

# Responsive Management



## **EVALUATION STUDY OF THE “GEORGIA OUTDOORS” PUBLIC TELEVISION PROGRAM FOR THE WILDLIFE RESOURCES DIVISION OF THE GEORGIA DEPARTMENT OF NATURAL RESOURCES**

**Conducted for the  
Georgia Division of Wildlife**

**Responsive Management  
January 2001**

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**Responsive Management National Office**

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## EXECUTIVE SUMMARY

This study was conducted for the Wildlife Resources Division of the Georgia Department of Natural Resources to better understand Georgia residents' attitudes toward the public television show "Georgia Outdoors." The survey was administered by telephone to randomly selected Georgia residents who were 18 years of age or older.

Most Georgia residents participate in outdoor activities. A majority of respondents reported visiting natural areas and also viewing wildlife around their home. Overall, three out of every four respondents (75%) reported participating in a least one of a wide range of outdoor activities. Future interest in outdoor activities is higher than actual participation. A majority of Georgia residents said they were very interested in wildlife viewing around their home, taking a trip to view wildlife, freshwater fishing and boating.

Nearly two out of every three Georgia residents (64%) are aware of the "Georgia Outdoors" TV program and 39% reported watching the show in the past 12 months. Among outdoor activity participants, the percentage of program viewers is significantly greater. A majority of hunters (60%), saltwater anglers (56%), freshwater anglers (52%) and nearly as many backpackers (49%), campers (47%), boaters (47%), bird watchers (47%), hikers (46%), those who visited a natural area in Georgia (46%) and jet skiers (41%) have watched the show. Only 18% of non-participants in outdoor activities reported watching the show. Rural and farm area Georgia residents are more likely to be viewers of the show, as are whites and males.

The vast majority of "Georgia Outdoors" viewers (upwards of 90%) rated key aspects of the show either good or excellent, including the show's overall rating as an outdoor activities program, providing information about different types of outdoor recreation, and informing viewers on different natural areas that can be visited. In contrast, airing times and the show's

music received smaller percentages of excellent and good ratings. Also, “Georgia Outdoors” generally was rated about the same when compared to other outdoor activities shows.

“Georgia Outdoors” helps the majority of viewers become more interested in outdoor activities featured, and nearly one-third of viewers report the show has helped increase the frequency of their outdoor activities. Those who are the most frequent viewers are more likely to be rural and farm area residents. However, more than 80% of “Georgia Outdoors” viewers watch the program only twice a month or less, and about half of all viewers were unable to recall the subject matter of any of the “Georgia Outdoors” shows they have watched. More than half of all viewers reported they are likely to continue watching.

Among those who do not view “Georgia Outdoors”, 21% said they were very likely to watch, and an additional 38% said they were somewhat likely to watch. Among both viewers and non-viewers, the topics with the highest percentages indicating these items might encourage them to watch were natural areas and places in Georgia and Georgia parks. The most frequently preferred means among Georgia residents to obtain information about outdoor activities in Georgia are television and mail.

## INTRODUCTION AND METHODOLOGY

This study was conducted on behalf of the Wildlife Resources Division of the Georgia Department of Natural Resources to determine the attitudes of Georgia residents regarding the “Georgia Outdoors” public television program. The purpose of this study was to evaluate the effectiveness of the television program “Georgia Outdoors” for the Georgia Department of Natural Resources. “Georgia Outdoors” is a weekly Public Television show that airs on Public Television at 7:30 pm on Tuesday nights and Sunday mornings at 10:30 am. This program is not Georgia Outdoor News on cable TV.

The Georgia Department of Natural Resources co-produces the “Georgia Outdoors” public television program. Critical questions to be addressed through this study are evaluating the level of awareness and viewer ratings of several different aspects of the “Georgia Outdoors” program. Projections of increasing interest in the TV program and the potential to enhance and expand outdoor activities among Georgia residents were additional aims of the study. The study also seeks to identify target audiences and outdoor activity groups who benefit most from the “Georgia Outdoor” show and are most interested in the continuation and strengthening of this program. Ultimately, this information is intended to be used, along with other considerations, to help determine if the Georgia Department of Natural Resources should continue to co-produce and sponsor the “Georgia Outdoors” public television program.

The Georgia Department of Natural Resources authorized this survey in order to collect quantitative data representative of the entire adult population. The telephone survey was designed to obtain information about respondent participation in outdoor activities and potential interests, awareness of and viewing habits regarding “Georgia Outdoors”, viewer opinions of the program, impact of the program on viewer outdoor activities, level of program interest among non-viewers, and demand for various topics. Additionally, the survey assessed the best means

of providing information to viewers and non-viewers as well as obtaining key demographic information about those who participated in the telephone survey.

The survey questionnaire was developed cooperatively between the Division and Responsive Management (RM) and was administered by telephone to randomly selected Georgia residents. Telephones were the preferred medium to conduct this survey since nearly all potential respondents had access to a phone. The sample was purchased from Survey Sampling, Inc. of Fairfield, Connecticut. A central telephone-polling site at Responsive Management headquarters allowed for rigorous quality control over interviewers and over data collection in general. Facilities were staffed by professional interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation for state fish and wildlife agencies and natural resource organizations. In addition, interviewers were trained according to standards established by the Council of American Survey Research Organizations. Professional staff randomly monitored interviewers to evaluate each interviewer's performance.

Professional staff members conducted project briefings with each interviewer prior to his or her beginning work on this project. Interviewers were briefed and instructed on study goals and objectives, type of study, handling of survey questions, interview length, termination points, qualifiers for participation, reading of interviewer instructions, reading of survey, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. Professional staff edited each survey to check for clarity, understanding, completeness, and form.

Interviews were conducted Monday through Friday from 5:00 p.m. to 9:00 p.m. and on Saturday from 10:00 a.m. to 4:00 p.m. Eastern Standard Time. A multiple callback design was used to maintain the representativeness of the sample, avoid bias toward people easy to reach by

telephone, and provide an equal opportunity for all to participate. Subsequent calls were placed at different times of the day and on different days of the week. All telephone interviews were completed during January 2001.

