



## **2019 Wildlife Expo Onsite Survey Report**



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## Introduction

The Oklahoma Wildlife Expo is an annual outdoor recreation event hosted by the Oklahoma Department of Wildlife Conservation (ODWC) that attracts visitors from across the state. The Wildlife Expo features outdoor recreational and educational opportunities for the whole family with more than 100 activities, educational displays and seminars, including shotgun shooting, rock climbing, archery, wildlife management, mountain biking, fishing, wildlife watching, hunting, among many others.

## Methods

Data collection was conducted by an on-site visitor survey developed in collaboration with ODWC. The study was designed to inquire the respondents' demographics, their assessment of the Wildlife Expo and to learn about their outdoor activity participation. The instrument includes a section with standard demographic questions (i.e., gender, age, race, and ethnicity) and questions related to the characteristics of their visit and participation in the event (i.e., number of adults in the group, number of children in the group, prior attendance, and rating of overall experience), as well as information related to activities such as fishing and hunting. Data were analyzed using descriptive statistics.

## Results

### Surveys Collected during the Event

Day	Surveys Completed
Friday	143
Saturday	169
Sunday	242
<b>TOTAL</b>	<b>554</b>

The total number of surveys collected during the event was 554 (Table 1).

All survey participants were voluntary respondents (18 and older). Participant interviews were conducted during the three days of the event. Surveyors walked around the different areas of the venue interviewing males and females indistinctly to ensure randomness.

### Attendance Estimates

The estimated number of visitors to the 2019 Wildlife Expo was calculated by multiplying the number of vehicles which entered the venue through any of the gates during the three days of the event by the average number of passengers per vehicle obtained through the surveys collected (Table 2).

Day	2019	2018	Difference
Friday	16,563	5,798	+10,765
Saturday	15,670	10,010	+5,660
Sunday	14,283	10,075	+4,208
<b>Total</b>	<b>46,516</b>	<b>25,883</b>	<b>+20,633</b>

### Profile of the Visitors

In order to learn the profile of the visitors to the 2019 Wildlife Expo, some demographic information was obtained and is displayed in the tables 3 and 4.

Table 3. Demographics Friday		
Age		
Average	44	
Range	18-67	
	Frequency	Percentage
Gender		
Males	55	38%
Females	88	62%
Race		
Native American	13	9%
Asian	3	2%
Black	5	4%
White	115	80%
Biracial/Multiracial	4	3%
No response	3	2%
Ethnicity		
Hispanic/Latino	2	1%
Non Hispanic/Latino	141	99%

Table 4. Demographics Saturday & Sunday		
Age		
Average	44	
Range	18-77	
	Frequency	Percentage
Gender		
Males	198	48%
Females	208	51%
Race		
Native American	19	5%
Asian	8	2%
Black	6	1%
White	347	84%
Biracial/Multiracial	22	5%
No response	9	2%
Ethnicity		
Hispanic/Latino	14	3%
Non Hispanic/Latino	382	93%
No response	15	4%

### Cities where visitors come from based on zip codes provided

Participants were asked to provide their zip codes displayed by day of attendance in Tables 5 and 6.

