

**Meeting Date: May 16, 2024**

**Agenda Item No. 11**

**Agenda Item: IDFG Public Opinion Survey Update**

**Bureau Chief Approval: AP**

**Prepared by:** Ian Malapeai

**Background:**

In April 2023, Idaho Fish & Game contracted with Rathbone Falvey Research, a strategic research consulting firm based in Boise, to conduct a statewide survey to understand Idahoans attitudes and awareness of the Department and its activities. The survey results, and subsequent focus group work, provide objective data that will be used to inform brand strategy, upon which future strategic communication initiatives can be built. This information can also be used as a benchmark to gauge how public sentiment changes over time. By understanding public perceptions and awareness we can better understand what the public values and provide department information that builds trust and maintains support for the work that is done on behalf of the citizens Idaho and its wildlife.

The primary research objectives for the survey were:

- Hunting, fishing, and wildlife-viewing behavior.
- Outdoor recreation preferences.
- Attitudes towards conservation and regulated hunting, fishing, and trapping.
- Awareness of IDFG and its functions.
- Perception of IDFG.
- Satisfaction and trust of IDFG.
- Public involvement in giving input and attending meetings related to IDFG.
- Communication preferences.

To answer these questions surveys were delivered to three primary groups: (1) General Idahoans in each IDFG administrative region (2) Hunters, anglers and combination license holders in each IDFG administrative region and; (3) Fish and game employees. Sample sizes were sufficient to obtain a minimum 95% confidence interval for each group and location mentioned above.

Final reports from the survey were delivered to the agency in mid-April 2024, and this presentation will provide highlights from those reports.

The next step is to conduct focus groups to gain deeper insights into survey responses that the department feels warrant more discovery. Once completed, this information will be available to staff and be used to develop brand guidelines and communication strategies to better communicate department information and enhance trust with the public.

**Statutory Authority and/or Policy issues:** The Department's strategic plan calls for clear communication with the public to allow them access to opportunities to hunt, fish and trap and to improve public understanding of and involvement in wildlife management.

**Public Involvement Process:** The public was provided an online survey to provide feedback on the Department and its activities.

**Justification:** Information will aid the Department by providing constituent sentiment data, and help the agency respond to requests, recommendations, or other input from the public.

**Staff Recommendation:** This agenda item is for Commission information only.

**Action Requested:** N/A