The software used for data collection was Questionnaire Programming Language (QPL) version 4.1 (National Technical Information Services, 1999). QPL is a comprehensive system for computer-assisted telephone interviewing. The survey data were entered into the computer as the interviews were conducted, eliminating possible errors associated with manual data entry after the completion of the interviews.

In order to obtain the survey sample, a total of 3,386 phone numbers were attempted, resulting in: 498 call backs, no answers or busy signals of three or more times; 167 call backs, no answers or busy signals of less than three times; 203 no answers or busy signals of three or more times; 42 deaf or language barrier problems, 404 business/government; 242 refusals; 50 not eligible; 669 disconnected telephones; 17 terminated interviews; and 1006 completed surveys. Thus, the response rate was 52%. Adult residents of Georgia, 18 years of age or older were eligible to participate in the survey.

Throughout this report, findings are reported at a 95% confidence interval. For the entire sample of Georgia residents, the sampling error is at most plus or minus 3.2%. This means that if the survey were administered 100 times to different samples that were selected in the same fashion, 95 of the 100 surveys' findings would fall within plus or minus 3.2% of each other. Due to rounding, percentages depicted in graphs may vary slightly ( $\leq 0.5\%$ ) from actual data and therefore may not total exactly 100%.

## **RESULTS**

## Participation in Outdoor Activities

A majority of respondents reported visiting natural areas and also viewing wildlife around their home in Georgia more than once in the past 12 months, with smaller percentages participating in other outdoor activities. Overall, three out of every four respondents (75%) reported participating in a least one of a wide range of outdoor activities in Georgia more than once in the past 12 months.

Georgia residents were asked about outdoor activities in which they have participated more than once in the past 12 months. From a list of twelve different outdoor activities, the percentage of respondents who indicated they have participated in these activities more than once in the past 12 months are as follows: Visiting a natural area in Georgia (56%), residential wildlife viewing (53%), freshwater fishing (36%), boating/not including jet skiing (30%), taking a trip to view wildlife (29%), camping (27%), hiking (25%), bird watching (20%), hunting (16%), saltwater fishing (11%), jet skiing (10%), and backpacking (7%). Additionally, 25% reported they did not participate in any of these outdoor activities.

## Interest in Outdoor Activities

Georgia residents were similarly asked about their *interest* in participating in these same activities over the next two years. Overall, future interest in outdoor activities (i.e. latent demand) is higher than actual participation, with a similar ranking of interest areas that are found for prior participation. For example, two out of every three adults in the general population reported they are very interested in visiting natural areas over the next two years and nearly as many are very interested in wildlife viewing around their home and on trips over the next two years.

The percentage of respondents who indicated they “would be very interested in participating in the activity in Georgia over the next two years” were as follows: Visiting a

natural area in Georgia (68%), residential wildlife viewing (61%), taking a trip to view wildlife (58%), freshwater fishing (53%), boating/not including jet skiing (51%), camping (50%), hiking (41%), saltwater fishing (34%), bird watching (29%), hunting (21%), jet skiing (24%), and backpacking (20%). Of those asked, 18% did not report interest in any of these activities.

A simple comparison of actual prior participation and latent demand indicates that the most likely areas for growth in outdoor recreation are: Camping and saltwater fishing (23% difference between latent demand and prior participation), boating (21% difference), freshwater fishing (17% difference) and hiking (16% difference).

### **Awareness of “Georgia Outdoors” Television Program**

Nearly two out of three Georgia residents surveyed reported they were aware of the weekly Public Television show called “Georgia Outdoors,” with 64% responding yes, that they were aware of the show. The remaining 34% said no and 2% responded don’t know. However, being aware of “Georgia Outdoors” does not necessarily mean the respondent is a viewer of the show, since only 60% of those who reported being aware of the “Georgia Outdoors” show indicate they have watched the show in the past 12 months. The remaining Georgia residents aware of the show either have not watched within the past 12 months (36% of those aware) or responded don’t know (3%)

Awareness of the “Georgia Outdoors” program is highest among rural area or farm residents (71% of this group) and lowest among large city or urban residents (54% of this group), with suburban and small city/town residents ranging in between, at 65% and 64% respectively, being aware of the show.

Awareness of the “Georgia Outdoors” show varies with gender. Among Georgia males, 71% are aware of the TV show, while among females 59% are aware of the show.

Among different education levels, awareness of the program varies little, with ranges from 61% for those without a high school diploma to a high of 72% for those who have advanced college and professional degrees. Awareness also differs among racial groups, as 70% of whites are aware of the show, compared to 51% of Blacks/African Americans. The small numbers of Asians, American Indians and Hispanics in the sample make it difficult to accurately project the percentages for statewide populations of these minority groups.

Georgia residents who participate in certain outdoor activities are more likely to be aware of the “Georgia Outdoors” program. For example, 76% of hunters, 75% of saltwater anglers and 73% of freshwater anglers are aware of the program. In contrast, of those who reported they were not participants in any of the ten outdoor activities listed in the survey within the past 12 months in Georgia, only 46% reported being aware of the “Georgia Outdoors” TV program. In a separate study previously conducted by the University of Georgia, titled the 2000 Georgia Poll, 85% of licensed hunters reported being aware of the “Georgia Outdoors” program.

Those reporting they were aware of the “Georgia Outdoors” TV program were asked: “Who do you think are the sponsors of the television show Georgia Outdoors?” The vast majority (80%) said they don’t know who sponsors the show. Only 5% of those aware of “Georgia Outdoors” identified either the Wildlife Resources Division or the Georgia Department of Natural Resources as show sponsors. Two percent of respondents said Georgia Power was the sponsor, 1% identified NAPA auto parts as a sponsor, 1% cited an inaccurate derivative of the Georgia Department of natural Resources or the Wildlife Resources Division, and 13% reported a range of other sponsors.

