300 school groups that had registered in previous years for School Day. Over the course of the summer and early fall, 192 school groups registered to attend School Day. This equated to 5,934 students, 601 teachers, and 1,301 chaperones (7,836 total) people registered to attend Wildlife Expo School Day. Homeschool groups represented the majority of registrations, with 112 groups registered. The average registered school group was comprised of about 30 students, 3 teachers, and 7 chaperones.



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School Group Pre-Expo Survey

The School Day pre-/post-surveys were designed for the teacher or school representative to collect the data from classes in general without identifying any specific student. From their collection, they could fill out the survey online through a Qualtrics link. Two weeks before attending the 2016 Wildlife Expo School Day a pre-Expo survey was sent to registered classes to fill out as a group. A total 48 classes from 36 different schools fully completed the online survey. Nine of the 36 different schools were part of a homeschool program.

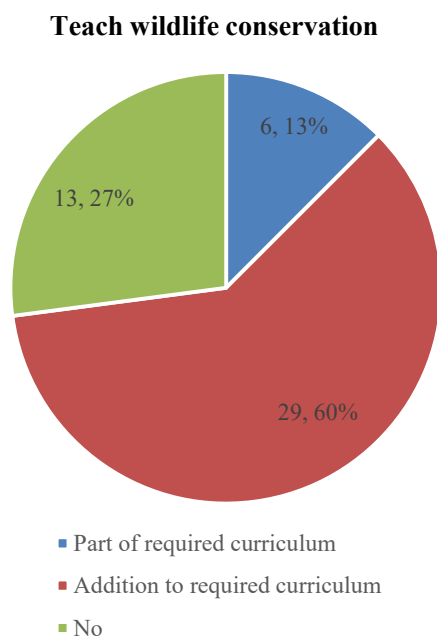
The fifth grade was the most common class declared in the pre-Expo survey, with 11 schools. The tenth grade had zero representation and only one class was reported for each ninth, eleventh, and twelfth grades (Table 5).

Class Representation: Pre-Expo Survey

Grade	Frequency	Percentage	Grade	Frequency	Percentage
1	2	4.2	7	4	8.3
2	2	4.2	8	5	10.4
3	2	4.2	9	1	2.1
4	6	12.5	10	0	.00
5	11	22.9	11	1	2.1
6	6	12.5	12	1	2.1
No Response				7	14.6
Totals				48	100.00

TABLE 5: CLASS REPRESENTATION: PRE-EXPO SURVEY

One thousand one hundred and thirty-four students participated in the survey in some way. The class sizes ranged anywhere from one student to 100 students with an average class size of 24 students. It is believed the high number of students within a class was representing multiple classes or the school as a whole.



The teachers of the classes were asked if they teach wildlife conservation in their classes. A surprising 60% of the teachers reported that they teach wildlife conservation in addition to their required curriculum. Only six (13%) of the classes expressed that wildlife conservation was part of their state-required curriculum standards (Figure 3).

Fishing and hunting. Forty-six percent ($n=519$) of the students reported that they had gone fishing at some point in their lives. Thirty-nine percent ($n=443$) of the students reported they had caught a fish before attending the Wildlife Expo. Thirteen percent of classes responding to

FIGURE 3 CLASSES TEACHING WILDLIFE CONSERVATION

the survey had classes with none of their students having caught a fish prior to the Expo. Fifty-three percent ($n=600$) (Figure 4).

Nineteen percent ($n=217$) of students reported they had gone hunting before, while 37% ($n=418$) of the students said they had family members that hunt. Eleven of the classes (23%) had zero students with hunting experience.

Forty-nine percent ($n=560$) of the students stated that they had fired an actual bow and arrow before. Fifteen percent ($n=168$) of students reported they own an actual bow and arrow.

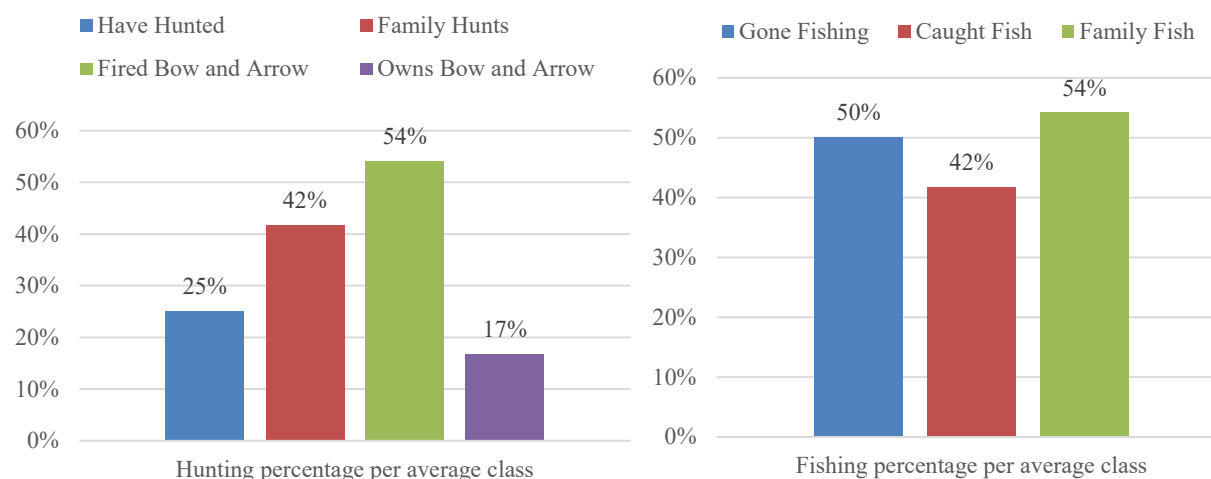


FIGURE 4 PRIOR EXPERIENCE WITH HUNTING AND FISHING RELATED ACTIVITIES. LEFT: STUDENT HUNTING HISTORY, RIGHT: STUDENT FISHING HISTORY

School Group Post-Expo Survey

The Monday following the Wildlife Expo (September 26, 2016), a link to an online post-Wildlife Expo survey was sent to all the schools who registered for the Wildlife Expo. They were given two weeks to respond to the online survey. Thirty-eight teachers completed the online post-Expo survey of registered school groups. Teachers reported bringing an average of 29 students, three teachers and four chaperones with their group. Seven of the 32 different schools were part of a homeschool program. The 38 surveys represented 78 different classes (Table 6). The sixth grade was the most common class reported in the post-Expo survey with 12 classes being described. Both the eleventh and twelfth grade had the least representation with only three classes each.

Class Representation: Post-Expo Survey

Grade	Frequency	Percentage	Grade	Frequency	Percentage
1	5	6.4	7	10	12.8
2	4	5.1	8	9	11.5
3	4	5.1	9	5	6.4
4	11	14.1	10	4	5.1
5	8	10.3	11	3	3.8
6	12	15.4	12	3	3.8
Totals			78	100.00	

TABLE 6: CLASS REPRESENTATION: POST-EXPO SURVEY

One thousand one hundred and forty-six students participated in the post-Expo survey. The average class size was 31 students with a range of two classes containing one student to three classes containing 100 students. Again, the large class sizes may represent school faculty who filled out the survey representing multiple classes. Other schools were homeschools, which explain the lower end of the class sizes. The average class size that attended the Wildlife Expo was 29 students per class bringing 1,087 students to the Wildlife Expo.

The average class had three (105 total) teachers and four (131 total) adult non-faculty chaperoning a class during the Wildlife Expo. This created an average ratio of one chaperone per four students at the Wildlife Expo. Based on the numbers represented on the survey, between students, teachers, and chaperones an estimated 1,323 individuals attended the 2016 Wildlife Expo on Friday (Table 7).

Wildlife Expo School Attendance Utilized Through Post-Expo Surveys

	Total	Percentage
Student	1087	82.2
Faculty	105	7.9
Chaperone (non-faculty)	131	9.9
Totals	1,323	100.00

TABLE 7: WILDLIFE EXPO SCHOOL ATTENDANCE UTILIZED THROUGH POST-SURVEYS

Activities at the Wildlife Expo. Sixty-six percent ($n=715$) of the students reported trying something new at the Wildlife Expo. Twenty-one percent ($n=232$) of the students reported going fishing while at the Wildlife Expo. Of the 232 students that fished at the Wildlife Expo, an estimated 54% ($n=125$) reported catching a fish. This is saying 12% of the students that attended the Wildlife Expo caught a fish while there. Twenty-two percent ($n=238$) of the students reported shooting a firearm and 51% ($n=552$) of the estimated total of students reported firing a bow and arrow while at the Wildlife Expo.

Wildlife Expo rating. The classes this year were asked overall how they rated the Wildlife Expo on a one to five scale (five being excellent and one being poor). Thirty-two of the 38 surveys (84%) reported the Wildlife Expo was excellent (5), four said good (4), and two surveys reported average (3) (Figure 5).

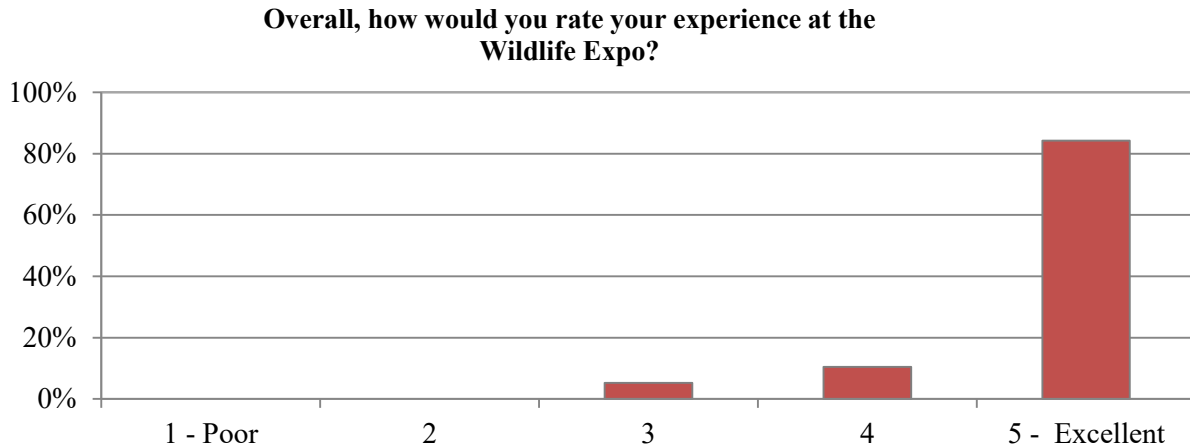
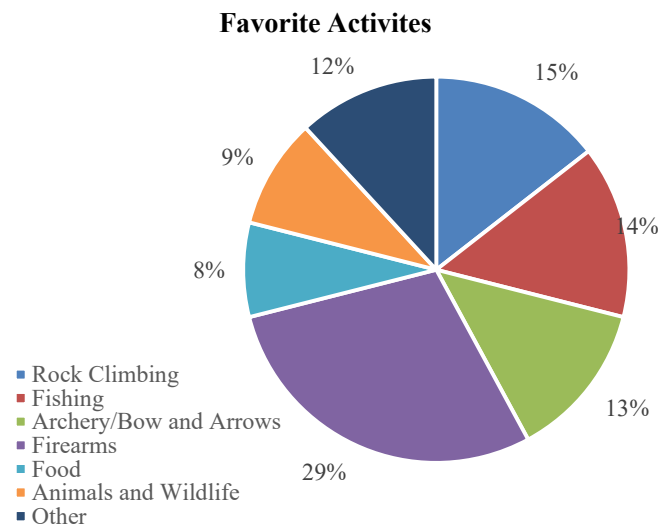


FIGURE 5 STUDENT RATING OF THE EXPO.

