



2018 Oklahoma Wildlife Expo Visitor Feedback: On-site & Online Surveys



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Acknowledgments

My sincere thanks to the Oklahoma Department of Wildlife Conservation (ODWC) for the partnership with the Leisure Studies Graduate Students at Oklahoma State University (OSU) in this research project. I express my deepest thanks to Corey Jager of the ODWC for giving advice, guidance and helpful comments throughout the course of this project.

I also want to thank Dr. Tim Passmore, Professor and Graduate Coordinator of Leisure Studies at OSU, for providing me the opportunity to embark in this project and for his invaluable support and contributions to make this project happened. Last but not least, I would like to thank the OSU graduate students: Tiffany Brenner, Brittany Dao, Emily Bedford, Chad Romoser, Jessica Dao and DeAmber Barrett for their support and willingness to spend some time with me taking surveys.

Sincerely,
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Co-Principal Investigator

2018 Oklahoma Wildlife Expo

Introduction

The Oklahoma Department of Wildlife Conservation (ODWC) as the agency responsible for managing fish and wildlife in the State hosts the Oklahoma Wildlife Expo. This annual event was held for the thirteenth consecutive year and took place from Friday, September 21 through Sunday, September 23 at the Lazy-E Arena located in Guthrie, Oklahoma. The Oklahoma Wildlife Expo featured outdoor recreational and educational opportunities for the whole family with more than 120 hands-on activities such as archery, fishing, shooting, rock climbing, mountain biking, wildlife watching, among many others.

The Leisure Studies Program at Oklahoma State University (OSU) - Stillwater has an agreement with ODWC to assess the public perception of the Oklahoma Wildlife Expo. Thus, this report has been elaborated with the information collected before and after the event via online surveys which were sent to attending schools. Additionally, on-site surveys to visitors were taken during the event.

Attendance Estimates

The Oklahoma Department of Wildlife Conservation installed vehicle counters (Trafx G4) at the three entrances to the Lazy E grounds. The vehicle counters were different models from those previously used, and the accuracy may vary from prior years. Thus, attendance was estimated by counting all vehicles and dividing by two between 6:00 a.m. and 6:00 p.m. on Friday, September 21; 7:00 a.m. and 7:00 p.m. on Saturday, September 22; and between 7:00 a.m. and 6:00 p.m. on Sunday, September 23, 2018. To find the average number of passengers per vehicle each day, data from the OSU visitor surveys (Appendix A) was 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 was estimated to be 45. The total number of traffic counter hits from Post Road was reduced by the known number of high-capacity vehicles and then multiplied by the average number of passengers per vehicle.

The Post Road entrance vehicle counter malfunctioned and no car counts were available for this entrance. In previous years, the traffic through the Post Road entrance was equal to about 25% of the main entrance traffic. Because employee parking filled about half of the southeast parking lot, the estimated visitor traffic was about 13% of the main entrance traffic (Saturday example: 2,381 counts on main entrance X 0.13 = 310). This estimation was done for Saturday and Sunday. There was no visitor parking through the Post Road entrance on Friday, so the estimated number was about 75 vehicles based on employee traffic alone.

Table 1 shows the estimated number of visitors to the 2018 Wildlife Expo per day and the decrease in attendance in comparison to 2017 Wildlife Expo.

	2017	2018	Change from 2017
Friday			
Total Visitors on Friday	19,607	5,798	70% decrease
Saturday			
Total Visitors on Saturday	15,218	10,010	34% decrease
Sunday			
Total Visitors on Sunday	11,228	10,075	10% decrease
Grand Total:	46,053	25,883	44% decrease

TABLE 1. ATTENDANCE ESTIMATES FOR THE 2018 WILDLIFE EXPO

The following figure shows a comparison of the estimated attendance to the Wildlife Expo between 2007 and 2018; it also shows estimated attendance per day.

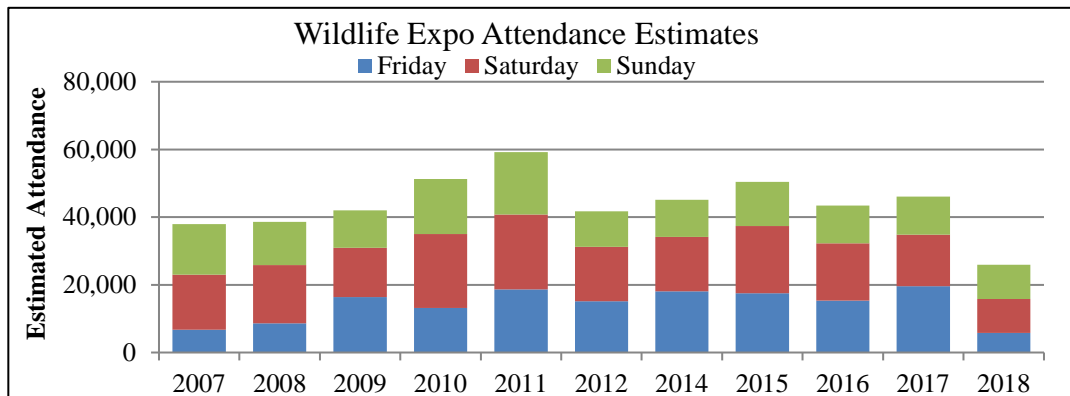


FIGURE 1. ESTIMATED ATTENDANCE BY DAY AND BY YEAR

On-site Visitor Surveys

Following the approval by the Oklahoma State University Institutional Review Board (IRB) to conduct research on human subjects (Appendix D), surveys were collected. Volunteers were interviewed along the different loops of the Lazy E Arena (Figure 2) by OSU surveyors.



FIGURE 2. LAZY-E ARENA MAP

The number of surveys collected on Friday was 228; most of the interviews (91%) were conducted inside the arena due to rain and the remaining (9%) at Scissortail loop (Table 2). During Saturday and Sunday, a total of 450 surveys were completed along the different locations (Table 3). After completing the interviews, a gift was given to thank respondents for their participation.

	Freq.	Percent
Arena	207	91
Scissortail Loop	21	9
Whitetail Loop	0	0
Catfish Loop	0	0
Jackrabbit Loop	0	0
Total Friday	228	100.0

TABLE 2. FREQUENCY OF SURVEYS BY LOCATION: FRIDAY

	Freq.	Percent
Arena	89	20
Scissortail Loop	68	15
Whitetail Loop	84	19
Catfish Loop	137	30
Jackrabbit Loop	72	16
Total Saturday & Sunday	450	100.0

TABLE 3. FREQUENCY OF SURVEYS BY LOCATION: SATURDAY & SUNDAY

Friday Visitor Feedback

Visitor Survey and Demographics. The information in this section is based on the 228 Friday respondents. Surveyors would record the time of the interview and ask the participants when they had arrived at the 2018 Wildlife Expo to determine how long they had experienced the Wildlife Expo before answering the survey. The time spent at the Wildlife Expo before responding to the survey ranged from “just arrived” to being there for over five hours with an average time of two hours. The demographics of the people who participated in the surveys are shown on Table 4.