## **Georgia Outdoors Viewers and Attitudes Toward The Program**

More than one out of every three Georgia residents reported watching the “Georgia Outdoors” TV program. When asked, “within the past 12 months, have you ever watched Georgia Outdoors”, 39% answered yes and 57% said no, with 4% responding don’t know.

Analysis of viewer demographics reveals patterns similar to those who are aware of the show. A greater percentage of rural area and farm respondents (48%) watch “Georgia Outdoors”, compared to small city/town respondents (40%), suburban respondents (35%) and large city/urban respondents (32%). A greater percentage of white respondents watch the program (44%) than do Blacks/African Americans (26%), and viewership is higher among males (48%) than females (32%).

Viewership of “Georgia Outdoors” is much greater among those who participate in outdoor activities, compared to those who do not. Among those who report participation in outdoor activities, viewing of “Georgia Outdoors” is greatest among hunters and anglers. The percentage of outdoor activity participants who watch “Georgia Outdoors” are as follows: Hunters (60%), saltwater anglers (56%), freshwater anglers (52%), backpackers (49%), campers (47%), boaters (47%), bird watchers (47%), hikers (46%), those who visited a natural area in Georgia (46%), and jet skiers (41%). Only 18% of people who did not participate in any of these activities watched Georgia Outdoors” in the past 12 months.

Viewers of “Georgia Outdoors” were questioned on their opinions of the show. The overriding majority rated the program overall as excellent (29%) or good (66%). Just 4% of viewers gave “Georgia Outdoors” a rating of fair, and none of the viewers rated it poor. These ranges were fairly consistent across demographic and participation groups.

Only slight variation in overall ratings of the program was found by urban or rural, race or gender differences. For example, 33% of rural area or farm viewers rated the show excellent,

compared to 28% from large city/urban areas that rated the show excellent. Thirty-two percent of Black/African American viewers of “Georgia Outdoors” rate the show excellent overall, while 30% of white viewers rated the show excellent. Also, 31% of males and 26% of females rated the show, overall, as excellent.

The percentage who rated the quality of “Georgia Outdoors” overall as excellent, segmented by outdoor activity group, were very similar across these groups: Hunters (35% rate it excellent), saltwater anglers (29%), freshwater anglers (33%), backpackers (37%), campers (33%), boaters (30%), bird watchers (35%), hikers (33%), those who visited a natural area in Georgia (28%), and jet skiers (27%). Twenty-six percent of non-participants rated the quality of “Georgia Outdoors” as excellent.

Viewers rated several different aspects of the “Georgia Outdoors” program, with excellent to good scores being generally given. The show scored comparatively high on informing and educating viewers on different types of outdoor recreational activities, with 91% of viewers giving combined ratings of excellent or good. The overall format of “Georgia Outdoors” was rated excellent or good by 88% of viewers. Similarly, 88% of viewers rated the show excellent or good in informing and educating viewers on different natural areas that can be visited in Georgia.

Equally high percentages rated the show excellent or good (79% combined) in informing and educating viewers on conservation issues facing Georgia while 79% also rated the host of “Georgia Outdoors” as excellent or good.

More than two out of every three viewers rated the times “Georgia Outdoors” is aired, Tuesday evenings at 7:30 and Sunday mornings at 10:30, as either excellent or good (68%), with 21% rating the show air time as fair.

The show's music was rated excellent or good by a slight majority of viewers (53%) while 17% rated the music as fair. A higher percentage (28%) responded don't know to this question about rating the show's music when compared to the other aspects of the program which were rated.

A measure of comparative quality was also obtained from those "Georgia Outdoors" viewers who have watched other outdoor television shows. Among "Georgia Outdoors" viewers, 3 out of every 4 (76%) reported in the past 12 months they have watched outdoor television shows other than "Georgia Outdoors". This group was then asked: "In general, how would you say 'Georgia Outdoors' compares to other outdoor television shows? Would you say it is better, about the same or worse?" The majority answered "Georgia Outdoors" is about the same (59%), while a combined 30% rated "Georgia Outdoors" either much better or somewhat better. Only 6% rated "Georgia Outdoors" somewhat worse (5%) or much worse (1%).

Analysis of how "Georgia Outdoors" compares with other outdoor television shows across different demographic and activity groups reveals few differences of opinions, as the majority rated the show about the same as others, with slightly greater percentages saying the show is better than those saying it is worse than others.

### **Impact on Viewers of The Georgia Outdoors Program**

Direct questions about the impact of the "Georgia Outdoors" TV show were asked of viewers. These findings reveal the majority of viewers reported the program helped them become more interested in the activities featured in the show. In addition, "Georgia Outdoors" was reported a help in getting many viewers (41%) outside more often. Among smaller percentages stated the show helped them participate more frequently in outdoor activities (36%), was responsible for them visiting natural areas in Georgia (31%), and helped them get started participating in outdoors activities featured on the show (24%).

The specific questions on show impact and the viewer responses are presented below:

- “Has watching ‘Georgia Outdoors’ helped you become *more interested* in any of the outdoor activities that have been featured on the show?” Fifty-four percent answered yes, 40% said no, and 6% responded don’t know.
- “Has watching ‘Georgia Outdoors’ helped you *get started* participating in any outdoor activities that have been featured on the show?” Twenty-four percent answered yes, 74% said no, and 2% responded don’t know.
- “Has watching ‘Georgia Outdoors’ helped you participate in the outdoor activities that you participate in *more frequently*?” Thirty-six percent answered yes, 61% said no, and 3% responded don’t know.
- “Has watching ‘Georgia Outdoors’ been responsible for you visiting a natural area in Georgia you might not otherwise have visited?” Thirty-one percent answered yes, 65% said no, and 4% responded don’t know.
- “Has watching ‘Georgia Outdoors’ encouraged you to simply get outside more than you might otherwise have?” Forty-one percent answered yes, 55% said no, and 3% responded don’t know.