In addition to the overall rating, students were asked to list their favorite activities at the Wildlife Expo. The highest listed activities were the firearms related with 22 classes identifying the shotgun range, firearm exhibits, and/or pellet gun range as their favorites. This was followed by both the climbing wall (11) and, fishing (11) which included fishing, bow fishing, and lure making (Figure 6, Table 8). Table eight reflects all the mention favorites provided by the post-Expo survey.



FIGURE 6 STUDENTS' FAVORITE ACTIVITIES



Summary of Student's Favorite Activities

Activity	Freq.	Activity	Freq.	Activity	Freq.
Rock Climbing	11	Fishing	10	Archery	6
Pelts	1	Shooting	18	Pellet Guns	3
Reptiles/Amphibians	3	Taste wild game	5	Teacher Reactions	1
3D Compound Bow	1	Dutch Oven	1	Biking	2
ATV	3	Birds	3	Bow Fishing	3
Dogs	1	Sunburn Bracelet	1	Fish Tank	1
Lure Making	1	Atlatl	1	Jewelry Making	1
Indoor Archery	1	Exhibits	1	Yo-yos	1
Horses	1	Face painting	1	Firearms	1
Wood carving	1	Bow making	1	Recycling	1

TABLE 8: SUMMARY OF STUDENT'S FAVORITE ACTIVITIES

Along with identifying the overall rating of the Wildlife Expo, what activities the students enjoyed the most, faculty were asked to identify curriculum standards that were met at the Wildlife Expo. The following was the list are the statements provided by the teachers in which standards they felt were identified:

- Several
- Natural science, conservation, life skills, and PE
- I teach Special Education - for my students, it offers the opportunity for transitional activities and social skills
- CS3 - interactions of physical systems CS4 7th-grade studies Eastern hemisphere so hard to correlate
- 5-LS2-1-2 Ecosystems
- The student understands that physical activity provides opportunities for enjoyment, challenge, self-expression, and social interaction. Recognize physical activity as a positive opportunity for social and group interaction.
- Oklahoma Wildlife identification
- MS-LS4 Biological unity and diversity
- CS3 and CS4
- MS-LS4-1-2 Biological unity and diversity
- We were able to connect through reading today in our lesson we read about bees, and one student was able to recall information from the bees exhibit
- Connecting abstract concepts to real-life problems

Friday: Visitor Survey

Surveyors would record the time of the interview and ask the participants when they had arrived at the Wildlife Expo to determine how long they had experienced the Wildlife Expo before answering the survey. Time spent at the Wildlife Expo before responding to the survey ranged from just arrived to being there for eight hours with an average time of four hours.



In 2016, visitor surveys were completed with 57 respondents on Friday. The majority of visitors were Caucasian (Table 9). The average age of guests surveyed in 2016 was 40 years old, and 39-year olds were most prevalent in the sample. Most of the surveyed visitors were recorded as female.

Demographics of Friday Visitors Who Completed a Survey

Demographics		Friday	
		Frequency	Percentage
<i>Age</i>	Mean		40.2
	Median		39
	Mode		39
	Range		21-75
<i>Gender</i>	Male	15	32%
	Female	41	72%
	No Response	1	2%
<i>What is your race?</i>	White, European American	42	74%
	Black, African American	3	5%
	Hispanic, Latin American	7	12%
	Native American	4	7%
	Other	1	2%

TABLE 9: DEMOGRAPHICS OF FRIDAY VISITORS WHO COMPLETED A SURVEY

Friday visitors to the 2016 Wildlife Expo came from across the state of Oklahoma as well as two groups of international visitors and one group from Alaska. Although there are national and international representations within the ZIP codes it is assumed that these visitors were visiting Oklahoma and did not come all the way from across the country or another country to just attend the Wildlife Expo. Almost all of the survey participants (96%) reported they live in Oklahoma (N=53). It is hard to ascertain whether respondents indicated the zip code of their respective permanent homes or the location of a temporary abode.

A review of the home zip codes for those in attendance at 2016 Wildlife Expo reveals several patterns (Table 10). First, the highest concentration of the Friday visitors (56.1%) came from the Oklahoma City area (zip codes numbering 731--) and the surrounding cities (zip codes numbering 730--). This high number expected given the larger population base and reasonable proximity for those in the central part of the state. Figure 7 shows the points of origin for the more major visitation groups at the 2016 Wildlife Expo (Figure 7).

Zip codes for Friday's Visitors

Zip Code	Number of Respondents	Valid Percentage	Represented Cities
730--	23	40.4%	Arcadia, Bethany, Blanchard, Chickasha, Choctaw, Cole, Crescent, Cimarron City, Dougherty, Edmond, El Reno, Guthrie, Norge, Pauls Valley, Piedmont, Purcell, Wayne, Woodlawn Park, Yukon
731--	9	15.8%	Oklahoma City
735--	3	5.3%	Lawton, Elgin
736-	1	1.8%	Leedy
737-	1	1.8%	Kingfisher
738--	2	3.5%	Camargo
740--	7	12.3%	Bartlesville, Cushing, Drumright, Jennings, Perkins, Stillwater
741--	1	1.8%	Tulsa
744--	1	1.8%	Haskell
746--	1	1.8%	Ponca City
748--	2	3.5%	Bethel Acres, Johnson, Shawnee
749--	2	3.5%	Fanshawe, Octavia, Smithville
99515	1	1.8%	Anchorage, AK
73342	1	1.8%	International
33094	1	1.8%	
N/A	1	1.8%	
Total	57	100%	

TABLE 10: ZIP CODES FOR FRIDAY'S VISITORS



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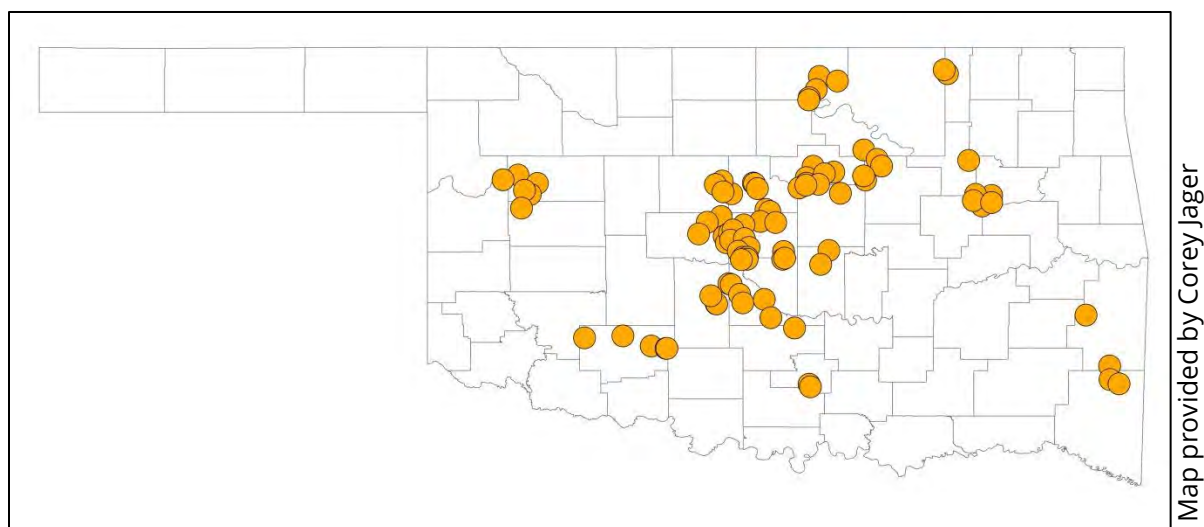


FIGURE 7 OK RESIDENT DISTRIBUTION: FRIDAY SURVEY

The next set of questions was used to understand the quantity of visitors in the respondents' vehicles. Among the visitors who responded to these two questions, 48% of visitors had two adults in their vehicle, and 29% of visitors reported that there were no children in their vehicle (Table 11). It should be noted, that respondents who indicated that they came with "five or more children" in their vehicle might have arrived on a bus.

Number of Adults and Children per Vehicle

Number	0	1	2	3	4	5	6	Missing	Total
Adults	-	25	21	8	1	1	1	0	57
Total		25	42	24	4	5	6		106
%		(24%)	(40%)	(23%)	(4%)	(5%)	(6%)		100%
Children	15	11	8	4	8	11	-	0	57
Total	0	11	16	12	32	55+			126+
%	(0%)	(9%)	(13%)	(10%)	(25%)	(44%)			100%

Table 11: Number of Adults and Children per Vehicle

Have learned or intended to learn about. This year's survey included questions designed to determine what the visitor's expectations were while attending the Wildlife Expo. Also, questions were asked to determine how well the Wildlife Expo met their expectations. Respondents were asked to choose from a list of possible learning opportunities provided at the Wildlife Expo. The most popular reason selected by Friday's respondents was a desire to learn about wildlife conservation (72%), followed by outdoor recreation beyond hunting and fishing (70%), both fishing and wildlife watching (61%), and hunting (51%).

Respondents were then asked if the Wildlife Expo met their expectations in each category, in regards to the reason they came. A majority of the respondents indicated that the Wildlife Expo had met their expectations ($\geq 85\%$). Approximately less than 3% of the interviewees did not feel that they had spent enough time to determine if the Wildlife Expo was meeting their expectations

and was marked as “TBD.” A visual summary of respondents’ reasons for attending and how well their expectations were met can be found in Figure 8.

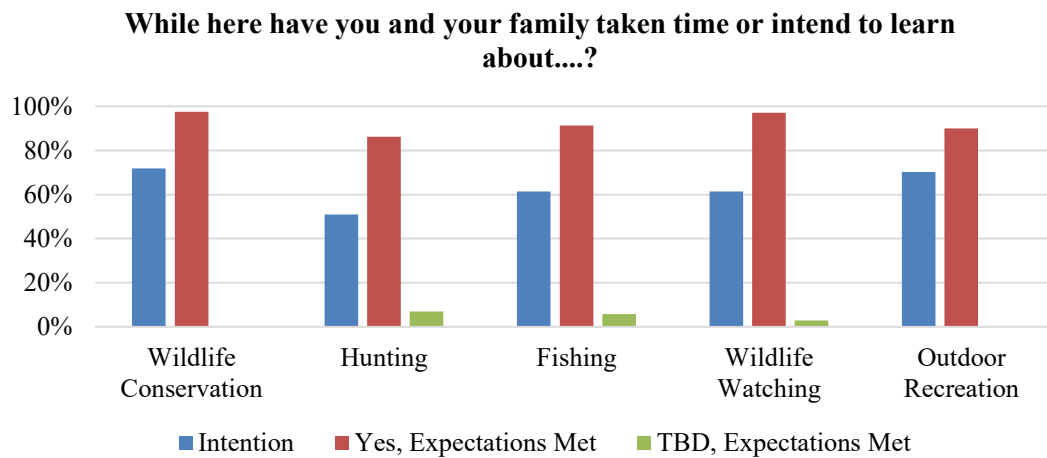


FIGURE 8 INTENTIONS AND EXPECTATIONS: FRIDAY

First time Wildlife Expo attendance. Approximately 60% of Friday survey respondents (34 out of 57 individuals) were first-time visitors to the Wildlife Expo, and 40% of them were repeat visitors (Figure 9).