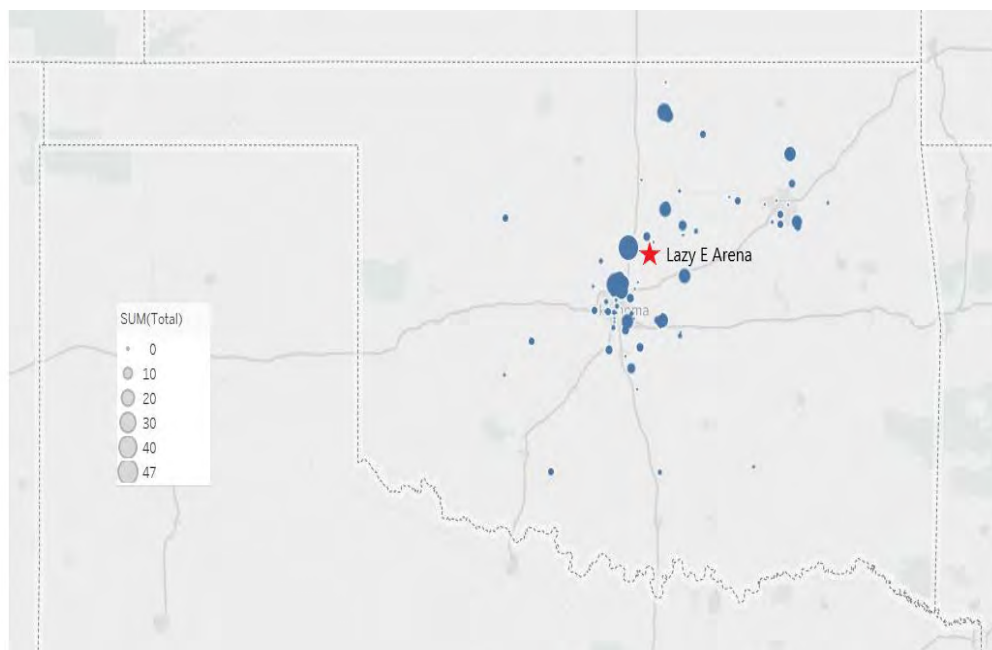
Demographics	Friday	
	Frequency	Percentage
Age	Mean	43.66
	Median	42
	Mode	38
	Range	22-80
Gender	Male	60 26%
	Female	164 72%
	No Response	4 2%
Race	American Indian or Alaska Native	10 4%
	Asian American	4 2%
	Black or African American	8 4%
	White	181 79%
	Bi-racial or multi-racial	11 5%
	No response	14 6%
Ethnicity	Hispanic or Latino	17 7%
	Not Hispanic or Latino	109 48%
	No Response	102 45%

TABLE 4. DEMOGRAPHICS OF FRIDAY VISITORS WHO COMPLETED A SURVEY

Visitor City of Residence. Friday visitors to the 2018 Wildlife Expo were asked to provide their home zip code. In this case, all of them came from across the state of Oklahoma as seen on Table 5. Furthermore, Figure 3 illustrates the location of the cities where visitors came from.

Zip Code	Number of Respondents	Valid Percentage	Represented Cities
730--	102	45%	Bethany, Binger, Carnegie, Cashion, Coyle, Davis, Edmond, Guthrie, Harrah, Jones, Lexington, Newcastle, Noble, Norman, Perry, Piedmont, Yukon
731--	37	16%	Oklahoma City
735--	1	0.5 %	Duncan
737-	1	0.5 %	Canton
740--	37	16%	Broken Arrow, Collinsville, Cushing, Glencoe, Inola, Jenks, Mannford, Owasso, Perkins, Ripley, Sand Springs, Stillwater, Terlton
741--	5	3%	Tulsa
745--	1	0.5%	Coalgate
746--	27	12%	Ponca City, Fairfax, New Kirk
748--	13	6%	Agra, Chandler, Mc Loud, Shawnee
	2	1%	No response
Total	228	100%	

TABLE 5. ZIP CODES FOR FRIDAY’S VISITORS



Map provided by ODWC

FIGURE 3. VISITOR MAP: FRIDAY

Visitor Transportation. Only Friday visitors were asked the question: "Did you personally arrive on a bus with your group today?". According to their responses, only 22% of visitors arrived on a bus with their group, while the majority (78%) used their own vehicle. Furthermore, visitors were asked about the number of passengers per vehicle; based on the people who were interviewed, the average number of passenger per vehicle was 2.42.

Visitor Prior Attendance. Most of Friday respondents (55%) visited the Wildlife Expo for the first time this year. 43% of them had visited the Expo in previous years and 2% did not respond to the question (Figure 4).

Visitor Fishing and hunting in the last year. Visitors were asked if they had gone fishing and/or hunting in the previous year. 57% percent of the respondents said they did go fishing last year; conversely, only 24% of them stated that they had gone hunting in the past year (Figure 5).