**Table 5. Place of Visitors' Residence Friday**

Zip Code	Number of Respondents	Valid Percentage	Represented Cities
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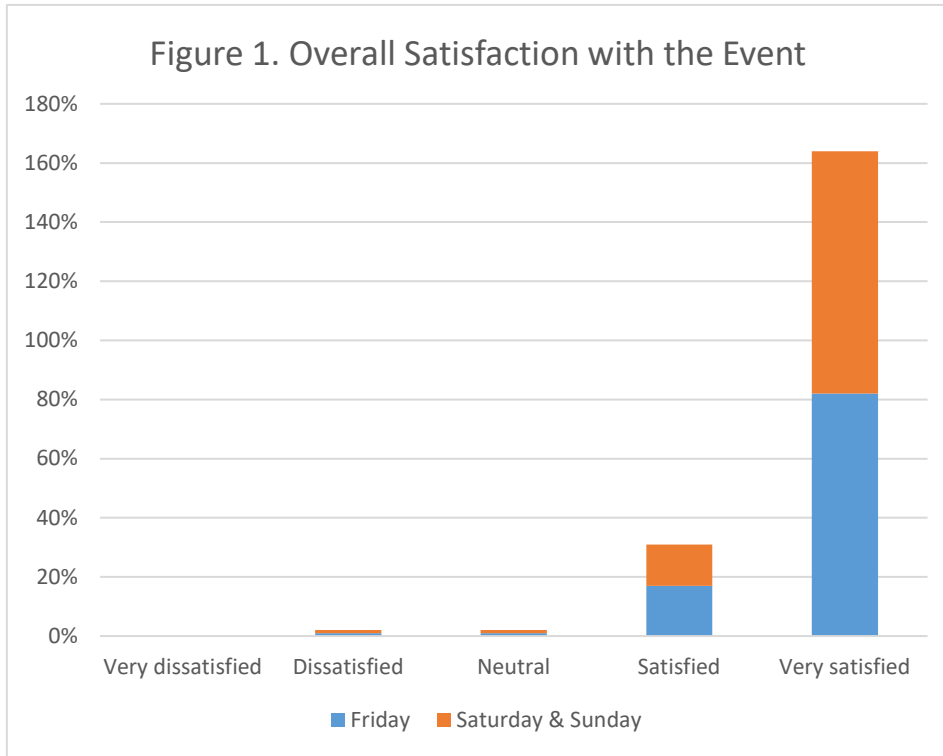
<b>730--</b>	54	38%	Bethany, Choctaw, Edmond, Guthrie, Harrah, Hinton, Jones, Luther, Mustang, Noble, Pauls Valley, Purcell, Yukon
<b>731--</b>	22	15%	Oklahoma City
<b>740--</b>	17	12%	Bixby, Claremore, Collinsville, Jenks, Mannford, Perkins, Ripley, Sapulpa, Skiatook, Stillwater
<b>736-</b>	16	11%	Arapaho Clinton, Leedey, Putnam, Taloga
<b>746--</b>	7	5%	Ponca City
<b>741--</b>	6	4%	Tulsa
<b>738--</b>	4	3%	Camargo, Vici
<b>747--</b>	1	.7 %	Sawyer
<b>748--</b>	10	7%	Ada, McLoud, Shawnee, Stratford
<b>30339</b>	1	.7%	Georgia
<b>Total</b>	<b>143</b>	<b>100%</b>	

**Table 6. Place of Visitors' Residence Saturday & Sunday**

<b>Zip Code</b>	<b>Number of Respondents</b>	<b>Valid Percentage</b>	<b>Represented Cities</b>
<b>730--</b>	214	52%	Anadarko, Blanchard, Choctaw, Crescent, Cyril, Edmond, El Reno, Gracemont, Guthrie, Harrah, Jones, Lexington, Luther, Minco, Morrison, Mountain View, Mustang, Newcastle, Nicoma Park, Noble, Norman, Pauls Valley, Perry, Piedmont, Pocasset, Purcell, Spencer, Tuttle, Wayne, Weatherford, Yukon
<b>731--</b>	71	17%	Oklahoma City
<b>740--</b>	36	9%	Bristow, Cushing, Drumright, Inola, Jenks, Kellyville, Lenapah, Nowata, Pawnee, Ripley, Sand Springs, Sapulpa, Stillwater, Terlton
<b>737-</b>	20	5%	Ames, Bison, Canton, Cherokee, Dover, Hennessey, Kingfisher, Longdale, Nash, Okeene

<b>748--</b>	22	5%	Holdenville, McLoud, Okemah, Prague, Sallisaw, Shawnee, Tecumseh
<b>744--</b>	7	2%	Muskogee, Beggs, Fort Gibson, Hitchita
<b>734--</b>	6	1%	Ardmore, Healdton, Milburn, Tishomingo
<b>735--</b>	6	1%	Altus, Cache, Fletcher, Medicine Park, Mountain Park
<b>736-</b>	4	1%	Foss, Sentinel, Taloga
<b>743--</b>	4	1%	Eucha, Kansas, Locust Grove, Pryor
<b>746--</b>	4	1%	Ponca City, Billings, Braman, Lamont
<b>741--</b>	3	.7%	Tulsa
<b>744--</b>	3	.7%	Durant
<b>23669</b>	2	.5%	Virginia
<b>738--</b>	1	.2%	Vici
<b>72118</b>	1	.2%	Arkansas
<b>79015</b>	1	.2%	Texas
<b>65336</b>	1	.2%	Missouri
	5	1%	No response
<b>Total</b>	<b>411</b>	<b>100%</b>	

## Visitors' Satisfaction



A Likert-type scale was used to measure visitors' overall satisfaction with the event.