Hunting and fishing: Past experience. Researchers identified who had and had not gone fishing and/or hunting in the previous year. Sixty-six percent of the respondents ($n = 38$) said they did go fishing last year. On the other end of the spectrum 68% of the respondents ($n=39$) stated that they had not gone hunting in this past year (Figure 10).

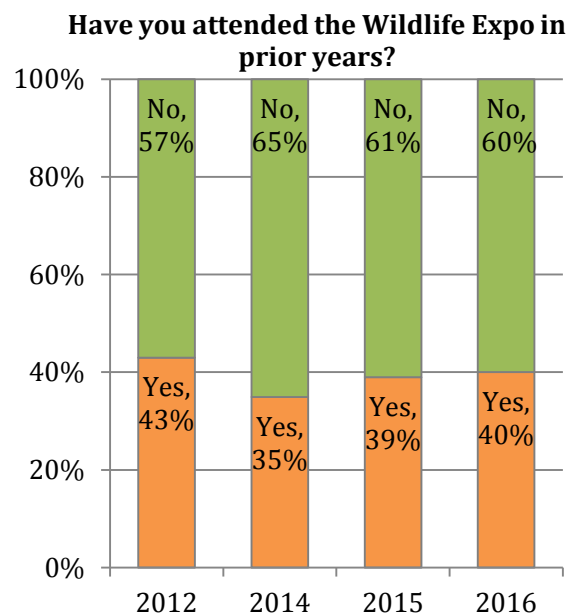


FIGURE 9 FIRST YEAR AT EXPO: FRIDAY

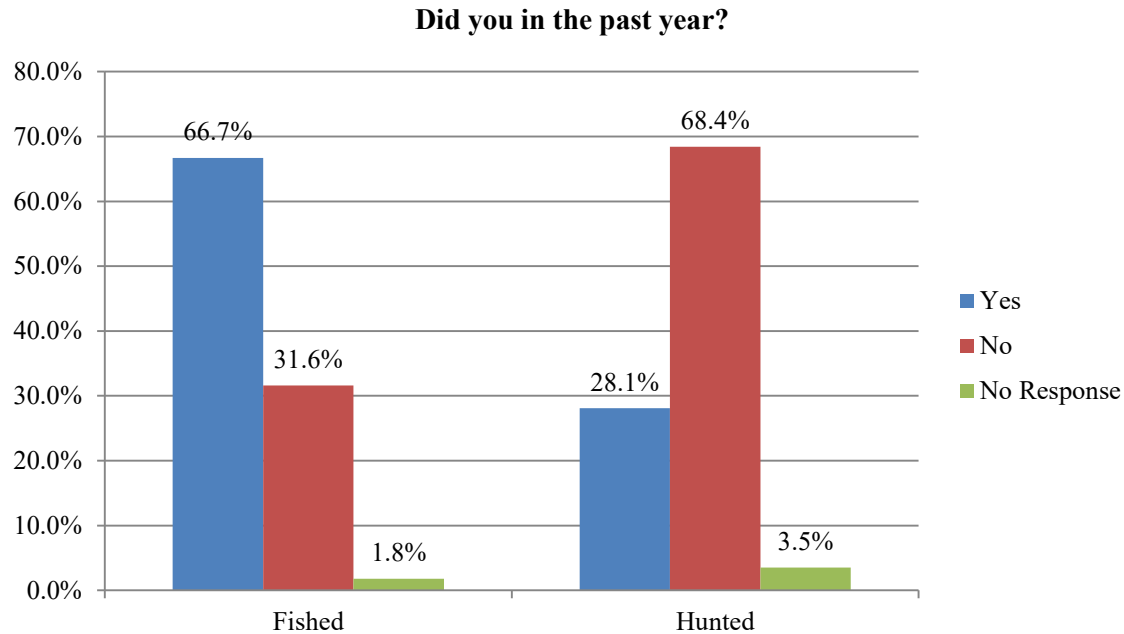


FIGURE 10 FISHED AND HUNTED IN THE PAST YEAR: FRIDAY

Organization and funding. To find out if the Wildlife Expo participants have an understanding of who funds and operates the Wildlife Expo along with the ODWC in itself participants were asked, “Who organizes,” “How the Wildlife Expo is funded,” and finally “How the ODWC is funded?” The majority (60%) of Friday’s respondents identified the Oklahoma Department of Wildlife Conservation as the entity to operate the Wildlife Expo (Figure 11).

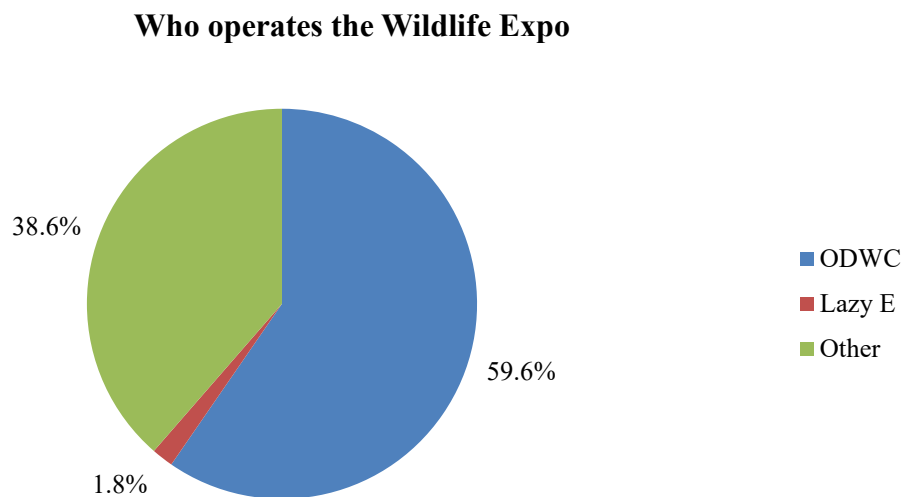


FIGURE 11 EXPO OPERATIONS: FRIDAY

Although a majority of the visitors knew who managed the Wildlife Expo they were unaware of how it was funded (84%) (Figure 12).

How is the Wildlife Expo funded

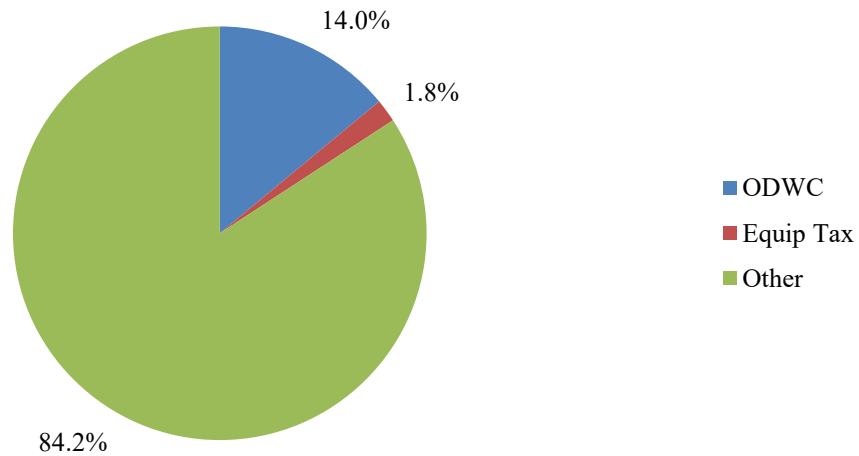


FIGURE 12 EXPO FUNDED: FRIDAY

Again, only 18% of the visitors knew that the ODWC is funded strictly through licenses and equipment taxes (Figure 13).

Who funds the ODWC

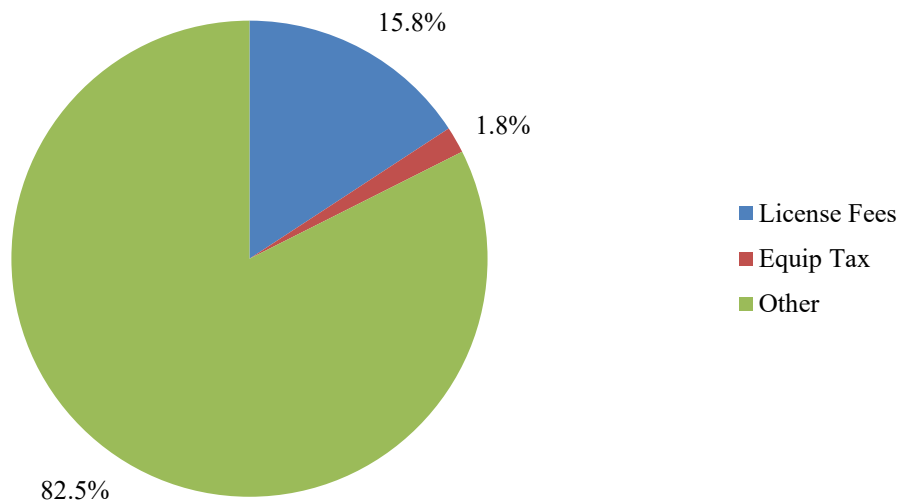


FIGURE 13 FUNDS ODWC: FRIDAY

Satisfaction for Friday. Each year, concerns have been raised about the quality of experience students receive relative to attendance levels. Friday attendance estimates and overall satisfaction ratings for seven years of data were charted to understand if there was a relationship between the two (Figure 14). Visually, it appears the two are inversely related; years with higher attendance have fewer people rating their experience as “excellent,” and vice versa. With a total estimate of 15,373 on Friday's attendance, 85% of the people who participated in the visitor survey rated the Wildlife Expo as excellent

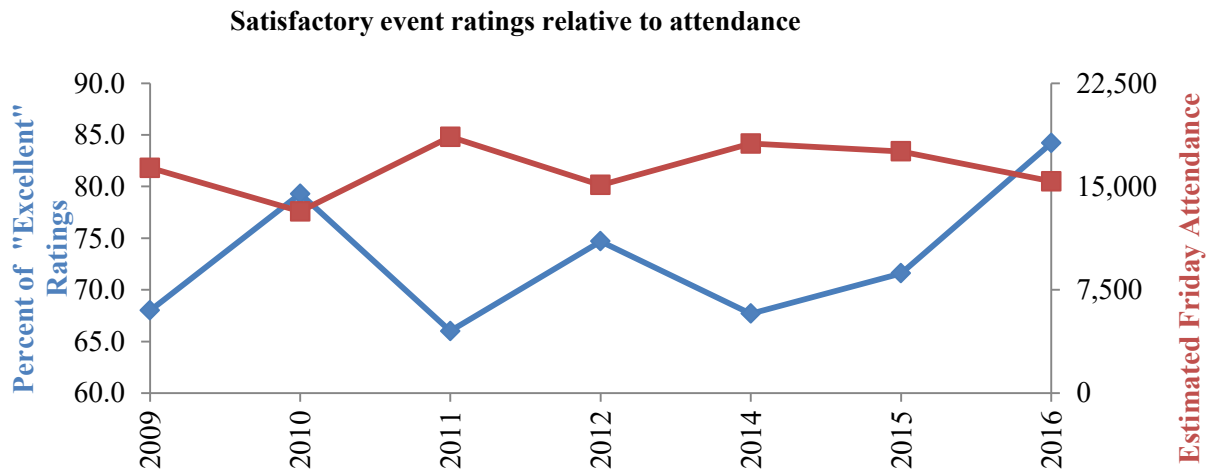


FIGURE 14 FRIDAY SATISFACTION VS ATTENDANCE

Respondents were asked to rate their overall experience at the Wildlife Expo on a five-point scale where one is very unsatisfied, and five is very satisfied. The majority of Friday's respondents rated their overall experience as “Very Satisfied” (84%) and no one rated their experience as either “Unsatisfied” or “Very Unsatisfied” (Figure 15).