Analysis of the above survey question on the impact viewing the show has in helping residents participate more frequently in outdoor activities reveals some activity groups are influenced more greatly. A higher percentage of backpackers, anglers, campers, hunters and hikers report “Georgia Outdoors” has helped them participate more frequently. In rank order of the percentage that said the show helped them participate more frequently, analysis of the results by activity group are as follows: Backpackers (50%), saltwater anglers (46%), campers (45%),

hunters (43%), freshwater anglers (43%), hikers (42%), visitors to a natural area in Georgia (39%), bird watchers (38%), boaters (38%) and jet skiers (38%),

Three additional related questions which serve as proxy measures of show impact are frequency of viewing, recall of program subject matter and anticipated continuation of viewing. Viewers were asked: "How often do you watch Georgia Outdoors. Do you watch it less than once a month, once or twice a month, or do you watch it three or four times a month?" Thirty-five percent answered they watched less than once a month, 48% said they watched once or twice a month, and 15% responded they watched three or four times a month.

Analysis of who, among viewers, watches "Georgia Outdoors" program most regularly (i.e. most frequently over time), indicates gender and race are not related to how often viewers watch. However, regular viewing, that is to say those who watch three or four times a month, is more frequently found among rural area or farm respondents (21% watch this often), compared to small city/town viewing respondents (14%), large city/urban (12%) or suburban (10%) groups. Examination of activity participation groups reveals little, if any, variation in the frequency of most regular viewing among those engaged in different outdoor activities.

Viewers were asked: "Do you remember the subject matter of any of the "Georgia Outdoors" shows you have watched in the past year, and if so, what subject matter do you remember?" Nearly half of all viewers (49%) reported they didn't remember. The highest percentage reporting a specific show subject was for saltwater fishing (17% of viewers), followed by small percentages recalling the following: National wildlife refuge hunting opportunities, Georgia state parks and dove hunting (3% each); North Georgia waterfalls and white water kayaking (2% each); Georgia's native people, summer camps, sea turtles and painted

buntings (1% each). Additionally, 30% of viewers mentioned other show topics not included in the list of show topics.

When viewers were asked “Would you say you are likely or unlikely to continue watching Georgia Outdoors over the next 12 months?” the overwhelming majority answered they were very likely (59%) or somewhat likely (35%), for a combined 94%.

The segment of the “Georgia Outdoors” viewer which has the highest percentage that are very likely to continue watching are rural area or farm viewers, of which 65% are very likely to continue watching, versus 52% of suburban viewers, 61% of small city/town viewers and 63% of large city/urban viewers. Among each of the different outdoor activity groups, nearly identical percentages said they are very likely to continue watching the show (60% overall). In contrast, 45% of those who did not participate in outdoor activities said they were very likely to continue watching.

### **Interest in Georgia Outdoors Among Non-Viewers**

Those who reported they have not watched “Georgia Outdoors” were provided with a brief verbal description of the show and then asked about their interest in watching the program and the likeliness of their watching. This group of non-viewers is represented by greater percentages of large city and suburban respondents. The questions and responses for non-viewer interest in “Georgia Outdoors” are as follows:

- “For your information, ‘Georgia Outdoors’ is a 30-minute Public Television show that features different outdoor recreational activities, natural areas and conservation issues in Georgia. Knowing this, would you say you would be very interested, somewhat interested or not at all interested in watching ‘Georgia Outdoors’?” Eighteen percent of non-viewers answered they were very interested in watching “Georgia Outdoors”, and

another 50% said they were somewhat interested. Just 29% responded they were not at all interested while 3% said don't know.

- Next, non-viewers were asked, "Would you say you are likely or unlikely to watch 'Georgia Outdoors' in the next 12 months?" Twenty-one percent of non-viewers answered they were very likely to watch, 38% said they were somewhat likely to watch, 4% responded they were neither likely or unlikely to watch, 18% were somewhat unlikely and 19% were very unlikely to watch "Georgia Outdoors".

### **Demand for Program Topics on Georgia Outdoors**

Both viewers and non-viewers were asked about topics that might encourage them to watch "Georgia Outdoors". This list of topic areas that might appear on the show included sixteen different activities and issues, overlapping and extending beyond the subjects of the past year of the show. The two subjects most frequently identified from this list that might encourage Georgia residents to watch were: Natural areas and places in Georgia (70% selected this topic), and Georgia Parks (69% selected this topic).

Following closely in frequency of selection were these topic areas that might encourage viewing of the show: residential wildlife viewing (58%), threatened and endangered species (54%), conservation issues (53%), fishing (52%), trips to view wildlife (50%), habitat issues (49%), wildlife management (48%), non-game wildlife (47%), outdoor photography (45%) and camping (45%).

Smaller percentages of Georgia residents identified the following topics as subjects that might encourage them to view the show: Fisheries management (36%), canoeing or kayaking (34%), hunting (29%), and mountain biking (22%). Fifteen percent of Georgia residents responded none of these topics would encourage them to view the show.

With non-viewers of “Georgia Outdoors” comprising 57% of Georgia residents, discerning information about topics that would interest them in the show, together with current viewer interest in various topics, would help target the content areas to both recruit and retain viewers of “Georgia Outdoors.”

In general, higher percentages of “Georgia Outdoors” viewers, compared with non-viewers, indicated they might be encouraged to watch because of specific topics that might appear on the show. Additionally, interest patterns among non-viewers, while not as high, followed the same basic rankings as viewers.

Presented in overall rank order for all Georgia residents, the following percentages of viewers and non-viewers reported these topics might encourage them to watch “Georgia Outdoors:”

<u>Rank</u>	<u>Type of Outdoor Activity/ Topic</u>	<u>Viewer Interest</u>	<u>Non-Viewer Interest</u>
1	Natural areas and places in Georgia	81%	63%
2	Georgia parks	81%	62%
3	Residential wildlife viewing	72%	49%
4	Threatened and endangered species	66%	47%
5	Conservation issues	69%	42%
6	Fishing	68%	41%
7	Taking a trip to view wildlife	62%	41%
8	Habitat issues	64%	39%
9	Wildlife management	66%	35%
10	Non-game wildlife	60%	39%
11	Outdoor photography	55%	39%

12 Camping	56%	38%
13 Fisheries management	51%	26%
14 Canoeing or kayaking	45%	27%
15 Hunting	45%	17%
16 Mountain biking	25%	19%
17 None of these	5%	21%

### **Providing Information About Outdoor Activities in Georgia**

Georgia residents were asked, “What is the best way to provide you with information about outdoor activities in Georgia?” From among the multiple unprompted responses possible, the most frequently mentioned methods were direct mail (37%) and television (31%). Following in frequency were newspapers (11%), Department web site (9%) and magazines (9%). The “Georgia Outdoors” TV show was mentioned by 5% of all respondents, as were other unanticipated methods combined, including telephone, internet/e-mail, and other print media. Less frequently cited were department literature, radio, word of mouth, handbook/guide and state parks.