Results displayed in Figure 1 indicate that satisfaction is consistent with 2018 since in both events visitors have expressed being very satisfied (over 80%) or satisfied (over 10%) with the event.

## 2019 Wildlife Expo Visitors' Licenses

Visitors were asked if they have had a fishing or hunting license or a conservation passport. Their responses are displayed in Figure 2. Additionally, they indicated if they currently have a valid fishing, hunting or conservation passport (Figure 3).



## Wildlife Management Areas

Figure 4. Number of visitors who are familiar with lands managed by ODWC

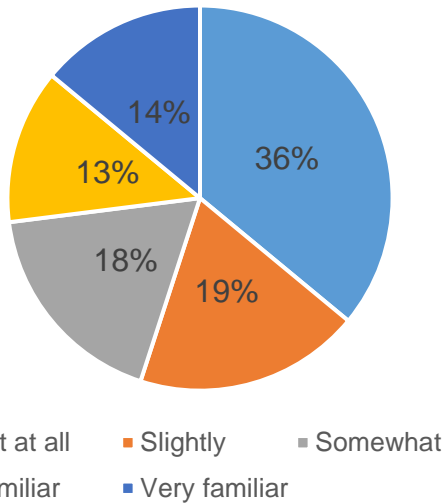
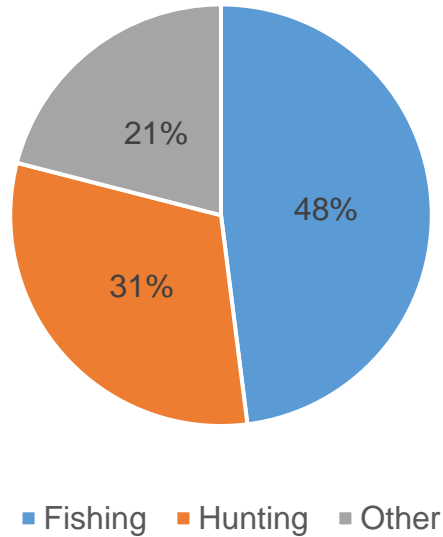


Figure 5. Activities that lands are used for

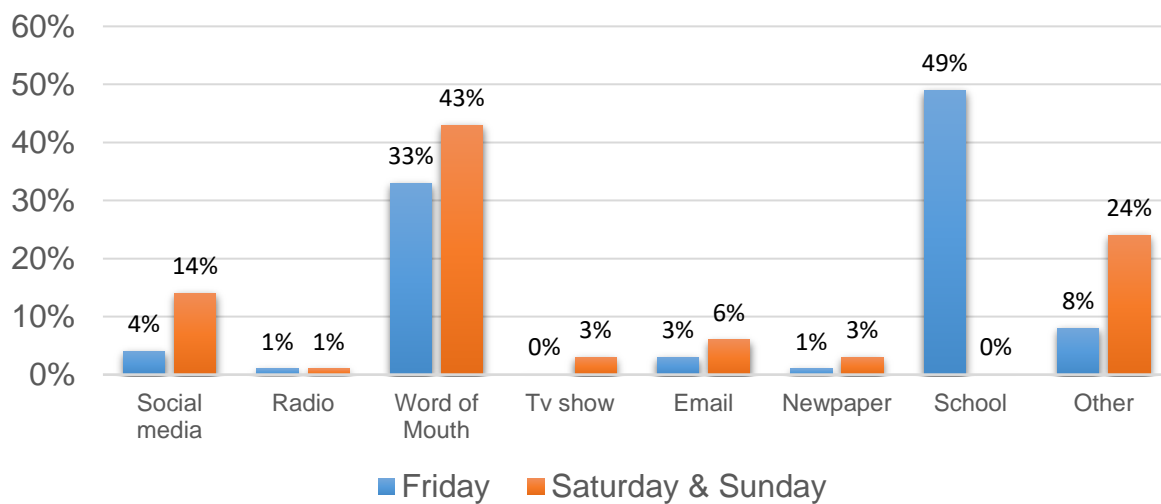


**Note:** Within the category of “Other” interviewees mentioned: camping, mushroom picking, bird watching, hiking, recreation, lake activities, swimming, bird research.