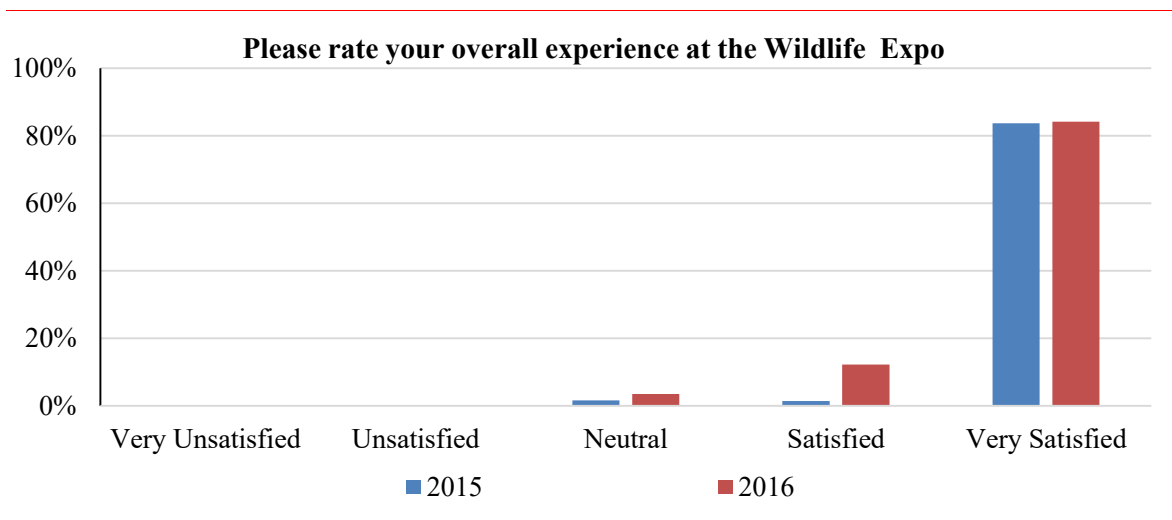


FIGURE 15 OVERALL WILDLIFE EXPO SATISFACTION: FRIDAY

Saturday and Sunday: Visitor Survey

The weekend assessment consisted of visitor survey of adult visitors participating in the Wildlife Expo. Surveyors would record the time of the interview and ask the participants when they had arrived at the Wildlife Expo to determine how long they had experienced the Wildlife Expo before answering the survey. Time spent at the Wildlife Expo before responding to the survey ranged from just arrived at 6 hours with an average time of 2 hours.

A total number of 271 respondents participated in the 2016 Wildlife Expo Saturday and Sunday visitor survey. Although some of the research participants did not complete the entire survey, all the respondents were included in the report and analysis process. Therefore, the numbers of missing data may vary from question to question.

The majority of visitors were Caucasian followed by in order Native American, other, Hispanic, African American, Asian, and Middle Eastern decent. The average age of guests surveyed in for Saturday and Sunday was 43 years old with a median age of 41 and 39 and the most frequent age. The ages ranged from 20 to 80 years. Fifty-four percent of the surveys for Saturday and Sunday were male and 45% were female. (Table 12).

Demographics of Saturday and Sunday Visitors Who Completed a Survey

Demographics		Friday	
		Frequency	Percentage
<i>Age</i>	Mean		43.2
	Median		41
	Mode		37
	Range		20-80
<i>Gender</i>	Male	146	54%
	Female	123	45%
	No Response	2	.7%
<i>What is your race?</i>	White, European American	215	79%
	Black, African American	5	2%
	Hispanic, Latin American	8	3%
	Native American	25	9%
	Asian	2	.7%
	Middle Eastern	1	.4%
	Other	9	3%

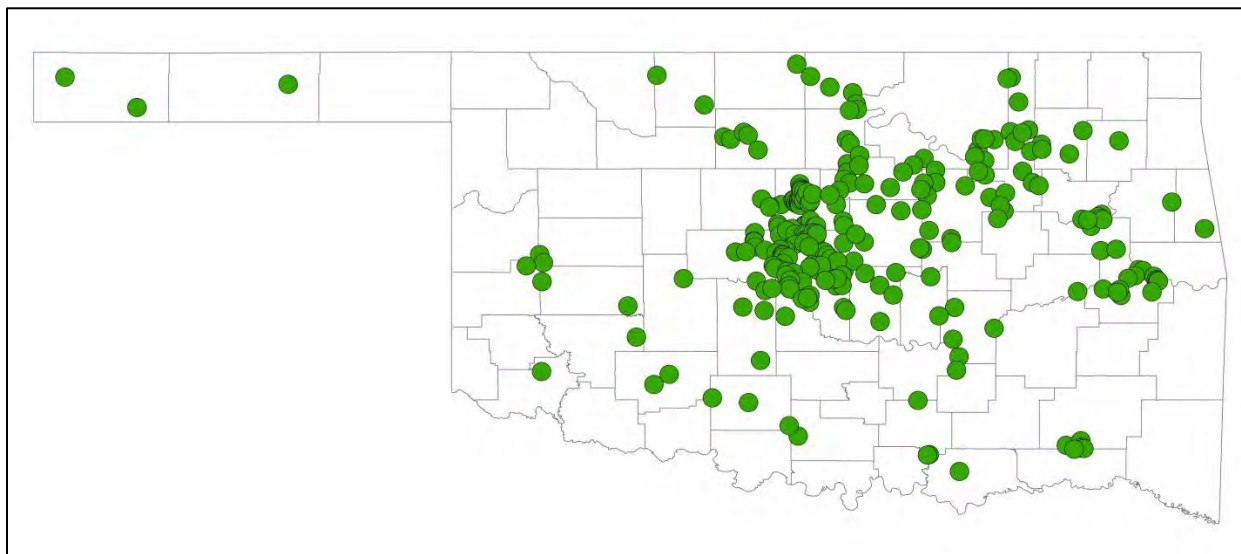
TABLE 12: DEMOGRAPHICS OF SATURDAY AND SUNDAY VISITORS WHO COMPLETED A SURVEY

Table 13 on the following page provides the detail on zip codes reported by respondents to the survey. The number of interviewees from each zip code indicated, as is the percentage of the total response to the survey. As a result, it is possible to identify the approximate percentage of guests at the 2016 Wildlife Expo from particular regions within the state. Those cities represented by the respondents in their reported zip codes are then listed.

Weekend visitors to the 2016 Wildlife Expo came from across the state of Oklahoma and three other states: Kansas, Colorado, and Texas (Figure 16). Most of the survey participants reported they lived in Oklahoma (99%) and three individuals did not provide a valid zip code. It is hard to ascertain whether respondents indicated the zip code of their respective permanent homes or the location of a temporary abode.



Darrin Hill



Map Provided by Corey Jager

FIGURE 16 OK WEEKEND RESIDENT DISTRIBUTION

Zip Codes for Saturday and Sunday Visitors

Zip Code	Number of Respondents	Percentage	Represented Cities
730--	132	48.7%	Amber, Bethany, Blanchard, Chickasha, Cimarron City, Choctaw, Cole, Coyle, Crescent, Edmond, El Reno, Etowah, Guthrie, Harrah, Jones, Lookeba, Luther, Mountain View, Mustang, Noble, Norman, Perry, Piedmont, Rush Springs, Spencer, Tuttle, Woodlawn Park, Yukon
731--	41	15.1%	Oklahoma City
734--	2	.7%	Healdton
735--	8	3.0%	Altus, Duncan, Empire City, Lawton, Fort Sill
736--	1	0.4%	Elk City
737--	11	4.1%	Burlington, Byron, Enid, Jet, Kingfisher, Waukomis
739-	2	0.7%	Boise City, Hooker, Optima
740--	28	10.3%	Bartlesville, Bristow, Broken Arrow, Claremore, Collinsville, Cushing, Drumright, Jennings, Kendrick, Mounds, Owasso, Sand Springs, Sapulpa, Skiatook, Stillwater, Stroud, Valley Park, Yale
741--	1	0.4%	Tulsa
743--	1	0.4%	Pryor, Sportsmen Acres,
744--	4	1.5%	Muskogee, Summit, Stigler
745--	1	0.4%	Antlers
746--	4	1.5%	Blackwell, Nardin, Ponca City
747--	2	0.7%	Durant, Silo
748--	18	6.6%	Ada, Allen, Asher, Bing, Byng, Bethel Acres, Brooksville, Fallis, Hickory, Holdenville, Horntown, Johnson, Newalla, Pontotoc, Prague, Roff, Seminole, Shawnee, Spaulding, Tecumseh, Tryon, Warwick, Wellston, Yeager
749--	2	0.7%	Stilwell
73605	1	0.4%	Palm Desert, CA
73405	1	0.4%	Desert Hot Springs, CA
72761	1	0.4%	Siloam Springs, AR
72045	1	0.4%	El Paso, AR
67211	1	0.4%	Wichita, KS
14344	1		
74934	1	1.1%	International
75730	1		
Missing	5	1.8%	
Total	271	100%	

TABLE 13: ZIP CODES FOR SATURDAY AND SUNDAY VISITORS

**Have you attended the Wildlife Expo
in prior years?**

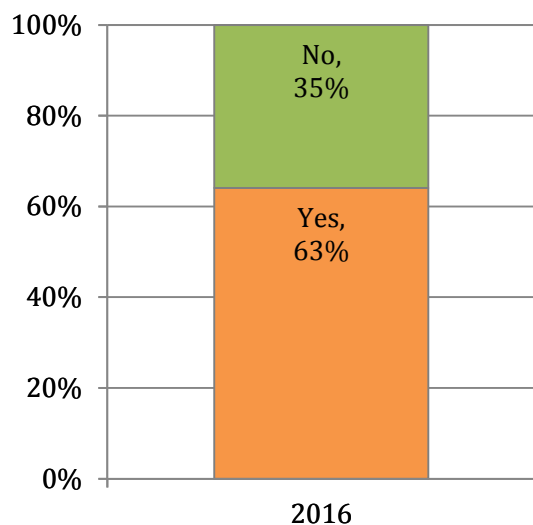


FIGURE 17 FIRST YEAR AT EXPO: SAT AND SUN SURVEY

Approximately 35% of Saturday and Sunday survey respondents (97 out of 271 individuals) were first-time visitors to the Wildlife Expo, and 63% of them were the repeat visitors (Figure 17).

The next set of questions was used to understand the quantity of visitors, including adults and children/youth, in research participants' vehicle. Among the visitors who responded to these two questions, 48% of visitors had two adults in their vehicle, and 29% of visitors reported that there were no children in their vehicle (Table 14).

Number of Saturday and Sunday Adults and Children per Vehicle

Number	0	1	2	3	4	5	6	Missing	Total
Adults	-	59	154	33	18	4	4	1	271
Total		59	308	99	72	20	24		577
%		(10%)	(53%)	(17%)	(12%)	(3%)	(4%)		100%
Children	21	49	104	57	20	19	-	0	57
Total	0	49	208	171	80	95+			605+
%	(0%)	(8%)	(34%)	(28%)	(13%)	(16%)			100%

TABLE 14: NUMBER OF SATURDAY AND SUNDAY ADULTS AND CHILDREN PER VEHICLE

Hunting and fishing: Past experience. Researchers identified who had and had not gone fishing and/or hunting in the previous year. Sixty-six percent of the respondents from Saturday and Sunday (n = 38) said they did go fishing last year. On the other end of the spectrum 68% of the respondents of Saturday and Sundays visitors (n=39) stated that they had not gone hunting in this past year (Figure 18).