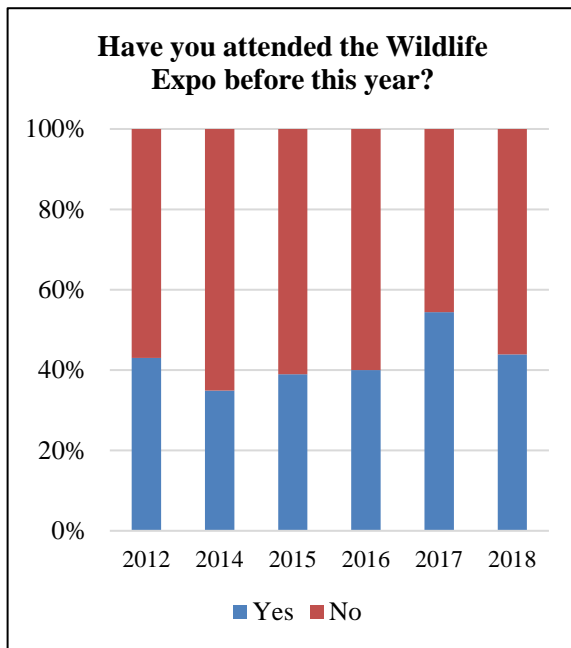


FIGURE 4. PRIOR ATTENDANCE TO THE WILDLIFE EXPO – FRIDAY

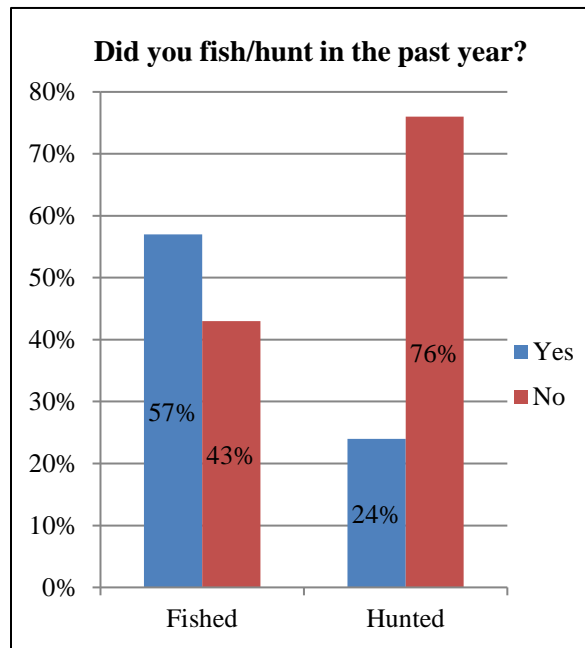


FIGURE 5. FISHED & HUNTED IN THE PAST YEAR - FRIDAY

Wildlife Expo Organization. Wildlife Expo participants were asked if they know who organizes and operates the Wildlife Expo, they were given three options: ODWC, Lazy E. Arena, and Other. The majority (86%) of Friday’s respondents identified the Oklahoma Department of Wildlife Conservation (ODWC) as the entity that organizes and operates the Wildlife Expo. Only 5% of participants did not provide a response to this question (Figure 6).

Who organizes and operates the Wildlife Expo

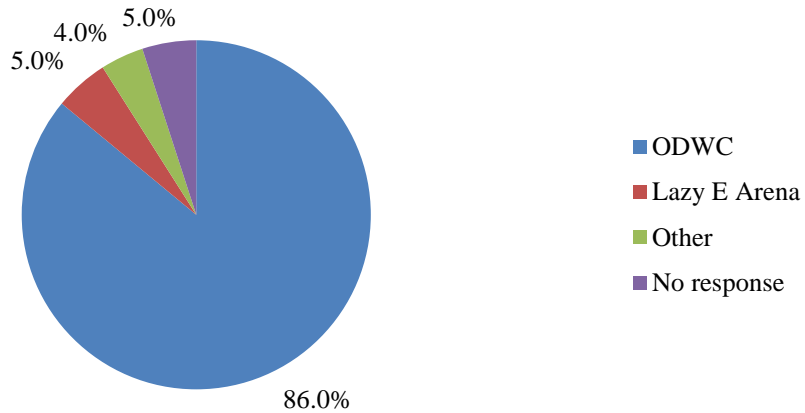


FIGURE 6. WILDLIFE EXPO ORGANIZATION: FRIDAY

Visitors Satisfaction. Respondents were asked to rate their overall experience at the Wildlife Expo on a five-point scale from 1 (Very Dissatisfied) to 5 (Very Satisfied). Figure 7 shows the respondents’ level of satisfaction with the Wildlife Expo.

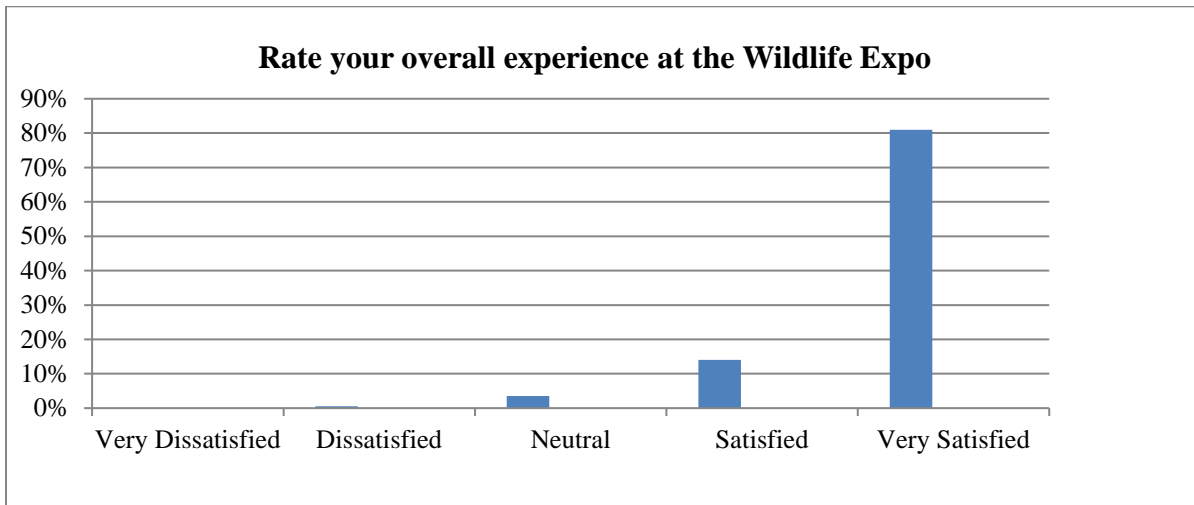


FIGURE 7. OVERALL WILDLIFE EXPO SATISFACTION: FRIDAY

Saturday and Sunday Visitor Feedback

Visitor Survey and Demographics. A total number of 450 respondents participated in the 2018 Wildlife Expo Saturday and Sunday 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 over 7 hours with an average time of almost 2 hours. Table 6 shows the demographics of the respondents.

Demographics		Saturday & Sunday	
		Frequency	Percentage
<i>Age</i>	Mean		42.89
	Median		39
	Mode		36
	Range		18-84
<i>Gender</i>	Male	221	49%
	Female	228	51%
	No Response	1	0%
<i>Race</i>	American Indian or Alaska Native	20	4%
	Asian	3	1%
	Black or African American	9	2%
	White	378	84%
	Bi-racial or multi-racial	12	3%
	No response	28	6%
<i>Ethnicity</i>	Hispanic or Latino	22	5%
	Not Hispanic or Latino	423	94%
	No Response	5	1%

TABLE 6. DEMOGRAPHICS OF SATURDAY AND SUNDAY VISITORS WHO COMPLETED A SURVEY

The overall demographics collected at the 2018 Wildlife Expo during Saturday and Sunday showed some differences (Table 7) with the demographics of the Oklahoma population (U. S. Bureau of Census).