Comparison of “Georgia Outdoors” viewer and non-viewer responses to the above question about best ways to provide information about outdoor activities suggests key differences among these groups. While direct mail and television were the two most frequently identified means suggested for obtaining information about outdoor activities, their order of preference is switched among the viewing and non-viewing segments of Georgia residents. Among those who have watched “Georgia Outdoors,” 40% indicate television is the best way to provide information about outdoor activities in Georgia, compared with 30% of viewers who selected direct mail as the best way to get this information. For non-viewers, direct mail was the most frequently identified best way to provide information about the outdoors, selected by 43%

of non-viewers, while only 25% of non-viewers selected television as the best way to get this information about outdoor activities.

Among viewers, 9% selected “Georgia Outdoors” as the best means to provide them with outdoor activities information, compared with just 3% of the non-viewing segment of respondents who said this show was the best means to get this information. Additionally, the use of magazines to provide outdoor activities information was selected by 11% of those who view “Georgia Outdoors,” compared with 8% of non-viewers.

Among those who are non-viewers, 7% responded they do not want outdoor activities information, contrasted with 1% of viewers who said they do not want information on outdoor activities.

Comparison of these best means to provide information indicates similar percentages of urban, suburban, small city and rural Georgia residents selected direct mail as a best means for information. However, a greater percentage of Blacks said they preferred direct mail (44% of blacks versus 37% of whites), and females are more likely to state direct mail than males (41% females versus 33% males). These demographic differences by race and gender do not hold for the selection of television as a preferred means of information for outdoor activities.

### **Demographics of Survey Sample**

The sample of Georgia residents surveyed for this study of the “Georgia Outdoors” television show included many long term residents, as 49% of the sample reported they have lived in Georgia for 30 years or more. Twenty-five percent have lived in Georgia between 15 and 29 years and 26% have lived in Georgia less than 15 years.

The type of communities represented in the sample included 13% from a large city or urban area, 26% from suburban areas, 30% from small towns and 27% from rural areas or farms, with 4% refusing to answer this question

Educational background of the sample included 11% without a high school diploma, 32% who were high school graduates, 21% with some college or trade school, and 33% who had college and advanced degrees.

The racial composition of the sample included 22% who were Black or African American, nearly 1% each who were American Indian/Alaskan native and Asian, 69% who were White, 3% who were another race, and 4% who refused to answer. Also, 2% of the sample reported they were Hispanic.

The age of the sample was evenly distributed. Twenty percent were between 18 and 29 years old, 25% were between 30 and 39 years of age, 22% were between 40 and 49 years of age, 16% were between 50 and 59 years of age and 17% were 60 years of age or older. The mean age of the sample was 43 years. Four percent of the total sample refused to give their age. Additionally, the sample for this study included 44% females, 55% males and 1% for whom the gender was not obtained.

## **CONCLUSIONS**

Many Georgia residents participate in outdoor activities. A majority of respondents reported visiting natural areas and also viewing wildlife around their home, with smaller percentages participating in other outdoor activities. Overall, three out of every four respondents (75%) reported participating in a least one of a wide range of outdoor activities. Future interest in outdoor activities is higher than actual participation, with a similar ranking of interest priorities for future outdoor activities. A majority of Georgia residents are interested in residential wildlife viewing, taking a trip to view wildlife, freshwater fishing, boating and camping, with 4 out of every 10 interested in hiking and about 1 out of 3 also interested in saltwater fishing and bird watching.

- Given this broad array of outdoor activities represented by Georgia residents participation and expressed interest for the future, “Georgia Outdoors” topics should depict and represent these broad interests and participation.

Nearly two out of every three Georgia residents (64%) were aware of the “Georgia Outdoors” TV program and 39% report watching the show in the past 12 months. Among outdoor activity participants, the percentage who view the program is significantly greater. A majority of hunters (60%), saltwater anglers (56%), freshwater anglers (52%) and nearly as many backpackers (49%), campers (47%), boaters (47%), bird watchers (47%), hikers (46%), those who visited a natural area in Georgia (46%) and jet skiers (41%) have watched the show in the past 12 months. Among those who do not engage in the outdoor activities that have been listed, only 18% report watching the show. Rural and farm area Georgia residents are more likely to be viewers of the show, as are whites and males.

- Participation in outdoor activities in general, as well as in specific types of activities, is statistically associated with increased viewership. That is to say, additional viewers are most readily to be found among those groups who participate in outdoor activities, and those who participate in outdoors activities are more likely to be viewers. “Georgia Outdoors” programming and Georgia Department of Natural Resources goals and functions should take advantage of this interconnection between viewership and outdoor activities participation.

The vast majority of “Georgia Outdoors” viewers (from 8 to 9 out of every 10 viewers) rated key aspects of the show either good or excellent. These included the show’s overall rating as an outdoor activities program, informing about different types of outdoor recreation, and informing viewers on different natural areas that can be visited. In contrast, airing times and

music received smaller percentages of excellent and good ratings. Compared with other outdoor activities TV shows, “Georgia Outdoors” generally was rated about the same.

- Airing times and the music for “Georgia Outdoors” are two aspects of the show for which lower percentages of viewers currently rate as excellent or good. These may be potential areas for improvement for program impact.