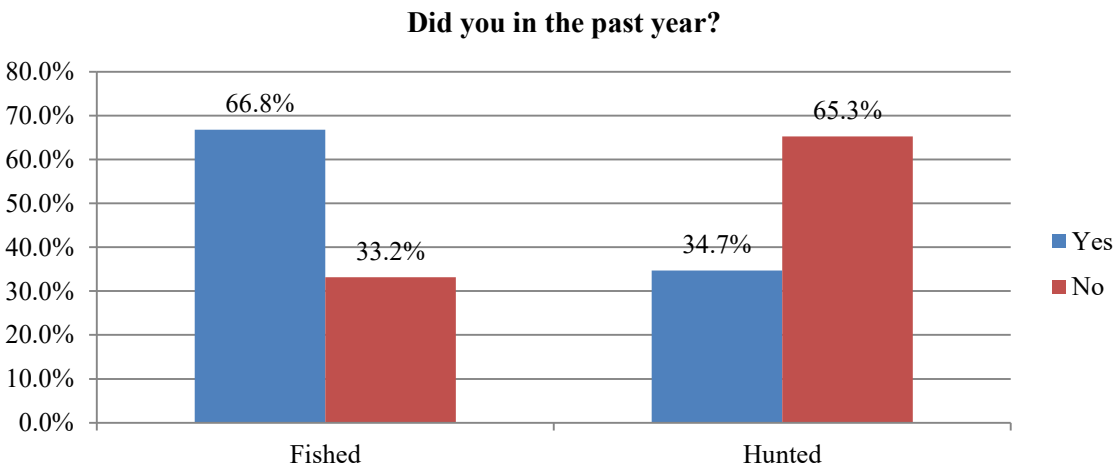


FIGURE 18 FISHED AND HUNTED LAST YEAR: SATURDAY AND SUNDAY

Have learned or intended to learn about. Again, questions were asked to determine how well the Wildlife Expo met visitor expectations. Respondents were asked to choose from a list of possible learning opportunities provided the Wildlife Expo. The most popular reason selected by Saturday and Sunday's respondents was a desire to learn about outdoor recreation beyond hunting and fishing (85%) followed by wildlife conservation (79%), fishing (78%), and finally both hunting and wildlife watching (69%).

Respondents were then asked if the Wildlife Expo met their expectations in each category, in regard to the reason they came. A majority of the respondents indicated that the Wildlife Expo had met their expectations ($\geq 90\%$). Less than 6% of the interviewees did not feel that they had spent enough time to determine if the Wildlife Expo was meeting their expectations and was marked as "TBD." A visual summary of respondents' reasons for attending and how well their expectations were met can be found in Figure 19.



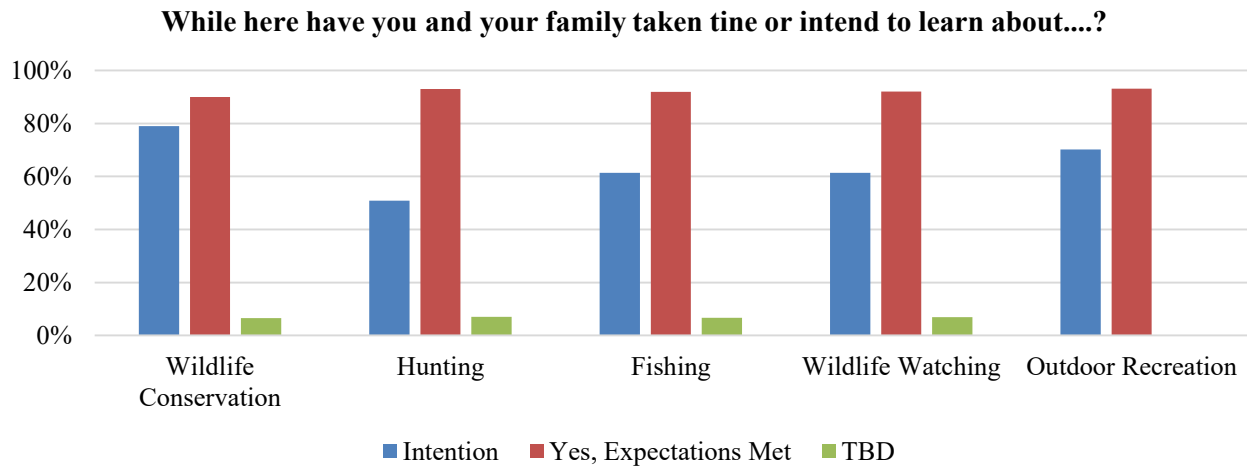


FIGURE 19 INTENTIONS AND EXPECTATIONS: SATURDAY AND SUNDAY

Expo organization and funding. Again, the Saturday and Sunday visitors were asked, “Who organizes and operates the Wildlife Expo,” “How is the Wildlife Expo is funded,” and finally “How is the ODWC funded?” The majority (72%) of Saturday and Sunday’s respondents identified the Oklahoma Department of Wildlife Conservation as the entity to operate the Wildlife Expo (Figure 20).

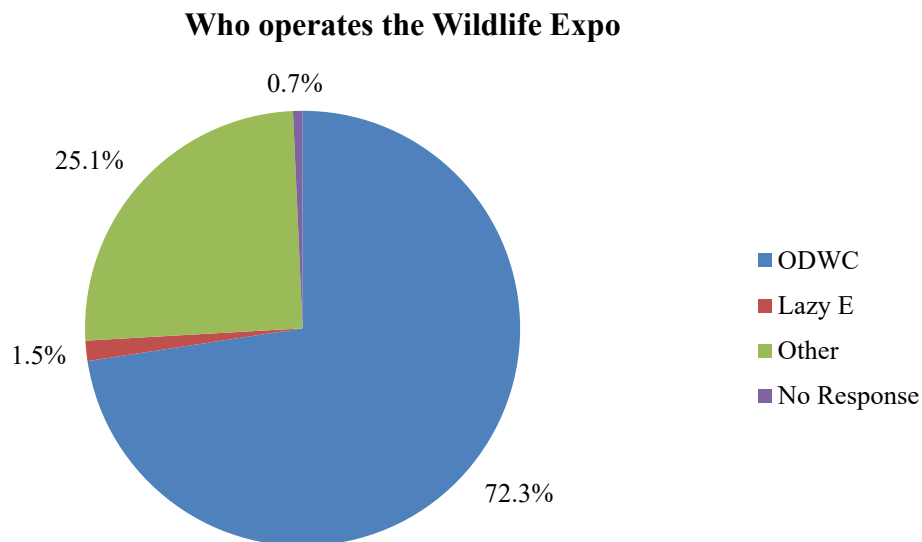


FIGURE 20 EXPO OPERATIONS: SATURDAY AND SUNDAY

Although a majority of the visitors knew who managed the Wildlife Expo they were unaware of how it was funded (83%) (Figure 21).

How is the Wildlife Expo funded

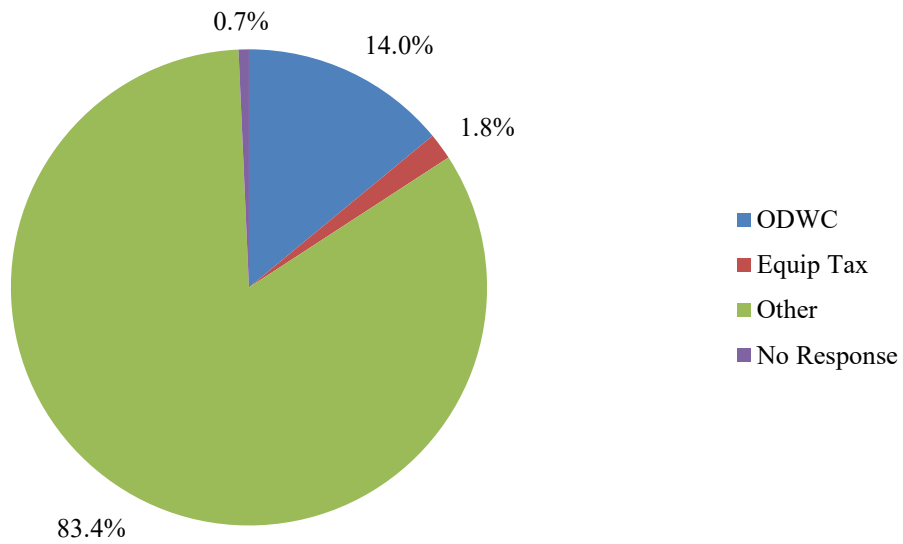


FIGURE 21 EXPO FUNDED: SATURDAY AND SUNDAY

Again, only 34% of the visitors knew that the ODWC is funded strictly through licenses and equipment taxes (Figure 22).

Who funds the ODWC

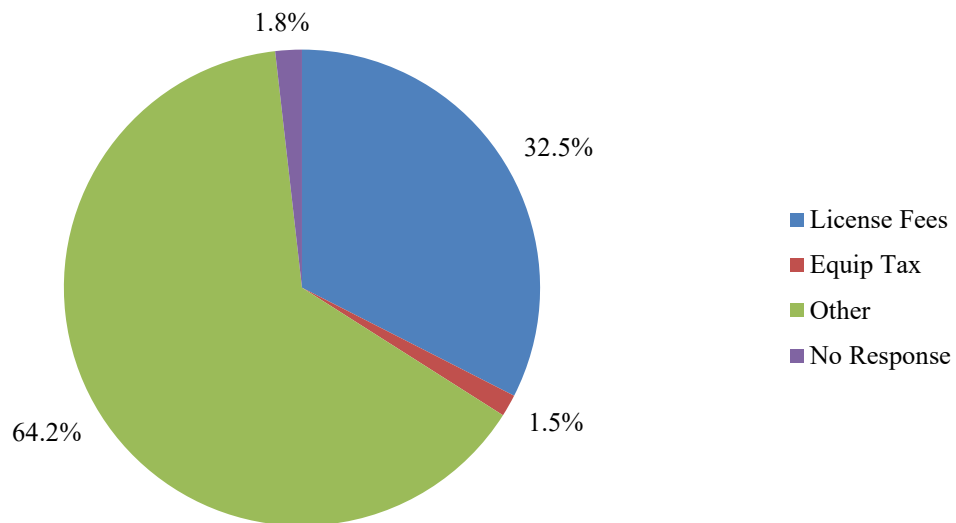


FIGURE 22 FUNDS ODWC: SATURDAY AND SUNDAY

Satisfaction for Saturday and Sunday. Saturday and Sunday’s attendance estimates and overall satisfaction ratings for seven years of data were charted to understand if there was a relationship between the two (Figure 23). Visually, it appears the two are inversely related; years with higher attendance had fewer people rating their experience as “excellent,” and vice versa. With a total estimate of 28,072 on Saturday and Sunday’s attendance, 85.6% of the people who participated in the visitor survey rated the Wildlife Expo as excellent, the highest rating across all years.