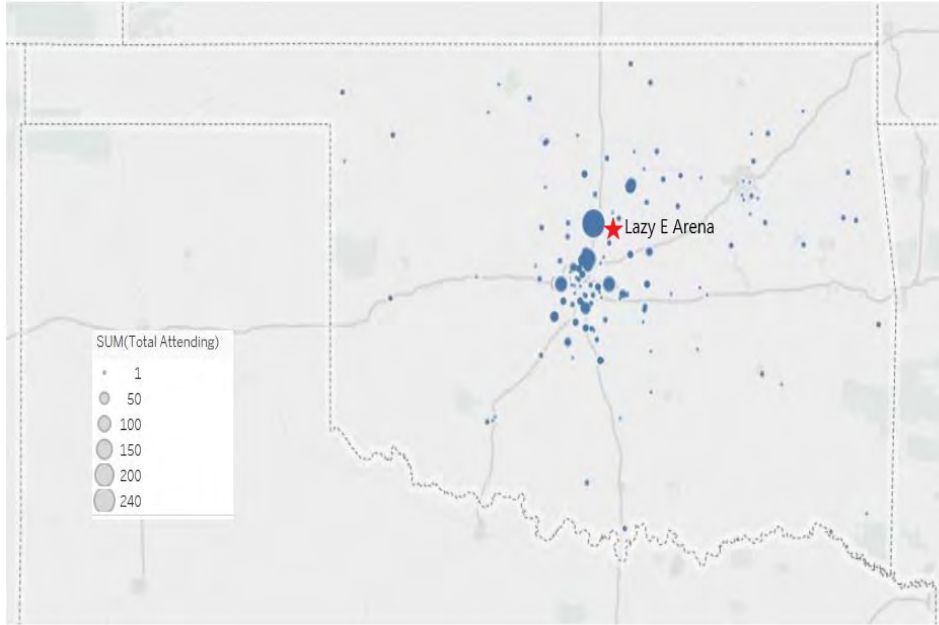
	US Census for Oklahoma	Wildlife Expo 2018
Male	49.5%	49%
Female	50.5%	51%
White	74.3%	84%
Black	7.8%	2%
Bi-racial or multi-racial	6.1%	3%
American Indian or Alaska Native	9.2%	4%
Asian	2.3%	1%
Hispanic or Latino	10.6%	5%
Not Hispanic or Latino	65.7%	94%

TABLE 7: WILDLIFE EXPO WEEKEND DEMOGRAPHICS VS. OKLAHOMA DEMOGRAPHICS

Visitor City of Residence. Table 8 provides the detail on zip codes reported by respondents to the on-site survey. The number of interviewees from each zip code is indicated, as is the percentage of the total response to the survey. As a result, it is possible to identify the approximate percentage of visitors from different regions within the state of Oklahoma and other states. Furthermore, Figure 8 illustrates the cities where visitors come from.

Zip Code	Number of Respondents	Valid Percentage	Represented Cities
730--	239	53%	Bethany, Blanchard, Cashion, Chickasha, Choctaw, Coyle, Crescent, Dibble, Edmond, El Reno, Guthrie, Harrah, Hydro, Jones, Lexington, Morrison, Mulhall, Mustang, Newcastle, Noble, Norman, Orlando, Perry, Piedmont, Purcell, Tuttle Wynnewood, Yukon
731--	67	15%	Oklahoma City
734--	4	.88%	Healdton, Marietta
735--	3	.67%	Fort Sill, Lawton
736-	2	.44%	Elk City
737-	16	4 %	Carmen, Cherokee, Enid, Garber, Hennessey Kingfisher, Nash
738--	4	.88%	Woodward, Shattuck
740--	47	10%	Bixby, Bristow, Broken Arrow, Collinsville, Drumright, Glencoe, Jennings, Mannford, Oologah, Owasso, Pawnee, Perkins, Ripley, Stillwater, Yale
741--	6	%	Tulsa
743--	2	.44%	Craig County, Mayes County
744--	9	2%	Beggs, Haskell, Muskogee, Tahlequah
745--	2	.44%	Haileyville, McAlester
746--	3	.67%	Kaw City, New Kirk
747--	2	.44%	Broken Bow
748--	28	6%	Castle, Chandler, Holdenville, McLoud, Meeker, Okemah, Prague, Shawnee, St. Louis, Stratford, Tecumseh, Wellston
749--	5	1%	Okemah, Paden
13732	1	.22%	New York
65326	1	.22%	Missouri
67042	1	.22%	Kansas
67203	1	.22%	Kansas
76511	2	.44%	Texas
95670	1	.22%	California
97603	1	.22%	Oregon
	3	.67%	No Response
Total	450	100%	

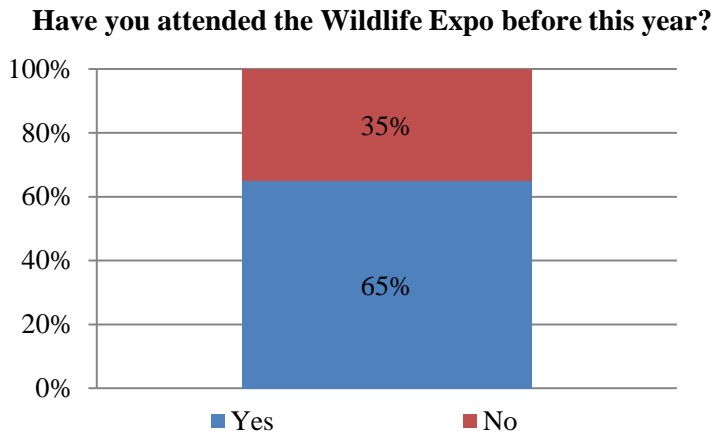
TABLE 8. ZIP CODES FOR SATURDAY AND SUNDAY VISITORS



Map provided by ODWC

FIGURE 8. VISITOR MAP: SATURDAY AND SUNDAY

Visitor Number of Passengers. Visitors were asked about the number of passengers per vehicle. Based on the people who were interviewed, an average number of passenger per vehicle was calculated in 3.90.



Visitor Prior Attendance. The majority of Saturday and Sunday respondents (65%) have attended the Wildlife Expo in previous years. Only 35% of respondents were first-time visitors (Figure 9).

FIGURE 9. PRIOR ATTENDANCE TO THE WILDLIFE EXPO – SATURDAY & SUNDAY

A yearly comparison was made to determine the number of visitors who have come back to the Wildlife Expo. As shown on Figure 10, there has been an increasing number of return weekend visitors to the Wildlife expo in the last years. The 2018 Wildlife Expo reported the highest percentage of return weekend visitors (65%) in the past years.