“Georgia Outdoors” helps the majority of viewers become more interested in outdoor activities featured, and nearly one-third of viewers reported the show has helped increase the frequency of their outdoor activities. Those who are the most frequent viewers, that is to say, watching 3 or 4 times per month, are more likely to be rural and farm area residents. However, more than 80% of viewers watch the program only twice a month or less, and about half of all viewers are unable to recall the subject matter of any of the “Georgia Outdoors” shows they have watched. Nonetheless, despite this low recall of specific shows, more than half of all viewers report they are likely to continue watching “Georgia Outdoors.”

- A sizeable percentage of “Georgia Outdoors” viewers attribute greater interest and participation in outdoor activities to watching the show, with few able to cite specific subjects. Therefore, themes and topics for “Georgia Outdoors” that promote general opportunities and information about outdoor activities may hold benefit for the largest number of viewers.

Among those who do not view “Georgia Outdoors,” 21% said they were very likely to watch after having received a brief verbal description of the program, and an additional 38% said they were somewhat likely to watch. Among both viewers and non-viewers, the topics with the highest percentages indicating these items might encourage them to watch were natural areas and

places in Georgia and Georgia parks. Other topics also reveal interest among both viewers and non-viewers.

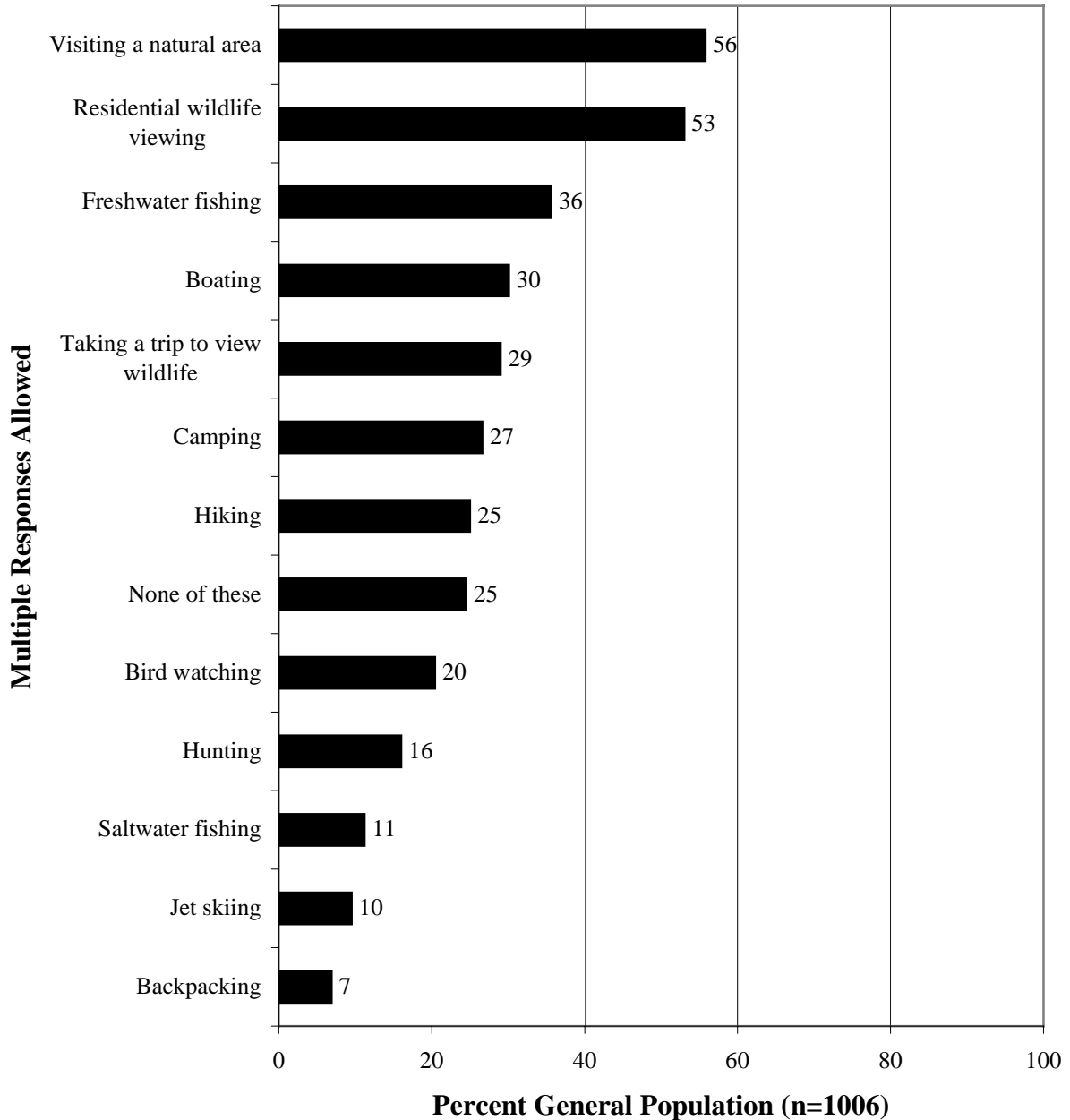
- In view of the general interest expressed for the show “Georgia Outdoors” among non-viewers, means of communicating about the show to non-viewers should be considered.
- The greatest percentage of both viewers and non-viewers are interested in natural areas and places in Georgia and Georgia Parks. Therefore, responsiveness to both viewer and non-viewer interest in these topics suggests these items be used to help promote the show as well as be included in the content of individual programs. Other popular topics should also be considered.

Among viewers of “Georgia Outdoors,” 40% indicated television is the best way to provide information about outdoor activities in Georgia, followed by 30% of viewers who indicated direct mail as the best way to get this information. For non-viewers, direct mail is the most frequently identified best way to provide information about the outdoors, identified by 43% of non-viewers, while 25% of non-viewers selected television as the best way to get this information about outdoor activities.

