

# 2014 Conservation Congress 2014 Survey - Results

Below are the tabulated results from the Conservation Congress 2014 Survey that was conducted online from Monday, January 13, 2014 until Monday, January 27, 2014.

Scoring for Questions 1, 3, 8, 9, 10, 13 were on a weighted scale with 5 being the MOST IMPORTANT

"Extremely Important" = 5pts; "Quite Important" = 4 pts; "Moderately Important" = 3 pts; "Slightly Important" = 2 pts; "Not Important at All" = 1 pt

- \* Averages were based on the number of respondents answering that particular question.
- \* Highlighted rankings and answers represent the highest rated scores by respondents.
- \* If you would like a copy of written responses questions 1, 3, 6, 8, 13, 14, 16, 18 & 19, please ask IDNR staff.

Respondants Taking the Survey were:					
	%	Total		%	Total
<b>Male</b>	<b>72.30%</b>	<b>1921</b>	<b>Northern Illinois (north of I-80)</b>	<b>47.40%</b>	<b>1274</b>
<b>Female</b>	27.70%	737	<b>Central Illinois (between I-80 and I-64)</b>	<b>42.10%</b>	<b>1131</b>
<i>Answered question</i>	97.00%	2658	Southern Illinois (south of I-64)	9.60%	259
<i>Skipped question</i>	3.00%	73	Did not reside in Illinois	0.80%	21
			<i>Answered question</i>	98%	2685
			<i>Skipped question</i>	2%	46
<b>Age 55-64</b>	<b>27.40%</b>	<b>731</b>			
<b>Age 45-54</b>	<b>23.60%</b>	<b>629</b>			
<b>Age 35-44</b>	17.20%	458			
<b>Age 65-74</b>	14.40%	383			
<b>Age 25-34</b>	10.70%	286			
<b>Age 18-24</b>	4.60%	122			
<b>Age 75 or older</b>	2.10%	57			
<i>Answered question</i>	98%	2666			
<i>Skipped question</i>	2%	65			

## Survey Questions:

**1. As IDNR works to enhance services and programming at Illinois State Parks, how important are the following?** -

(highest score is most popular)

Rank		Av. score	total points
<b>1</b>	<b>Improve trail maintenance</b>	<b>3.67</b>	<b>9925</b>
<b>2</b>	<b>Improve public communications concerning state park activities, closures, etc.</b>	<b>3.55</b>	<b>9543</b>
<b>3</b>	<b>Improve campground facilities</b>	<b>3.53</b>	<b>9472</b>
<b>4</b>	<b>Extend park/visitor center hours to be open on weekends/evenings</b>	<b>3.46</b>	<b>9304</b>
<b>5</b>	Hire additional park staff/interpreters who help park guests connect to natural and cultural resources	3.13	8406
<b>6</b>	Provide non-traditional recreational experiences, such as mountain biking, paddle watercourses, ziplining, stargazing, etc	2.97	7969
<b>7</b>	Create interactive smart phone apps to enhance your experience at state parks	2.54	6813
	<i>Written responses</i> 392 15%		
	<i>Answered question</i> 2,687 98%		
	<i>Skipped question</i> 44 2%		

**2. If IDNR were to offer more outdoor recreational programming, please prioritize which activities you would like to see added or expanded the most, with "1" being most important and "13" being the least important.**

Rank		Av. score
1	School outreach program at state sites	4.67
2	Fishing education programs	5.29
3	Outdoor skills programs for everyone (example: Becoming an Outdoor Woman)	5.37
4	Hunting education and recruitment programs	5.61
5	Specific programs for women, persons with disabilities, veterans and seniors	6.09
6	Plant identification hikes	6.11
7	Evening campfire programs at state sites	6.86
8	Guided birding programs	6.98
9	Mountain biking	8.14
10	Horseback riding	8.27
11	Rock climbing	8.6
12	Ice skating	9.35
13	Ziplining	9.63
<i>Answered question</i>		2627 96.20%
<i>Skipped question</i>		104 3.80%

**3. Engaging youth in outdoor recreational opportunities is something IDNR is consistently working towards improving. How important are the following? - (highest score is most popular)**

Rank		Av. score	total points
1	Organized family programs such as guided hikes, plant identification walks, bird/animal identification workshops, etc.	3.87	10271
2	Youth-only non-hunting/fishing activities, such as camping, bird identification, canoeing	3.87	10270
3	Outdoor skills programs (similar to Becoming an Outdoor Woman) to include youth	3.84	10177
4	Youth-only hunting and fishing opportunities	3.83	10144
5	Smart phone applications to enhance experience at state sites	2.71	7192
<i>Written responses</i>		187	7%
<i>Answered question</i>		2651	97%
<i>Skipped question</i>		80	3%