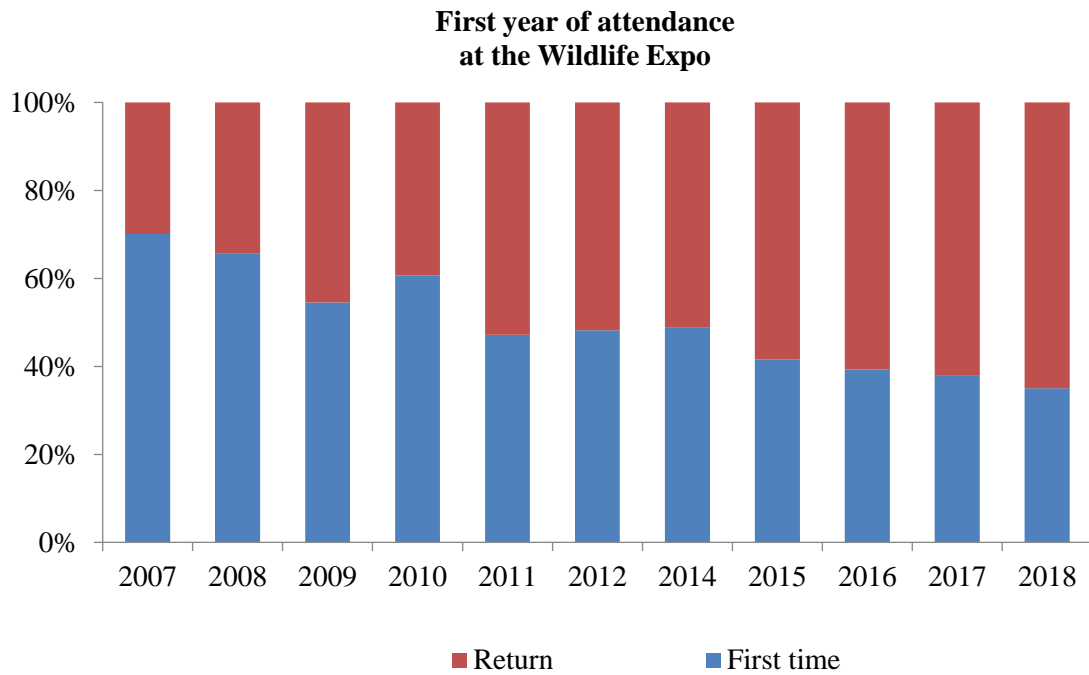


FIGURE 10. TRENDS OF RETURNS PER YEAR

Visitor Fishing and Hunting in the Last Year. Participants were asked if they had gone fishing and/or hunting in the previous year. Figure 11 shows the percentage of respondents (n = 450) who had gone fishing and/or hunting in the last year.

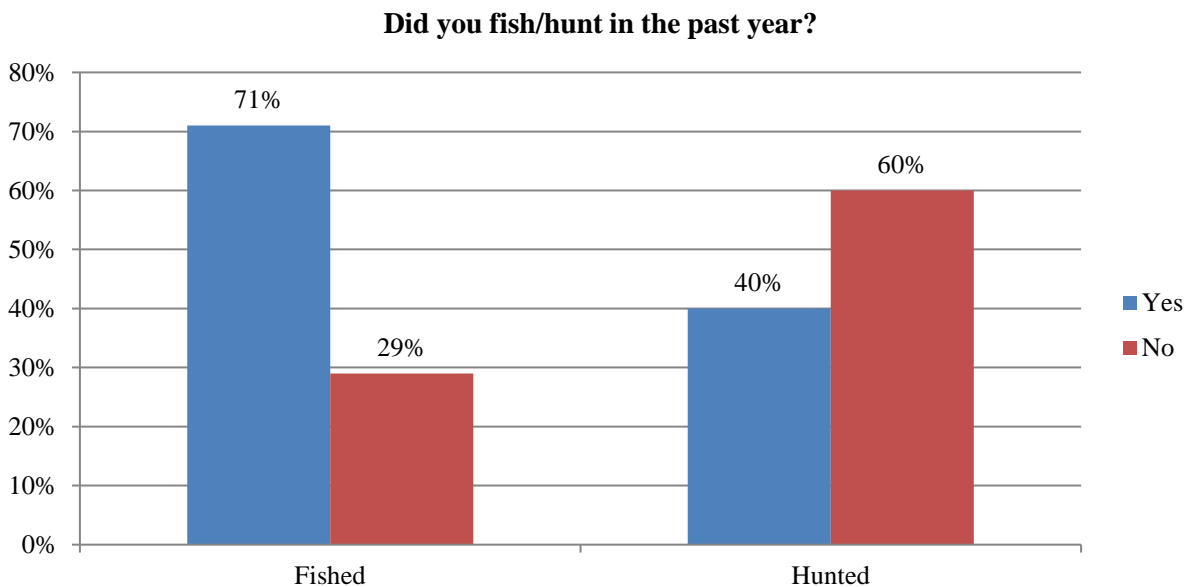


FIGURE 11. FISHED AND HUNTED LAST YEAR: SAT & SUN

Wildlife Expo Organization. Participants had three options to answer the question: “Who do you think organizes the Wildlife Expo”. Figure 12 shows their responses.

Who organizes and operates the Wildlife Expo

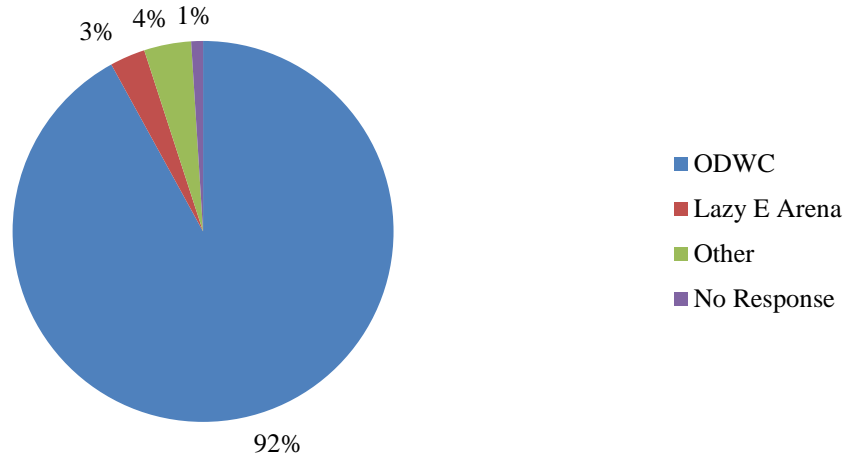


FIGURE 12. WILDLIFE EXPO ORGANIZATION: SAT & SUN

Visitor Satisfaction. Visitors were asked to rate their overall experience at the Wildlife Expo on a five-point scale from 1 (Very Dissatisfied) to 5 (Very Satisfied). As seen on Figure 13, most of the visitors showed high levels of satisfaction.