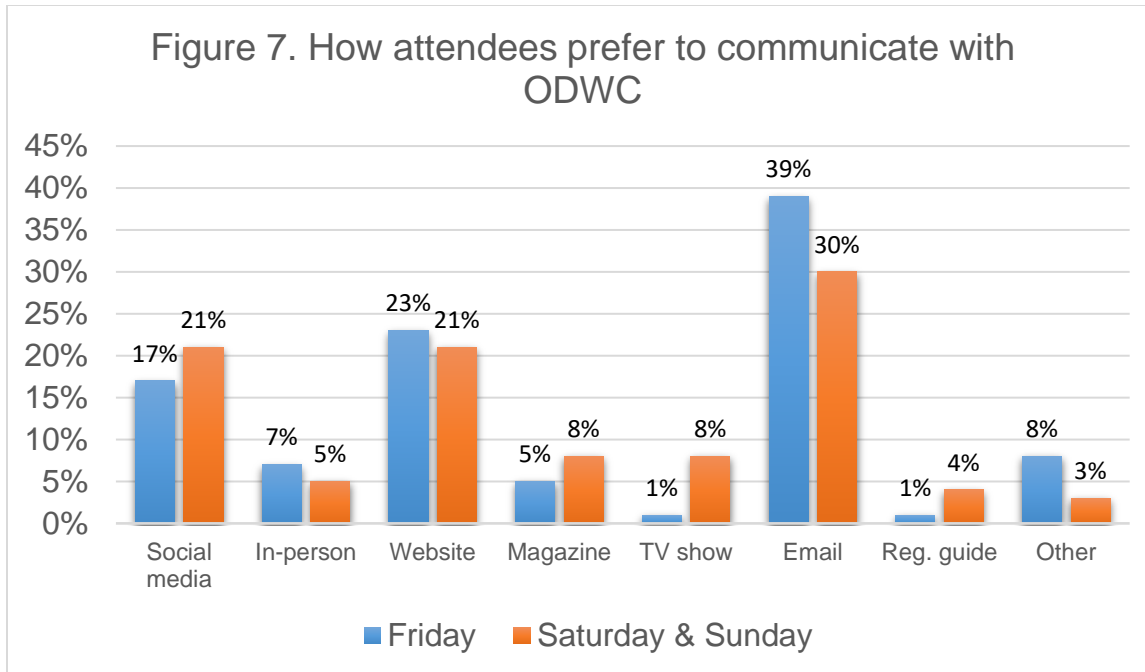
## Communication with visitors

Figure 6 displays the different means that the visitors heard about the 2019 Wildlife Expo. Figure 7 shows the visitors’ preferred forms of communication with ODWC.

Figure 6. Means that visitors heard about the event



**Note:** Within the category of “Other”, interviewees mentioned that they were returning visitors, or ODWC employees, or saw signs near Lazy E Arena announcing the event.



**Note:** Within the category of “Other” interviewees mentioned: mail, smartphone app, text, flyers.

### Final Comments and Recommendations

The Wildlife Expo has been a successful annual event with consistent results throughout the years. Satisfaction with the event has remained at high levels and approximately 50% are returning visitors. However, the lack of diversity among the visitors has been a recurrent theme. Improve or increase communication with schools with minority students and encourage them to attend the event to foster diversity.

According to the responses obtained in the surveys, most of the visitors are not very familiar with the lands that ODWC manages. This may be indicative of lack of exposure about what ODWC offers to the public. Furthermore, visitors expressed that it is difficult to find information about the Expo. It is suggested to display more information on the ODWC website and make it more accessible. Another suggestion is to improve the smartphone app and include event-related information.

Visitor suggestions to improve the Expo included more and better concessions during the event, provide more activities for adults (although they did not specify what activities) and have vendors offering wildlife-related items to buy.

Some of the questions of the instrument designed to collect data need to be reviewed to make data collection faster and more efficient. Another question can be added to the survey in order to learn what kind of activities would appeal to adults.

Another way to improve the event is by first establishing clear goals and objectives for the Expo and specifying the target market(s) thus making it possible to evaluate the results based on the pre-established purpose.