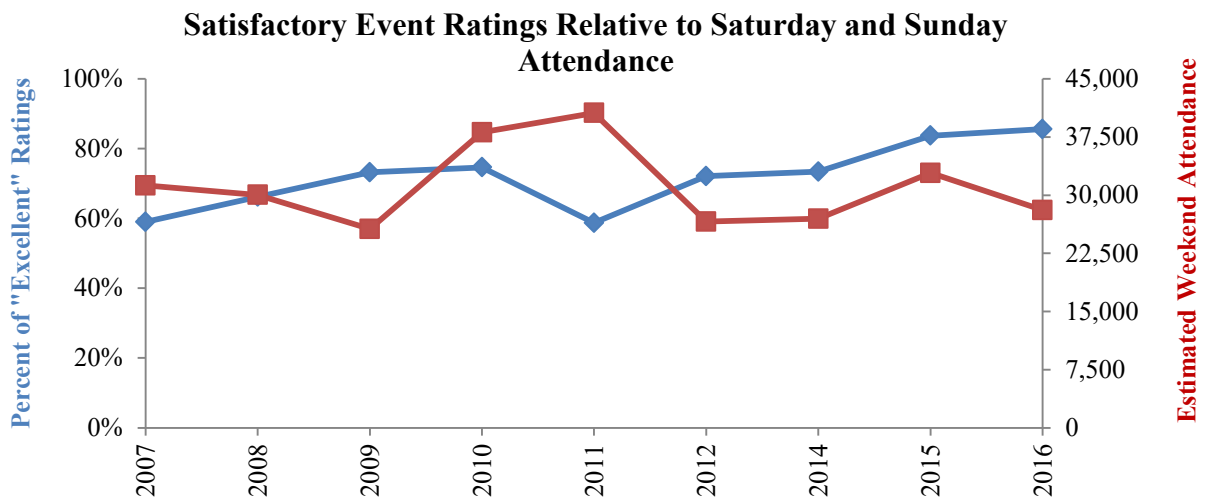


FIGURE 23 SATURDAY AND SUNDAY SATISFACTION VS ATTENDANCE

Respondents were asked to rate their overall experience at the Wildlife Expo on a five-point scale where one is very unsatisfied, and five is very satisfied. The majority of Friday’s respondents rated their overall experience as “Very Satisfied” (84%) and no one rated their experience as either “Unsatisfied” or “Very Unsatisfied” (Figure 24).

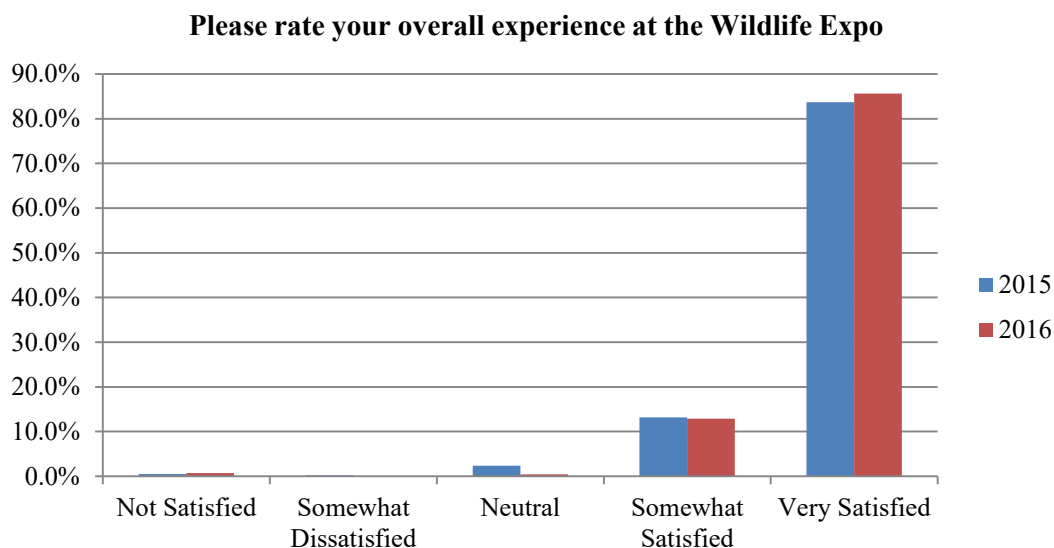


FIGURE 24 SATURDAY AND SUNDAY OVERALL SATISFACTION

Additional Information

The full demographics of interviewed visitors had remained relatively steady over the last five years. The average age of guests surveyed in 2016 was 43 years old (Table 15).

Full Weekend Demographics

Demographics		2010 (n = 452)	2011 (n = 416)	2012 (n = 314)	2014 (n = 291)	2015 (n = 413)	2016 (n = 328)
Gender	Male	65%	61%	64%	64%	56%	50%
	Female	35%	39%	36%	36%	44%	50%
Age	Mean	44	41	44	42	41	43
	Median	42	38	42	41	39	40
	Mode	34	33	31 & 35	34	36	44
	Range	18-86	18-86	17-78	17-78	18-89	20-80
Race	White	89%	81%	83%	79%	85%	78%
	Black	2%	5%	1%	4%	1%	2%
	Latin American	n/a	n/a	n/a	n/a	n/a	5%
	Native	4%	4%	6%	8%	8%	9%
	Asian Indian	0%	1%	0%	1%	0%	n/a
	Asian	1%	1%	1%	2%	1%	1%
	Pacific Islander	0%	0%	0%	1%	0%	n/a
	Middle Eastern	n/a	n/a	n/a	n/a	n/a	0%
	2+ Races	4%	6%	8%	6%	3%	3%

TABLE 15: FULL WEEKEND DEMOGRAPHICS

The overall demographics collect at the Wildlife Expo was very similar to the demographics of the Oklahoma Population. Black, Latin, and Asian had some minor difference (Table 16).

Wildlife Expo vs. Oklahoma Demographics

	US Census for Oklahoma	Wildlife Expo
Male	49.5 %	49.5 %
Female	50.5 %	50.5 %
White	74.8 %	78.4 %
Black	7.8 %	2.4 %
Latino	10.1 %	4.6 %
Native	9.1 %	8.8 %
Asian	2.2 %	.6 %

TABLE 16: WILDLIFE EXPO VS. OKLAHOMA DEMOGRAPHICS

The 2016 Wildlife Expo reported the highest percentage of return visitors (60%) in the past eight years (Figure 25).

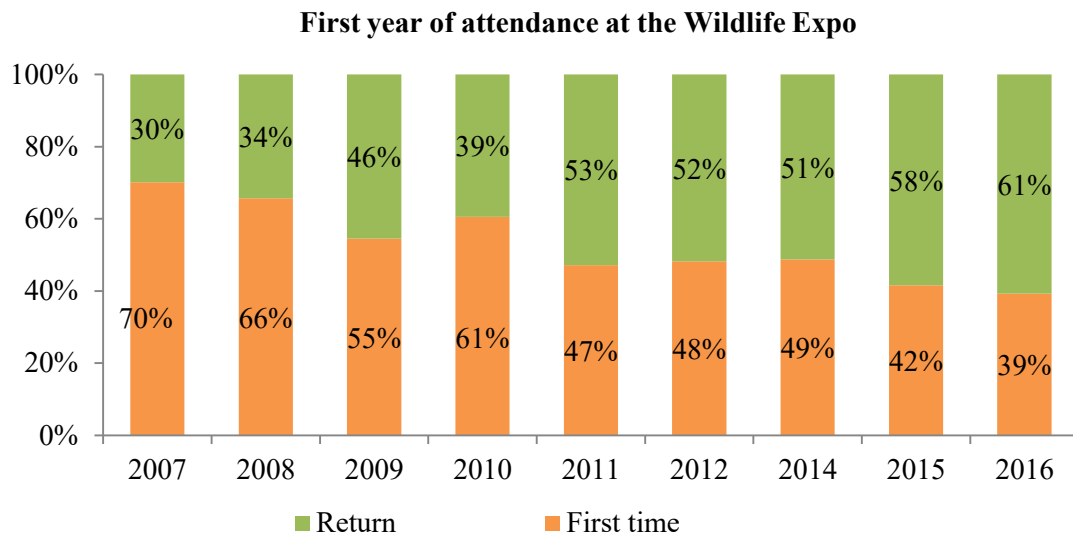


FIGURE 25 INCREASING TREND OF RETURNS



Darrin Hill

Knowledge of the ODWC. This year, the survey aimed to identify what visitors knew about the Oklahoma Department of Wildlife Conservation. These results were analyzed for Friday through Sunday to assist in developing a better generalized idea. Participants of the study were asked how strongly they agreed with three statements. Of the 328 participants, 59% stated they agreed or strongly agreed with the statement “they were aware of efforts made by ODWC towards conservation.” Sixty-seven percent of the participants agreed or strongly agreed with the statement “they knew where to get information about the ODWC beyond just a google search.” Finally, 61% of the participants agreed or strongly agreed that they would like to learn more about the efforts the ODWC makes towards Wildlife conservation (Figure 27).

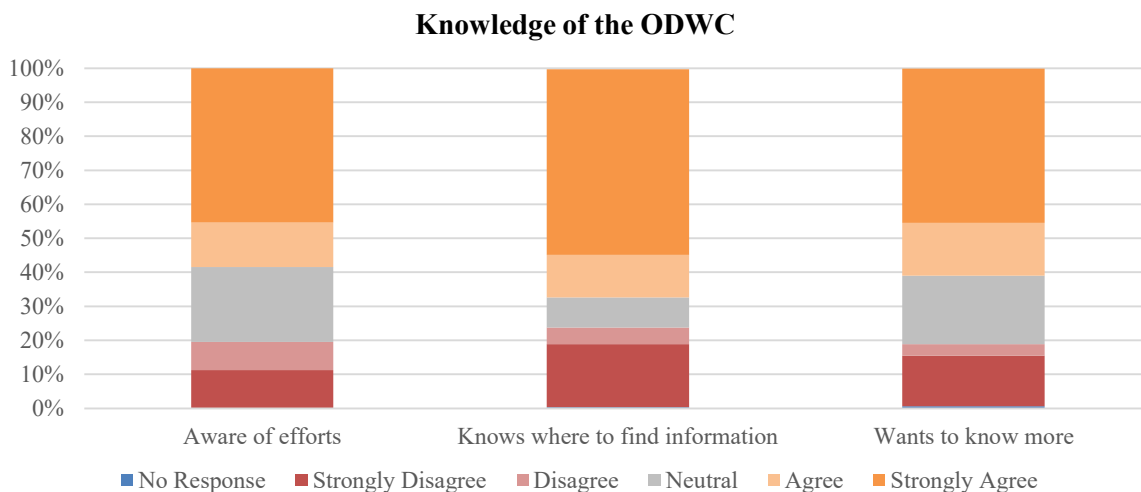


FIGURE 26 PERCEIVED KNOWLEDGE OF ODWC

This information led to an open-ended question for Wildlife Expo visitors to identify two activities they were aware that the ODWC does toward wildlife conservation. Of the 328 participants 26% ($n=86$) could not identify anything the ODWC does to benefit wildlife conservation. Of those who could list something, 18% ($n=45$) of respondents could only list one activity that the ODWC does to benefit wildlife conservation. Since each participant was asked to provide two activities, 656 answers could have been provided. Of the 656 possible responses, 21% ($n=137$) of answers were education related, including the Wildlife Expo, school, and education programs, and exhibits at different events throughout Oklahoma. This was followed by 19% ($n=125$) of responses related to wildlife management such as hatcheries, stocking, tagging, and tracking. This was followed by 12% ($n=79$) of the responses for laws and regulations including setting hunting and fishing limits, licenses, signage, and enforcing laws. The next highest was 8% ($n=49$) of the responses towards land management responses including