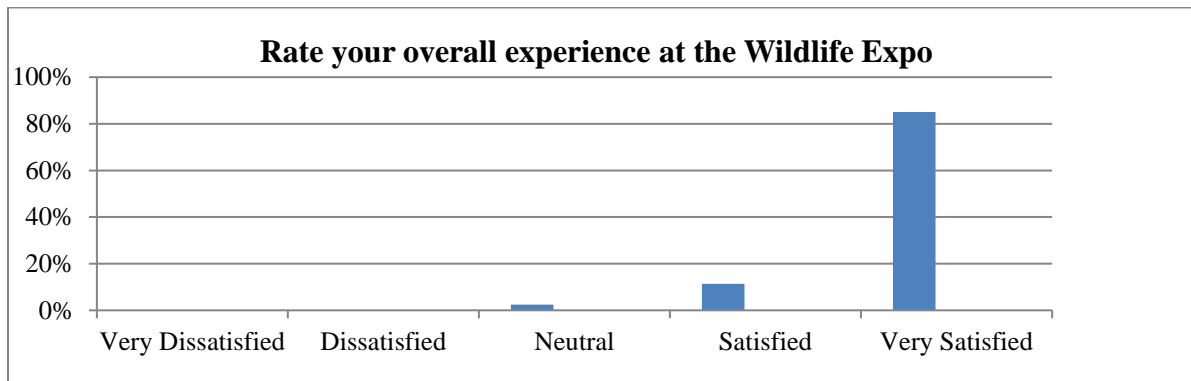


FIGURE 13. SATURDAY AND SUNDAY OVERALL SATISFACTION

Pre and Post-Expo Online Survey Feedback

The educators who registered for the 2018 Wildlife Expo School Day were sent an email with a link to complete an online Pre-Expo survey (Appendix B). A total of 36 responses were received from the teachers. Afterwards a post-survey (Appendix C) was emailed to educators in order to learn about their experience at the Expo. Only 16 responses were received.

Pre-Expo Online School Survey. These surveys were designed for the teacher or school representative to collect general data from classes without identifying any specific student. Afterwards they would fill out an online survey (Appendix B) through a Qualtrics software link.

A total 54 classes from 25 different schools and 2 homeschool programs completed the online survey, representing students from the first to the twelfth grade as seen on Table 9. According to the responses provided by educators, about 848 students were in the classes; the class sizes ranged from 2 to 100 students.

Class Representation: Pre-Expo Online School Survey

Grade	Frequency	Percentage	Grade	Frequency	Percentage
1	3	5.5	7	5	9.3
2	3	5.5	8	4	7.4
3	5	9.3	9	2	3.7
4	10	18.5	10	4	7.4
5	7	13.0	11	3	5.5
6	5	9.3	12	3	5.5
Totals			54	100.00	

TABLE 9. CLASS REPRESENTATION: PRE-EXPO ONLINE SCHOOL SURVEY

Teaching Wildlife Conservation. Almost half (48%) of the teachers reported that they teach wildlife conservation in addition to their required curriculum and 19% expressed that wildlife conservation was part of their state-required curriculum standards (Figure 14).

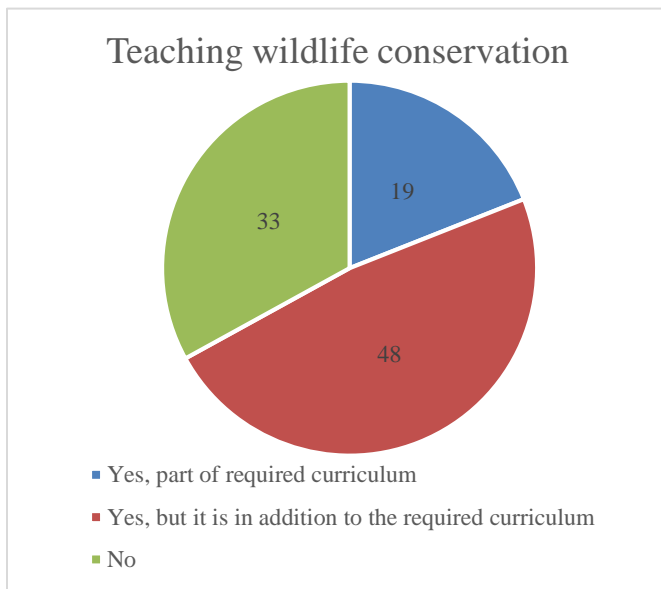


FIGURE 14. CLASSES TEACHING WILDLIFE CONSERVATION

Fishing and hunting. Pre-Expo Online School Surveys revealed that 48% of students ($n=848$) reported that they have gone fishing before; 43% have caught a fish before and 47% of the students reported that they have family members that fish (Figure 15).

Pre-Expo Online School Surveys revealed 21% of students ($n=848$) have gone hunting before and 35% of them have a family member that hunts. Furthermore, 33% of the students have shot a bow and arrow before and 15% of them own a bow and arrow equipment (Figure 16).

Note: 6 out of 27 classes (22%) did not report any fishing and hunting information.

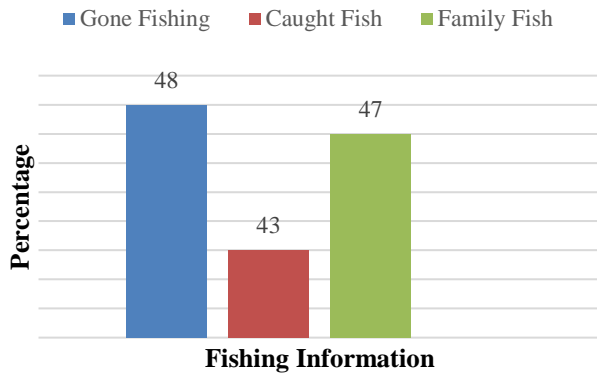


FIGURE 15. PRIOR EXPERIENCE FISHING

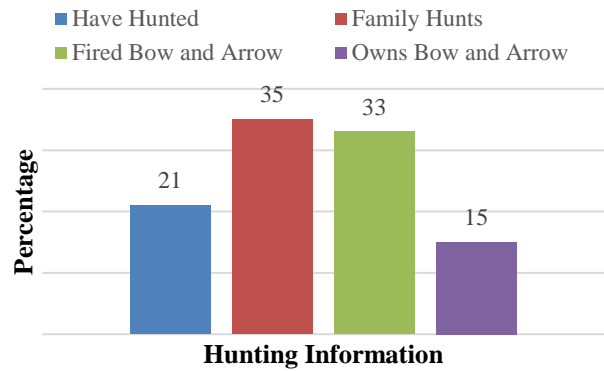


FIGURE 16. PRIOR EXPERIENCE HUNTING

Post-Expo Online School Survey. A link to an online post-Wildlife Expo survey (Appendix C) was sent to all the schools who registered for the Wildlife Expo; only 13 schools completed the survey. According to the responses provided, the number of faculty that attended the Wildlife Expo was 31 and the number of non-faculty (chaperones) was 33. The approximate number of students who attended the Wildlife Expo was 337. The surveys represented 40 different classes (Table 10).