**4. In 2012, the Illinois General Assembly passed Senate bill 1566, otherwise known as the Sustainability Bill, with a broad coalition of support. The bill, signed into law by Governor Quinn, is creating an influx of much-needed, new funding for IDNR. As we move forward, would you like to see how these dollars are being spent?**

Rank		percentage	# answered
1	Yes	95.70%	2554
2	It doesn't matter one way or the other	3.40%	90
3	No	0.90%	25
<i>Answered question</i>		2669	98%
<i>Skipped question</i>		62	2%

**5. With the Sustainability Bill now law, approximately \$20 - \$30 million in revenues will be generated annually for IDNR. While these new funds will have a significant impact on the agency's ability to provide quality services for the public, do you see a need for IDNR to secure additional funding for various programs?**

Rank		percentage	# answered
1	Yes	75.80%	1997
2	No	15.90%	418
3	It doesn't matter one way or the other	8.30%	220
<i>Answered question</i>		2635	97%
<i>Skipped question</i>		96	3%

**6. If you answered "YES" to the above question, which area of IDNR's budget do you want to see grow?**

Rank		percentage	# answered
1	<b>Dedicated Funding</b>	<b>56.50%</b>	<b>1086</b>
2	General Revenue Funding	30%	576
3	Federal Funding	13.50%	261
	<i>Written responses</i>	<i>264</i>	<i>14%</i>
	<i>Answered question</i>	<i>1923</i>	<i>70%</i>
	<i>Skipped question</i>	<i>808</i>	<i>30%</i>

**7. IDNR has secured corporate sponsorships for recreational events at state sites. How important is it for IDNR to continue those efforts and pursue new sponsorship opportunities at state sites - stopping short of offering naming rights of the state site itself?**

Rank		percentage	# answered
1	<b>Quite Important</b>	<b>35.50%</b>	<b>942</b>
2	<b>Extremely Important</b>	<b>30.50%</b>	<b>809</b>
3	Moderately Important	22.60%	601
4	Slightly Important	6.40%	170
5	Not Important at all	5.00%	134
	<i>Answered question</i>	<i>2656</i>	<i>97%</i>
	<i>Skipped question</i>	<i>75</i>	<i>3%</i>

**8. How important is it for IDNR to enhance or create the following outreach and educational services?**

(highest score is most popular)

Rank		Av. score	total points
1	<b>Guidelines and "how-to" information to assist landowners in managing habitat for wildlife benefits</b>	<b>4.10</b>	<b>10894</b>
2	<b>Educational resources for teachers and youth group leaders</b>	<b>4.07</b>	<b>10800</b>
3	<b>Educational resources to be used by the public</b>	<b>4.01</b>	<b>10640</b>
4	<b>Grow partnerships with outside organizations to expand recreational opportunities</b>	<b>3.94</b>	<b>10463</b>
5	Marketing of all educational resources available through the IDNR	3.67	9743
6	Interpretive signs and displays at state sites	3.65	9688
7	Classroom webinars so that classes, or youth groups, can interact with "experts"	3.65	9674
8	Environmental curriculum for community colleges	3.57	9481
9	"Loaner" educational materials available at state sites	3.39	9001
10	Provide more programming at the Illinois State Museum	2.99	7944
	<i>Written responses</i>	<i>127</i>	<i>5%</i>
	<i>Answered question</i>	<i>2654</i>	<i>97%</i>
	<i>Skipped question</i>	<i>77</i>	<i>3%</i>

**9. In your opinion, how much importance should IDNR place on the protection and enhancement of these types of lands/features in Illinois? - (highest score is most popular)**

Rank		Av. score	total points
1	<b>Forests</b>	<b>4.52</b>	<b>12084</b>
2	<b>River and stream corridors</b>	<b>4.49</b>	<b>12001</b>
3	<b>Wetlands</b>	<b>4.39</b>	<b>11740</b>
4	<b>Rare and threatened species/ecosystems</b>	<b>4.27</b>	<b>11412</b>
5	<b>Recreational areas</b>	<b>4.12</b>	<b>11009</b>
6	Scenic vistas and views	3.90	10434
7	High quality habitat on privately owned lands	3.80	10164
8	Cultural heritage/historic sites	3.80	10158
9	Abandoned mine lands	3.41	9117
	<i>Answered question</i>	<i>2673</i>	<i>98%</i>
	<i>Skipped question</i>	<i>58</i>	<i>2%</i>