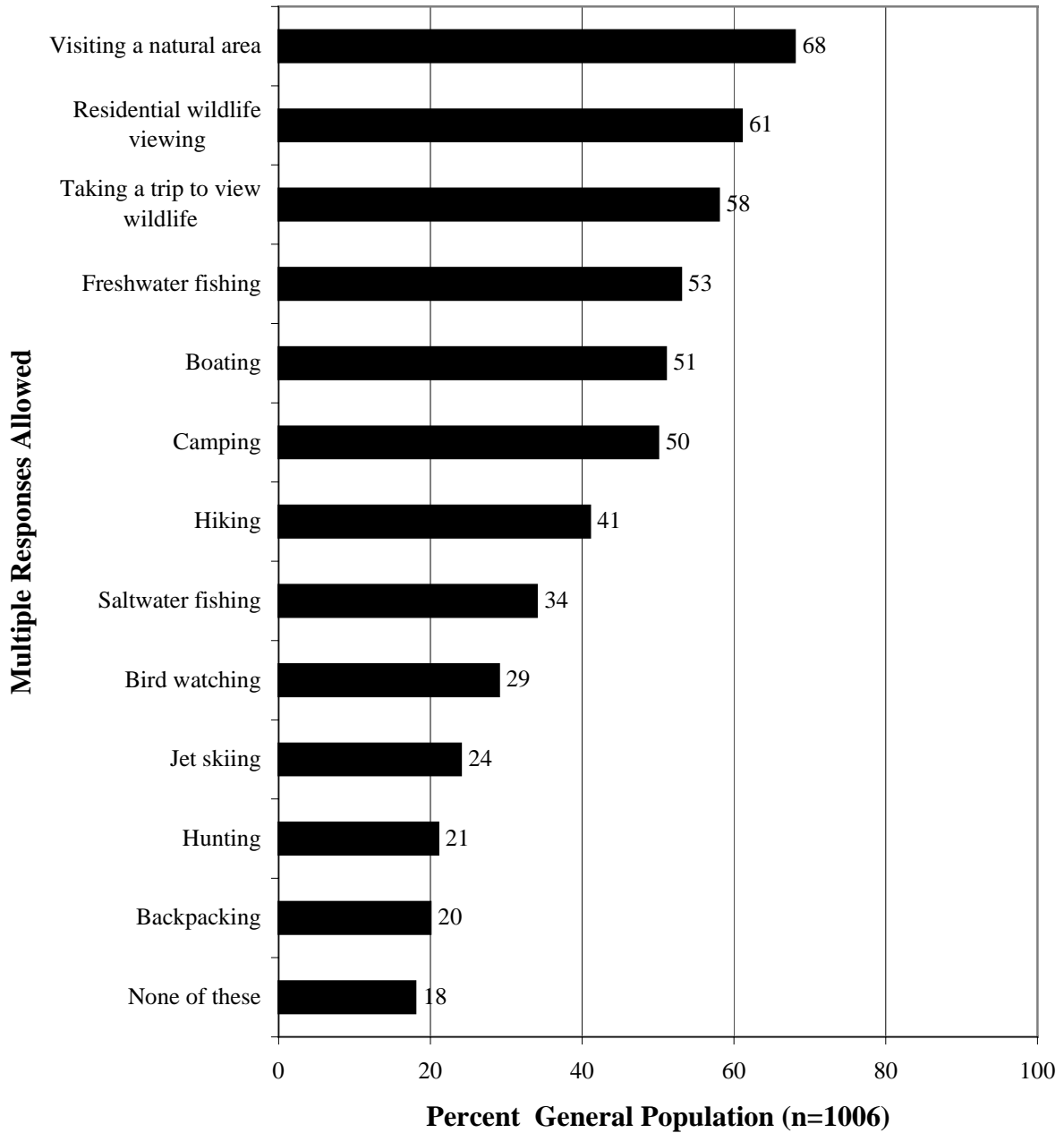
- Targeted strategies for communication with “Georgia Outdoors” viewers and non-viewers should take advantage of the preferred means of obtaining information, which have been identified among these segments of the population. Television is the preferred medium identified by viewers, while non-viewers prefer direct mail as a means to obtain information about outdoor activities in Georgia.