Class Representation: Post-Expo Survey					
Grade	Frequency	Percentage	Grade	Frequency	Percentage
1	1	2.5	7	4	10
2	1	2.5	8	5	7.5
3	3	7.5	9	4	10
4	2	5.0	10	4	10
5	4	10	11	5	7.5
6	3	7.5	12	4	10
			Totals	40	100.00

TABLE 10. CLASS REPRESENTATION: POST-EXPO ONLINE SURVEY

Class Favorite Activities. Students were asked to list the activities that they really enjoyed participating at the Wildlife Expo. A summary of the aforementioned activities along with the frequency is provided in Table 11. Please note that only ten classes responded to that question.

Activity	Frequency
Rock climbing	4
Wildlife on display	4
Fishing	3
Shooting	3
Total of classes	10

TABLE 11. FAVORITE ACTIVITIES

Activities at the 2018 Wildlife Expo. In this section of the online survey, only 11 classes reported their answers making it approximately 310 students. The responses revealed that about 55% of the students got involved in an activity they have never done before compared to 45% of students in 2017 who tried something new (Figure 17). About 22% of students fished at the expo and 17% of them caught a fish for the first time. Approximately 17% of the students fired an arm for the first time and 42% shot a bow and arrow for the first time at the expo (Figure 18).

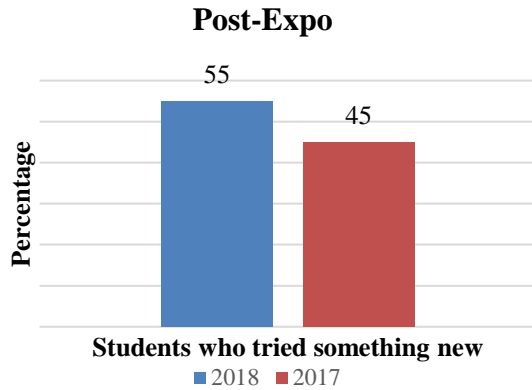


FIGURE 17. STUDENTS WHO TRIED SOMETHING NEW. COMPARISON 2018-2017

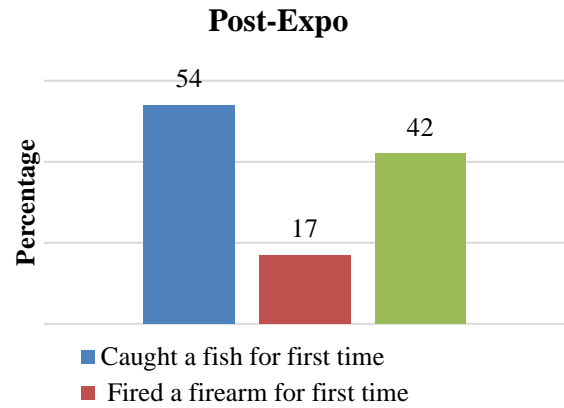


FIGURE 18. FIRST TIME EXPERIENCES

Oklahoma Academic Standards. The following are statements provided by the teachers in regards to identified Oklahoma academic standards in the post-expo online survey. It should be noted that only four teachers provided responses.

- 3-LS2-1 Ecosystems: Interactions, Energy, and Dynamics
- High academic standards, kids are able to learn about and see nature, environment, animals, and hunting.
- Earth science, biology, get outdoors away from electronic devices.
- Living things need water, air, and resources from the land, and there are places that have the things the humans use for everything they do.

Wildlife Expo Rating. In the Post-Expo online survey teachers were asked to personally rate this year's Wildlife Expo on a five-point scale from 1 (Terrible) to 5 (Excellent). 69% reported the Wildlife Expo was excellent, 23% reported it was good, 8% rated it as average (Figure 18). The class in a whole also rated this year's Wildlife Expo. Only 11 surveys provided responses to this question. 36% of the classes reported the Wildlife Expo was excellent and 64% reported it was good (Figure 19).

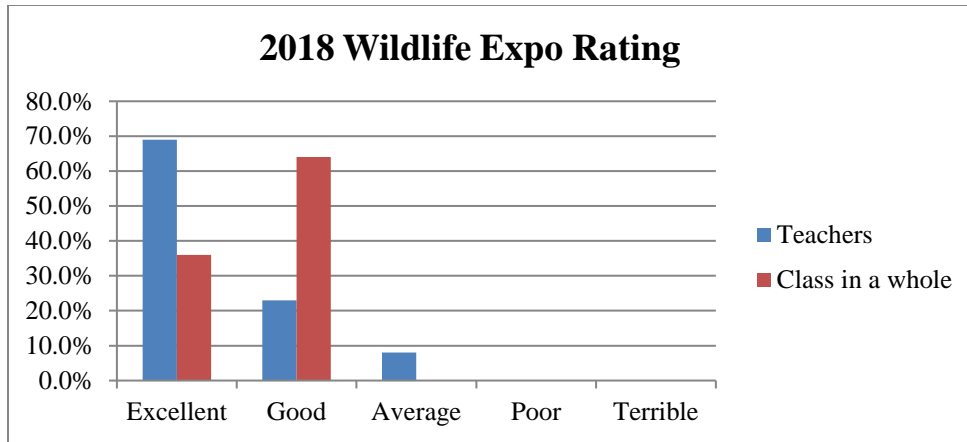


FIGURE 19. RATING OF THE 2018 WILDLIFE EXPO

Summary of findings

On-site Visitor Surveys Results

Apparently, the number of visitor to the 2018 Wildlife Expo decreased in relation to previous years. However, the way of counting visitors changed this year and that might have had an impact on the numbers.

The participation of the visitors who completed the 2018 surveys (678) was similar in relation to 2017 (649). It seems that two factors have impacted the increase of data collection: the shortened version of the survey and the small incentive gifts provided.

Based on the surveys collected, it can be inferred that on the weekend, the number of male and female respondents was similar. However, on Friday the number of female respondents was significantly higher than that of males. A comparison between the demographics in State of Oklahoma and the participants of the 2018 Wildlife Expo showed significant differences in some groups; White/Caucasians not Hispanics conformed the majority of the participants.