**10. How concerned are you about the following? - (highest score is most popular)**

Rank		Av. score	total points
1	<b>Loss of high quality habitat</b>	<b>4.42</b>	<b>11905</b>
2	<b>Invasive species</b>	<b>4.23</b>	<b>11406</b>
3	<b>Fragmentation of natural areas and wildlife habitats</b>	<b>4.15</b>	<b>11195</b>
4	Suburban sprawl/lack of green space	3.97	10709
5	Adequate public recreational areas	3.83	10334
6	Hydraulic fracturing in Illinois	3.51	9457
7	Lakeshore development	3.44	9263
8	Loss of cultural heritage	3.33	8964
9	Not enough access to private land	3.14	8470
10	Lack of motorized recreational trails	2.39	6434
<i>Answered question</i>		2695	99%
<i>Skipped question</i>		36	1%

**11. IDNR is responsible for ensuring our state's resources are protected and conservation laws are upheld. Please answer the following as it pertains to law enforcement.**

	Yes	No	I don't know
Do conservation laws need to be updated?	<b>54.90%</b>	17.20%	27.90%
Does IDNR need to increase its number of Conservation Police Officers in the field?	<b>51.20%</b>	23.40%	25.40%
Does Illinois have a problem with poaching enforcement?	38.30%	17.80%	<b>43.80%</b>
Does IDNR do enough to protect threatened and endangered species?	<b>36.20%</b>	<b>29.50%</b>	<b>34.30%</b>
<i>Answered question</i>	2664	98%	
<i>Skipped question</i>	67	2%	

**12. As an individual, what is the BEST way you would like to receive announcements, news and other information from IDNR? Please rank from 1-9 with "1" being the best form of communication and "9" the least liked.**

Rank		Av. score
1	<b>E-mails</b>	<b>2.93</b>
2	<b>IDNR website</b>	<b>3.24</b>
3	<b>Monthly e-newsletters</b>	<b>3.66</b>
4	Press release (via local newspaper)	4.4
5	Facebook	5.64
6	Smartphone applications	5.74
7	Text alerts	5.89
8	Webinars	6.2
9	Twitter	7.29
<i>Answered question</i>		2617 96.00%
<i>Skipped question</i>		114 4.00%

**13. If you are an IDNR partner, how important are the following types of communication tools for IDNR to use in communicating with your group? - (highest score is most popular)**

Rank		Av. score	total points
1	<b>IDNR website</b>	<b>4.28</b>	<b>80014</b>
2	<b>Email blast to registered users based on topic of interest</b>	<b>3.78</b>	<b>7083</b>
3	<b>Monthly e-newsletters</b>	<b>3.78</b>	<b>7071</b>
3	<b>Press releases</b>	<b>3.78</b>	<b>7071</b>
5	Monthly or quarterly webinars	2.8	5238
6	Smartphone applications	2.67	5008
7	Facebook	2.54	4755
8	YouTube videos	2.58	4839
9	Text alerts	2.58	4838
10	Twitter	1.84	3441
	<i>Written responses</i>	62	3.30%
	<i>Answered question</i>	1873	69%
	<i>Skipped question</i>	858	31%

**14. What type of information would you like to see IDNR communicate to you?**

Rank		Yes	Maybe/not sure	No
1	<b>Alerts about park information, closures, public programs, etc.</b>	<b>76.20%</b>	<b>20.00%</b>	<b>3.80%</b>
2	<b>Alerts for hunting and fishing permit deadlines, regulation changes and conservation law changes</b>	<b>75.90%</b>	<b>15.10%</b>	<b>9.00%</b>
3	<b>"How to" guides for invasive removal, plant identification, various habitat practices, etc.</b>	<b>68.30%</b>	<b>28.80%</b>	<b>5.90%</b>
4	Volunteer opportunities	58.00%	34.80%	7.20%
5	Model examples of projects, such as mine reclamation, habitat projects, partnerships, land acquisitions, etc.	56.20%	36.10%	7.70%
6	Various permits requests and awards, public meeting alerts, etc.	55.60%	36.00%	8.50%
7	Grant deadlines, guidelines, and access to various awarded grants	42.40%	39.70%	18.00%
	<i>Written responses</i>	76	3%	
	<i>Answered question</i>	2599	95%	
	<i>Skipped question</i>	132	5%	

**15. How important is it for IDNR to use volunteers and "friends groups" to assist with various outreach programs and projects in and around our state sites?**