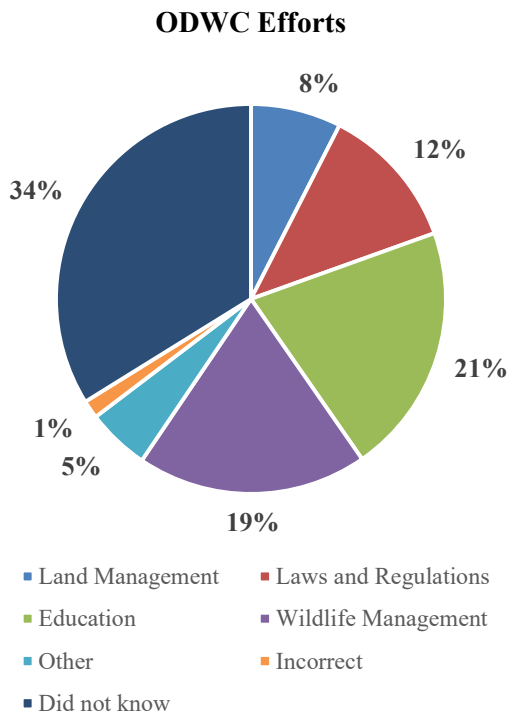


FIGURE 27 PERCEIVED EFFORTS OF ODWC

controlled burns, cedar removals, land management in general, designating public hunting areas, and water cleaning and erosion prevention. Five percent (n=34) of the respondents listed other types of activities. These included activities such as skeet shooting, surveys, and research, but also included activities that the researchers were not clear what their responses were but did not want to say they were wrong. Finally, 2% (n=10) of the answers were not activities that the ODWC had any part of. These answers were the running of the state and national parks. This left 34% (n=222) of the 656 responses suggesting that those individuals were unaware what the ODWC did in efforts towards wildlife conservation (Figure 28). It is important to recognize some activities could be placed in

multiple categories. For example, hunting licenses could be set in both laws and wildlife management. The researchers used their best judgment to determine which categories each activity belonged.

Defining outdoor recreation. The next part of the survey was to determine how general residents of Oklahoma would define outdoor recreation. Outdoor recreation can be defined as recreational activities that occur and depend on nature. Variations of the definition include having aspects of activities within natural surroundings, that outdoor recreation are activities done outdoors, and any fun event that is due to collaboration between the participant and nature. Because of these different viewpoints of what outdoor recreation truly is, many people debate what actual activities are outdoor recreation or not. Some people may consider gardening as outdoor recreation while others may say not because the garden is not in a natural environment. Some individual will say hunting and fishing are outdoor recreation activities while other will say because it is disturbing wildlife it is not (Moor & Driver, 2005).

Participants were asked how they define outdoor recreation in open-ended questions. The results showed the respondents followed three themes in answering these questions. They defined outdoor recreation, described outdoor recreation, or provided outdoor recreational activities.

Each definition was separated into six different categories. There were seven sports definitions, including “watching sports outside.” Twenty-one playing definitions were identified revolving

the concept of playing outdoors. There were 13 enjoyment definitions, which included “enjoying what the outdoors has to offer;” 23 definitions stated “any outdoor activity” in some way or form while 11 definitions surrounded the idea of outdoor recreation being fun outdoors. Eight definitions did not fit into any category. This included one definition of “anything wheelchair friendly.” Table 17 shows the breakdown of definition categories.

Definition Categories of Outdoor Recreation

	Frequency	Percent
Sport	7	8.4
Playing	21	25.3
Enjoying	13	15.7
Any	23	27.7
Fun	11	13.2
Misc.	8	9.6
Totals	83	100.0

TABLE 17: DEFINITION CATEGORIES OF OUTDOOR RECREATION

The descriptive definitions were separated into five different categories. Twenty-two participants described outdoor recreation as a necessity in some form. The largest description of outdoor recreation was fun (96). Four of the descriptors were spiritual. Seven of the descriptors were listed as outdoors. Finally, 18 of the descriptions did not fit within any category and were listed as miscellaneous. Some of the miscellaneous descriptions were loved it, glorious, and limited. Table 18 breaks down the percentages of the different descriptions categories.

Descriptive Categories of Outdoor Recreation

	Frequency	Percent
Needed	22	15.0
Fun	96	65.3
Spiritual	4	2.7
Outdoors	7	4.8
Misc.	18	12.2
Totals	147	100.0

TABLE 18: DEFINITION CATEGORIES OF OUTDOOR RECREATION

The activity-based descriptions were put into four categories. The largest category was sportsman activities with a frequency of 40 sportsman activities identified. These activities included hunting, fishing, and ATVs. Twenty-seven people identified stereotypical outdoor recreational activities as a definition for outdoor recreation. Stereotypical outdoor recreation activities included activities like hiking, camping, canoeing, and kayaking. Only five individuals identified sports as a definition for outdoor recreation. These activities included basketball, softball, and spectating sports. Finally, 13 people identified recreational activities that did not fit within categories and were labeled miscellaneous. These actions included activities like

swimming in the pool or spending time with kids. Table 19 breaks down the percentages of the different activity categories. Out of all 328 respondents, 4% ($n=13$) did not have an answer.

Activity Categories of Outdoor Recreation

	Frequency	Percent
Sportsman	40	47.1
Stereotypical	27	31.8
Sports	5	5.9
Misc.	13	15.3
Totals	85	100.0

TABLE 19: ACTIVITY CATEGORIES OF OUTDOOR RECREATION

Utilizing a word map through www.wordle.net the most frequently used words helped develop a definition for outdoor recreation information provided by Oklahoma residents. The most frequently used words appear the largest (Figure 29). A basic definition based on utilizing the most frequent words would be, “Any fun outdoor activity which may include but not limited to camping, hunting, and fishing.”



FIGURE 28 WORD MAP OF OTDOOR RECREATION DEFINITION

Once the respondents were asked the definition of outdoor recreation, they were invited to identify the outdoor recreational activity they participate in the most. Again, this was broken down into five different categories. Eleven individuals identified a sport as their number one activity. This included sports such as football, softball, basketball, golf, spectating and more. Sportsman activities were the highest frequency of participants in outdoor recreation with a sample rate 166. This included but was not limited to fishing, hunting, and ATVs. The second largest frequency of activities was the stereotypical outdoor recreation activity such as hiking, camping, and canoeing. This category had a frequency of 95. Leisure activities like reading a

book outdoors or a walk around the park had a frequency of 21. Finally, 35 people identified activities that did not fit into a particular category and were listed as miscellaneous. These activities included but were not limited to swimming pool, riding the motorcycle, and going to a rodeo. Table 20 identifies the percentages of each category of recreational activities.

Most Frequent Outdoor Recreation Activity Category

	Frequency	Percent
Sport	11	3.4
Sportsman	166	50.6
Stereotypical	95	29.0
Leisure	21	6.4
Misc.	35	10.7
Totals	85	100.0

TABLE 20: MOST FREQUENT OUTDOOR RECREATION ACTIVITY CATEGORY

Again, utilizing a word map through www.wordle.net the results showed that fishing is the top participated activity followed by hunting, camping, and then hiking (Figure 30).

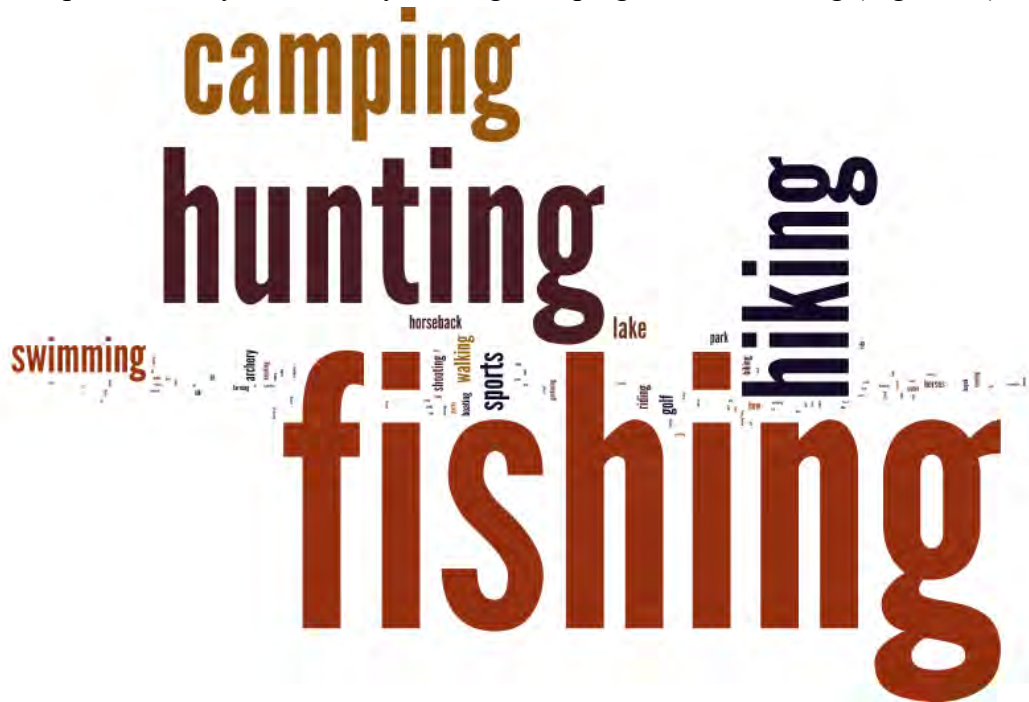


FIGURE 29 WORD MAP MOST FREQUENTED OUTDOOR RECREATIONAL ACTIVITIES

Discussion

The trend of repeat visitors continues to increase, and like last year most respondents were very satisfied with the Wildlife Expo. Although it was small, this year was still a continuous increase over the past five years visitors being very satisfied.

Compared to last year's data more people are aware that the ODWC operates the Wildlife Expo. Very few individuals understand how the Wildlife Expo or how ODWC is funded. This year a disclaimer was provided at the end of survey pointing out who operates and funds both the Wildlife Expo and ODWC. Data collectors expressed many faces lighting up with curiosity when that information was provided. It is suggested to continue to provide that disclaimer to get out the word. It is also advised to simplify the statement as the data collectors had difficulty repeating it over and over.

Compared to the previous years, obtaining participation in visitors responding to the surveys was lower. The looming weather and the addition of open ended questions may be linked to the low set of numbers for all three days.

Comparing 2015 and 2016 Surveys

In conjunction with staff from the Oklahoma Department of Wildlife Conservation (ODWC) and the faculty/staff from Oklahoma State University (OSU), several changes were implemented in the 2016 survey. These changes reflect adjustments for clarity, ease of administration, and changes in types of information sought. This section will address items deleted, things changed, and elements added to this version of the instrument.

One of the significant changes for the 2016 survey was not to continue with the constraints questions:

- You know where to purchase a fishing license
- You know of places to fish
- You have the skills to fish
- You know how to clean and prepare fish
- You know where to find fishing laws and regulations
- You are interested in fishing
- You know where to purchase a hunting license
- You know of places to hunt
- You have the skills to hunt
- You know how to clean and prepare meat
- You know where to find hunting laws and regulations
- You are interested in hunting

In addition to the constraint, the question on whether participants planned on fishing and hunting the in the next year was deleted. The researchers expressed that this issue was futile because ay to track whether the participants did go fishing or hunting 2015-2016 year.