Most of the Friday Visitors visited the Wildlife Expo for the first time. In contrast, the majority of Saturday and Sunday Visitors had attended it in previous years. Overall, visitors were very satisfied with the 2018 Wildlife Expo. Furthermore, most of the visitors are aware that the Wildlife Expo is organized by the ODWC.

Pre-Expo Online School Surveys

Before the 2018 Wildlife Expo took place, an online survey was sent to teachers of registered schools. Twenty-seven teachers completed the survey representing 54 classes. The number of classes in 2018 was much smaller than that in 2017 (146 classes). Furthermore, in 2018 the number of students from those classes was approximately 848 with an average of 33 students per class; in contrast, the approximate number of students in 2017 was 1690 with an average of 31 students per class.

Most of the teachers who completed the 2018 online survey (48%) expressed that they teach wildlife conservation even though it is not part of the curriculum; 19% of them stated it is part of the required courses and 33% do not teach wildlife conservation.

Results indicated that almost half of the students (48%) have gone fishing; 43% have caught a fish before and almost half of them (47%) have a family member that goes fishing. Conversely, only 21% of the students said that they have hunted and 35% have a family member that hunts. Moreover, results revealed that 33% of the students have shot a bow and arrow and few of them own the equipment to do so.

Post-Expo Online School Surveys

The number of teachers who completed the 2018 Post-Expo online survey was very small (13). The approximate number of students represented on those surveys was 361 and approximately 337 attended the 2018 Wildlife Expo.

For the section referring to the students' fishing and hunting experiences, only eleven responses were reported representing about 310 students. Out of this number, more than half (55%) said that they tried something new at the 2018 Wildlife Expo. Furthermore, students reported Rock Climbing and watching Wildlife on display as their favorite activities.

In regards to the rating of the 2018 Wildlife Expo, most teachers and students rated it as excellent or good.

It is important to note that due to the low level of responses of the online surveys it is difficult to analyze data and make inferences of the population with a such a small sample.

Appendix A: On-site Survey



2017 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 them and move on."

Internal Use Only

Interview Number: _____

Sex of Interviewee: M F

Interview Time: __: __ AM PM

Interview Location: Arena B G R Y

1. What time did you arrive at the Wildlife Expo? __: __ AM PM

2. **FRIDAY ONLY:**
Did you personally arrive on a bus with your group today? Yes → *Skip to Q5* No

3. Including you, how many adults came in your vehicle? 1 2 3 4 5 6+

4. How many youth/children came in your vehicle? 0 1 2 3 4 5+

5. Have you attended the Wildlife Expo before this year? Yes No

6. Within the least year did you go... Fishing? Hunting?

7. In your opinion, who organizes and operates the Wildlife Expo? Lazy E Arena ODWC Other

8. *Scale: 1=Very Dissatisfied, 5=Very Satisfied*
How would you rate your overall experience at the Wildlife Expo? 1 2 3 4 5

9. Home ZIP Code: _____

10. Year Born: _____

11. **Race:** **Ethnicity:**

<input type="checkbox"/> American Indian or Alaska Native	<input type="checkbox"/> White	<input type="checkbox"/> Hispanic or Latino
<input type="checkbox"/> Asian	<input type="checkbox"/> Bi-racial or multi-racial	<input type="checkbox"/> Not Hispanic or Latino
<input type="checkbox"/> Black or African American		

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

Appendix B: Pre-Expo School Online Survey

Disclaimer

Dear Teacher, Thank you for taking your time to register your class for the Wildlife Expo. In order to help the Wildlife Department continue making improvements to the Expo and wildlife conservation, we invite you to participate in this short survey. This questionnaire should only take you about 5-10 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 Expo 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. If you choose to participate: Please, click NEXT arrow if you choose to participate. By clicking the NEXT arrow, you are indicating that you freely and voluntarily and agree to participate in this study and you also acknowledge that you are at least 18 years of age. It is recommended that you print a copy of this consent page for your records before you begin the study by clicking below.

- 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 or classes?
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 own bow and arrow equipment (not toy)?

Appendix C: Post-Expo School Online Survey

Disclaimer

Dear Teacher, Thank you for taking the time to bring your class to the Wildlife Expo. In order to help the Wildlife Department continue making improvements to the Expo, we invite you to participate in this short survey. This questionnaire should only take you about 5-10 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 Expo. 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. If you choose to participate: Please, click NEXT arrow if you choose to participate. By clicking the NEXT arrow, you are indicating that you freely and voluntarily and agree to participate in this study and you also acknowledge that you are at least 18 years of age. It is recommended that you print a copy of this consent page for your records before you begin the study by clicking below.

- Yes
- No

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

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 or classes?
5. How many students attended the Expo?
6. Including yourself how many teachers attended the Wildlife Expo representing your school?
7. How many non faculty chaperones came with you to the Expo just for your school?

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

- Excellent
- Good
- Average
- Poor
- Terrible

9. 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 per class participated in different activities at the expo.

10. How many students did something at the Wildlife Expo they have never done before?

11. How many students fished at the Wildlife Expo?

12. How many students fished for the first time at the Wildlife Expo?

13. How many students caught their first fish at the Wildlife Expo?

14. How many students fired a firearm for the first time at the Wildlife Expo?

15. How many students fired a bow and arrow for the first time at the Wildlife Expo?

16. Which activities at the expo were the class' favorite (for example: rock climbing, atlatl, shotgun range)?

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

- Excellent
- Good
- Average
- Poor
- Terrible

Appendix D: IRB

Oklahoma State University Institutional Review Board

Date: Thursday, August 23, 2018 Protocol Expires: 8/31/2019
IRB Application No: ED16137
Proposal Title: Assessment of public perception of ODWC's Wildlife Expo - 2018

Reviewed and Processed as: Exempt
Modification

Status Recommended by Reviewer(s) **Approved**

Principal Investigator(s):

Tim Passmore
186 Colvin Center
Stillwater, OK 74078

Cristina Good
Stillwater, OK 74078

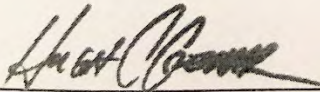
The requested modification to this IRB protocol has been approved. Please note that the original expiration date of the protocol has not changed. The IRB office **MUST** be notified in writing when a project is complete. All approved projects are subject to monitoring by the IRB.

- 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.

The reviewer(s) had these comments:

Remove Catalin Palacios, Jonathan Hines and Curtis Clemens as PI and Co-Pis. Add Cristina Good as a CO-PI and change year in title from 2017 to 2018

Signature :



Hugh Crethar, Chair, Institutional Review Board

Thursday, August 23, 2018
Date

References

U.S. Bureau of Census. American Fact Finder. Retrieved November 14, 2018 from <https://www.census.gov/quickfacts/fact/table/ok/PST045217#PST045217>