Rank		percentage	# answered
1	<b>Extremely Important</b>	<b>45.60%</b>	<b>1199</b>
2	<b>Quite Important</b>	<b>33.20%</b>	<b>871</b>
3	Moderately Important	13.90%	366
4	Not sure	3.60%	94
5	Slightly Important	2.80%	73
6	Not Important at all	0.90%	24
	<i>Answered question</i>	2627	96%
	<i>Skipped question</i>	104	4%

**16. If you could, what type of volunteer opportunities in and around our state sites would you be interested in participating?**

Rank		Yes	Maybe	No
1	<b>Habitat management projects</b>	<b>59.40%</b>	<b>19.30%</b>	<b>21.30%</b>
2	<b>Trail maintenance</b>	<b>49.10%</b>	<b>23.10%</b>	<b>27.80%</b>
3	<b>Park clean up</b>	<b>46.20%</b>	<b>25.60%</b>	<b>28.30%</b>
4	Safety education (hunting, boating, etc.)	39.40%	18.60%	42.00%
5	Lead group programs	21.90%	22.30%	55.80%
6	Visitor center greeter	20.90%	19.10%	60.00%
7	Campground host	16.30%	17.30%	66.50%
8	Illinois State Museum volunteer	12.45%	16.40%	71.20%
<i>Written responses</i>		<i>147</i>	<i>6%</i>	
<i>Answered question</i>		<i>2571</i>	<i>94%</i>	
<i>Skipped question</i>		<i>160</i>	<i>6%</i>	

**17. IDNR wants to share information with all of our constituents, including non-English speaking men, women and children. In your opinion, what is the most effective way to reach out to non-English speaking residents and visitors? Please rank most important with "1" and least important with "5".**

Rank		Av. score
1	<b>Educational materials</b>	<b>2.22</b>
2	<b>Bilingual signs at state sites</b>	<b>2.86</b>
3	Bilingual staff in urban areas	3.04
4	Bilingual interpretive programs at state parks	3.32
5	Bilingual hunting and fishing permit applications	3.56
<i>Answered question</i>		<i>2205</i> <i>81%</i>
<i>Skipped question</i>		<i>526</i> <i>19%</i>

**18. What language(s), other than English, should IDNR offer in our educational programs, outreach efforts and other services?**

Rank		percentage	# answered
1	<b>Spanish</b>	<b>95.60%</b>	<b>1576</b>
2	Polish	19.50%	322
3	Chinese	13.60%	225
4	Korean	7.80%	128
5	Vietnamese	7.20%	119
6	Tagalog/Filipino	5.60%	92
<i>Written responses</i>		<i>572</i>	<i>35%</i>
<i>Answered question</i>		<i>1649</i>	<i>60%</i>
<i>Skipped question</i>		<i>1082</i>	<i>40%</i>

**19. In the last five years, what activities have you enjoyed in Illinois State Parks and/or open lands?**

Rank		Yes	#count
1	Wildlife observation	88.80%	2215
2	Hiking	83.10%	2066
3	Picnicking	74.10%	1804
4	Fishing	68.20%	1682
5	Boating/paddling	67.30%	1615
6	Camping	59.70%	1436
7	Hunting	47.50%	1141
8	Biking	44.30%	1029
9	Participating in a conservation organization-sponsored activity or event	41.70%	970
10	Participating in a volunteer stewardship or ecological monitoring event	21.70%	497
11	Motorized trail riding (ATV or snowmobile)	19.30%	447
12	Horseback riding	12.70%	287
13	None	6.10%	86
14	Trapping	5.80%	131
	Written responses	143	5%
	Answered question	2676	98%
	Skipped question	55	2%

**23. Are you a member of any environmental or conservation group or association? If so, please list below.**

See attached written responses

Answered question	1062	39%
Skipped question	1669	69%

**24. Thank you for completing the 2014 Conservation Congress Online survey! Once again, your survey answers will remain anonymous. Please fill in your information below, and be sure to include your email address.**

	Percent	#count
First Name	95.80%	2174
Last Name	95.20%	2162
Email Address (required)	99%	2248
Mobile phone (for future text alerts)	44.80%	1018
Answered question	2270	83%
Skipped question	461	17%

**25. If you would like to know more about the Illinois Department of Natural Resources and receive email or text updates, please check the box below.**

	Percent	#count
YES, I would like to receive periodic updates from IDNR	74.20%	1924
NO, I would not like to receive updates from IDNR	25.80%	668
Answered question	2592	95%
Skipped question	139	5%