A few questions from the 2015 survey were revised for streamlining and clarification. The section of questions #12-16 was started with “While here, have you or your family taken the time to learn about or intend to learn about...”

The 2016 survey added open-ended questions about defining outdoor recreation and ODWC’s conservation efforts. The length was still the same, but the administering of the survey was longer due to the qualitative nature of the outdoor recreation questions.

In the 2015, survey participants were asked who owned and operated the Wildlife Expo. The 2016 survey added the questions of how the Wildlife Expo and how the ODWC is funded.

As mentioned before a disclaimer statement at the end of the survey was provided to each participant informing them who operate the Wildlife Expo and how it is funded.

Through observations, the data collectors reported two complaints they were getting from the visitors. One was that many families came to take part in the kayaking pond. Because space the pond took up, many of the respondents expressed that the Wildlife Expo had fewer exhibits than previous years. Data collectors would inform the respondents that there were more exhibits this year compared to last year, but the pond made the Wildlife Expo look more crowded. Most visitors responded well to this statement.

Recommendation for Revising the 2017 Instrument

While the information collected by the researchers may be beneficial for the ODWC staff, they may want to reconsider the purpose and content of the survey for the future. This section will provide suggestions for changes to the 2017 survey based on the need for clarification and ease of administration.

The 2016 survey instrument’s current length is both easy to understand and administer. It is suggested to leave this survey at its current length to maintain the number of evaluations.

When administering the survey many of the adults would look at other people (such as a spouse or child) they came with to decide on their answers. For example, during an interview, the respondent might express they have no hunting skills but would seek the input of someone in their group who is a hunter to answer questions about their knowledge of hunting. This issue may cause a bias towards the results and interviewers should provide explicit instruction to the respondents that the questions are supposed to reflect their knowledge or experiences.

Additionally, there is no question to address whether a group came in private vehicles or a bus. It could help guide future preparation for parking needs at the Lazy-E Arena.

The open-ended question about defining outdoor recreation was awkward, and the respondent would be confused in what a definition was when asked a question and many people would provide activities. Then when the next question was asked about their most frequented outdoor recreational activity, they would look at the data collectors with confusion. This inquiry question is good for one-time use and recommended not to be reused within the next surveys at least for a

couple of years. A few years, it would be interesting to see if there were changes in answers and most frequented outdoor recreation activities. This information could also be compared to ODWC staff if they were to be asked the same questions. This way the ODWC would know if they are congruent with their user groups about what is outdoor recreation and the activities associated with it.

It is recommended to continue identifying the education standards and if wildlife conservation is being taught at schools. This provides a strong selling point for both the Wildlife Expo and other opportunities for the ODWC to collaborate with schools.

Because of the confusion, that some schools filled out surveys for each class while other schools filled out one survey or all the classes there is a discrepancy about what the actual class could be. It is recommended for next year's surveys either be 1 survey per class or one per school identifying the size of each class attending the Wildlife Expo.

The researchers expressed the pre and post Expo survey concept went over well and recommended to continue this trend. It gives the school an opportunity to provide the ODWC what schools know about wildlife conservation and identifying what the Wildlife Expo has provided the different classes.

Finally, it is recommended to continue to utilize the disclaimer but to make it easier for the data collector to read and still disseminate the same information. It is also recommended to consider a new disclaimer is providing new information to the visitors every year.

Appendix A:

2016 Wildlife Expo Survey

"Hi! I'm helping the Wildlife Department gather information to help improve the Wildlife Expo. Would you mind answering a few questions? if yes, continue, if no thank then and move on

Internal Use Only Interview Number: _____

Sex of Interviewee: M F

Interview Time: AM PM

Interview Location: _____

Interviewer Initials: _____ Fri Sat Sun

1. What time did you arrive at the Expo? _____

2. Including you, how many adults came in your vehicle? _____

3. How many youth/children came in your vehicle? _____

4. Have you attended the Wildlife Expo before this year? _____

5. Within the last year did you go: _____

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6+

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5+

☐ Yes ☐ No

☐ fishing ☐ hunting

Outdoor Recreation

6. How would you define Outdoor Recreation? _____

7. What outdoor recreation activity do you participate in most often? (DO NOT SHOW ANSWERS)

☐ Golf

☐ Camping

☐ Hunting

☐ Fishing

☐ Other:

Wildlife Conservation

1 being do not agree at all to 5 being completely agree rate the following statement

8. You are aware of the wildlife conservation efforts made by ODWC **Don't agree** ☐ 1 ☐ 2 ☐ 3 ☐ 4 **Agree** ☐ 5

9. Beyond Google search, I know where to get my ODWC information (including hunting/fishing licenses) ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

10. I would like to know more about the ODWC wildlife conservation efforts ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

11. Please list two things the ODWC does to support wildlife conservation (DO NOT SHOW ANSWERS)

<input type="checkbox"/> Create and enforce laws	<input type="checkbox"/> Controlled Burns	<input type="checkbox"/> Research	<input type="checkbox"/> Education	<input type="checkbox"/> Land Management
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Other: _____

Expo

While here, have you or your family taken time learn about or intend to learn about....

12. ☐ Wildlife conservation Has the expo met your expectations? ☐ Yes ☐ No ☐ TBD

13. ☐ Hunting Has the expo met your expectations? ☐ Yes ☐ No ☐ TBD

14. ☐ Fishing Has the expo met your expectations? ☐ Yes ☐ No ☐ TBD

15. ☐ Wildlife watching Has the expo met your expectations? ☐ Yes ☐ No ☐ TBD

16. ☐ Outdoor recreation not including hunting or fishing Has the expo met your expectations? ☐ Yes ☐ No ☐ TBD

17. In your opinion who organizes and operates the Wildlife Expo? (DO NOT SHOW ANSWERS) ☐ ODWC ☐ Lazy E Arena ☐ Other

18. How is the funded? (DO NOT SHOW ANSWERS) ☐ Hunting and Fishing Licenses ☐ Excise Taxes ☐ Other

19. In your opinion how is the Wildlife Department funded? (DO NOT SHOW ANSWERS) ☐ Hunting and fishing licenses ☐ Tax on hunt/fish equipment ☐ Other

20. Scale 1 not satisfied 5 very satisfied how satisfied are you with the expo? ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Demographics:

21. Zip code: _____

22. Year Born: _____

23. Ethnicity:

☐ White/European American

☐ Black/African American

☐ Hispanic American

☐ Native American

☐ Pacific Islander

☐ Asian American

☐ Middle Eastern American

☐ Other

Disclaimer: We would like to take this time to inform all our guests that the Wildlife Expo is completely operated by the Oklahoma Department of Wildlife Conservation and volunteers within the agency. The Expo is completely funded by hunting and fishing licenses.

Thank you for your time, and please enjoy your day!

Appendix B:

Oklahoma State University Institutional Review Board

Date: Thursday, September 01, 2016
IRB Application No ED16137
Proposal Title: Assessment of public perception of ODWC's Wildlife Expo - 2016

Reviewed and
Processed as: Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 8/31/2019

Principal
Investigator(s):

Curtis Clemens	Jay Post	Tim Passmore
2001 N Perkins Rd Q192	180 Colvin Center	186 Colvin Center
Stillwater, OK 74078	Stillwater, OK 74078	Stillwater, OK 74078

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.


The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval. Protocol modifications requiring approval may include changes to the title, PI advisor, funding status or sponsor, subject population composition or size, recruitment, inclusion/exclusion criteria, research site, research procedures and consent/assent process or forms
2. Submit a request for continuation if the study extends beyond the approval period. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of the research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Dawnett Watkins 219 Scott Hall (phone: 405-744-5700, dawnett.watkins@okstate.edu).

Sincerely,



Hugh Crethar, Chair
Institutional Review Board

Appendix C:

Pre-Expo School Survey

Disclaimer Dear Teacher, Thank you for taking your time to register your class for the Wildlife Expo. To help the Wildlife Department continue making improvements to the Wildlife Expo and wildlife conservation, we invite you to participate in this short survey. This questionnaire should only take about 10 minutes to complete, and there are no known risks associated with this study that is greater than those you ordinarily encounter in daily life. There are also no direct benefits that you will receive by participating, but you may be helping improve Wildlife Expos and wildlife conservation. All information collected will be kept private, and results will only be reported as group findings. There will be no way to identify your answers on this questionnaire, and all records will be securely stored. Your participation is completely voluntary, and you may skip any questions or stop at any time. If you do not want to participate, simply close your browser. Thank you for your time. By checking yes below, you are implying consent to participate.

- ☐ Yes
- ☐ No

Direction This section is for the teacher to identify general descriptive information about the class.

- 1 What is the name of the school?
- 2 What is the school zip code?
- 3 What grade is the class?
- 4 How many students are in this class?
- 5 Do you teach wildlife conservation in your class?
 - ☐ Yes, it is part of the required curriculum
 - ☐ Yes, but it is in addition to the required curriculum
 - ☐ No

Direction this section is used to have the teacher identify how many students in your class participate in different hunting and fishing activities.

- 6 Of your class, how many students have gone fishing before?
- 7 Of your class, how many students have caught a fish before?
- 8 Of your class, how many students have family members that fish?
- 9 Of your class, how many students have gone hunting before?

10 Of your class, how many students have family members that hunt?

11 Of your class, how many students have fired a bow and arrow before (not toy)?

12 Of your class, how many students own their bow and arrow equipment (not a toy)?

Appendix D:

Post-Wildlife Expo School survey

Disclaimer Dear Teacher, Thank you for taking the time to bring your class to the Wildlife Expo. To help the Wildlife Department continue making improvements to the Wildlife Expo, we invite you to participate in this short survey. This questionnaire should only take about 10 minutes to complete, and there are no known risks associated with this study that is greater than those you ordinarily encounter in daily life. There are also no direct benefits that you will receive by participating, but you may be helping improve Wildlife Expos. All information collected will be kept private, and results will only be reported as group findings. There will be no way to identify your answers on this questionnaire, and all records will be securely stored. Your participation is voluntary, and you may skip any questions or stop at any time. If you do not want to participate, simply close your browser. Thank you for your time. By checking yes below, you are implying consent to participate.

☐ Yes

☐ No

Direction: This section is for the teacher to identify general descriptive information about the class and the teacher's opinion about the Wildlife Expo.

Q1 What is the name of the school?

Q2 What is the school zip code?

Q3 What grade is the class?

Q4 How many students are in this class?

Q5 How many of the students in the class attended the Wildlife Expo?

Q6 Including yourself how many teachers attended the Wildlife Expo representing only your class?

Q7 How many non-faculty chaperones came with you to the Wildlife Expo just for your class?

Q8 How do you, the teacher, rate this year's Wildlife Expo?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Terrible

Q9 Which Oklahoma academic standards do you believe the Wildlife Expo offers to your class?

Direction This section is used to have the teacher identify how many students in your class participate in different activities at the Wildlife Expo.

Q10 Of your class, how many students did something at the Wildlife Expo they have never done before?

Q11 Of your class, how many students fished at the Wildlife Expo?

Q12 Of your class, how many students caught a fish at the Wildlife Expo?

Q13 Of your class, how many students fired a firearm for the first time at the Wildlife Expo?

Q14 Of your class, how many students fired a bow and arrow at the Wildlife Expo?

Q15 Which activities at the Wildlife Expo were the class' favorite (for example rock climbing, atlatl, shotgun range)?

Q16 How does the class in a whole rate this year's Wildlife Expo (record the item that best matches the majority of the student responses)?

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Terrible

References

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