## **GRAPHS**

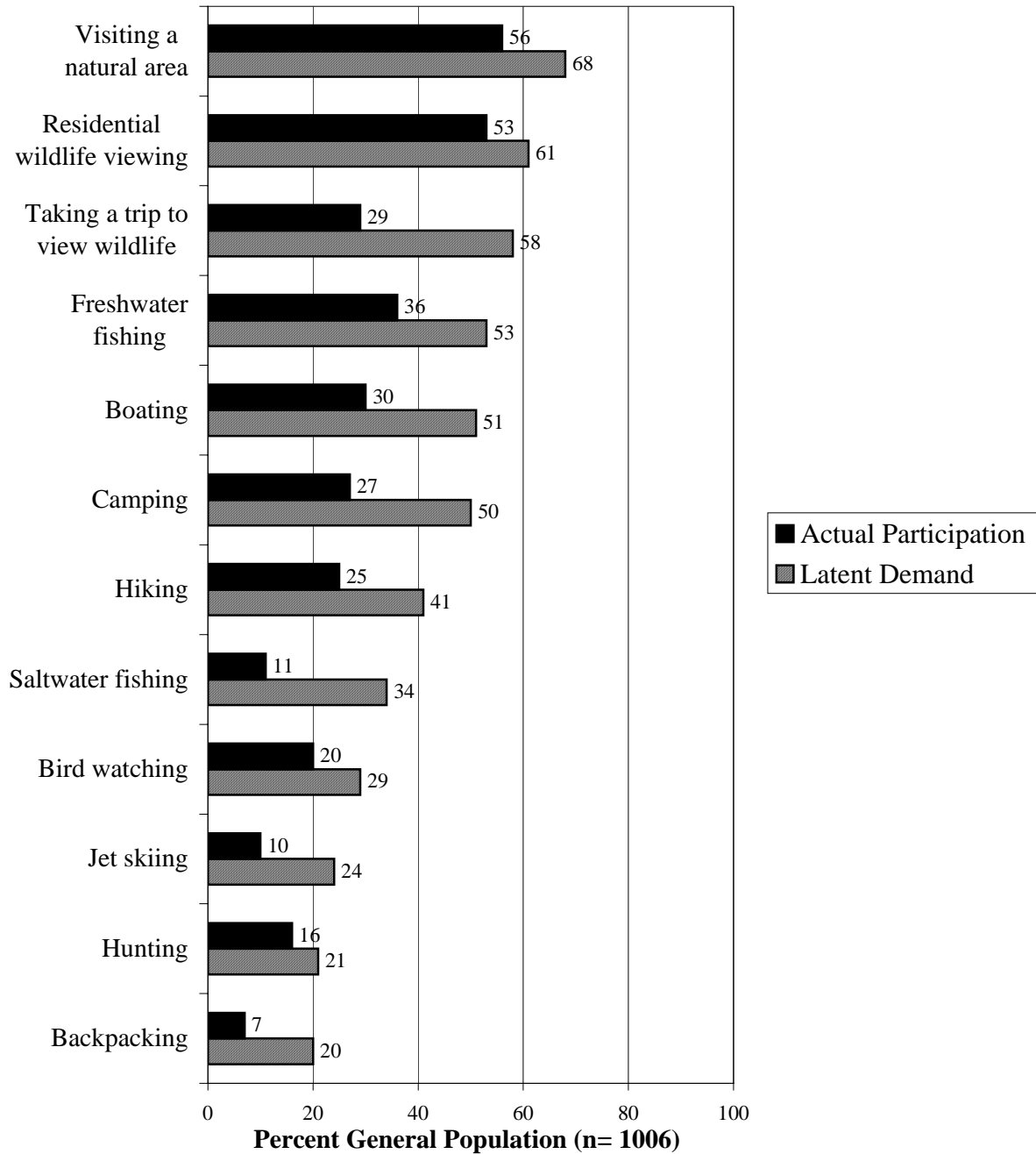
### Q6-8. Outdoor activities participated by Georgia residents more than once in the past 12 months.



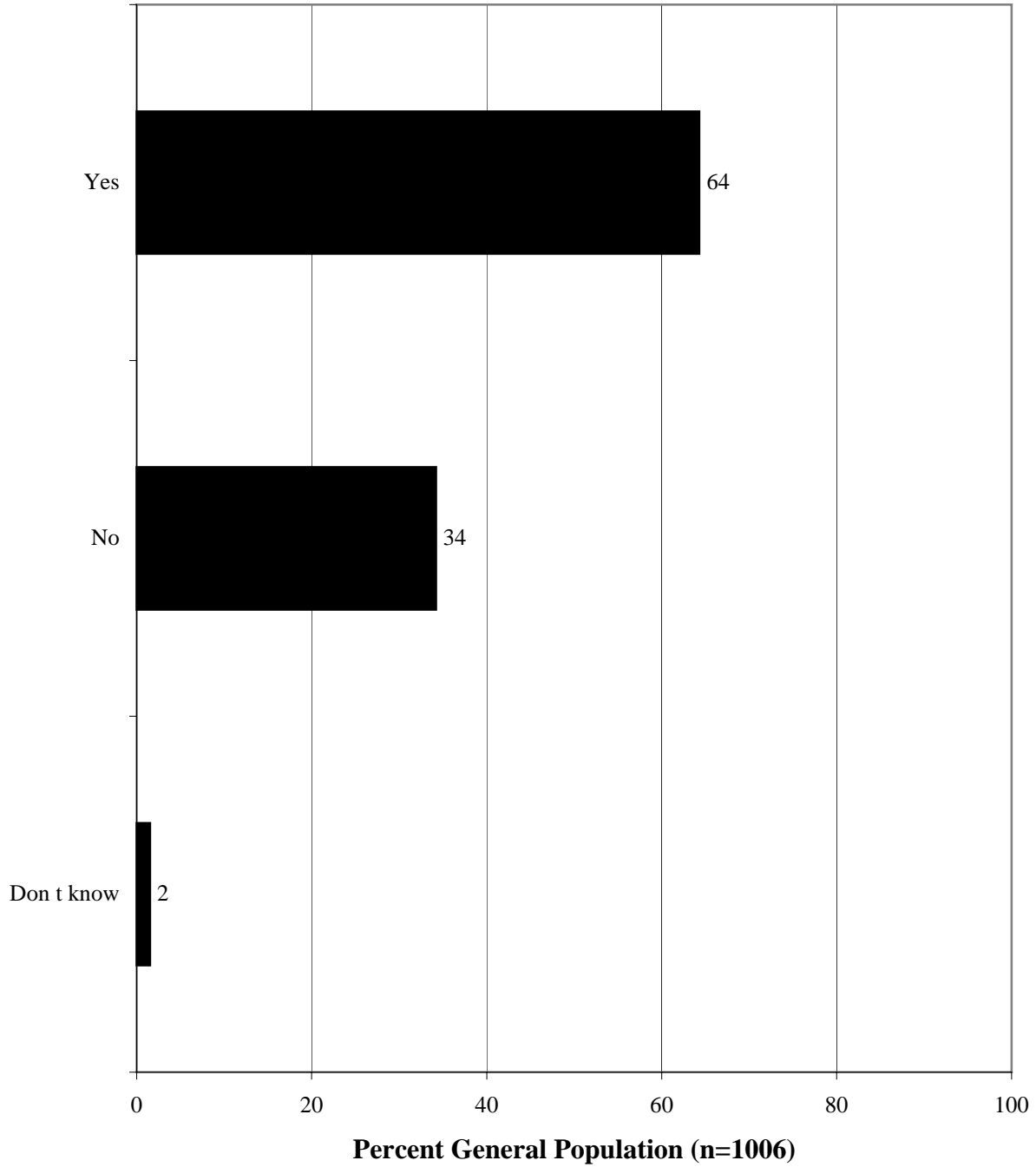
**Q10-12. Outdoor activities Georgia residents are very interested in participating in over the next 2 years.**



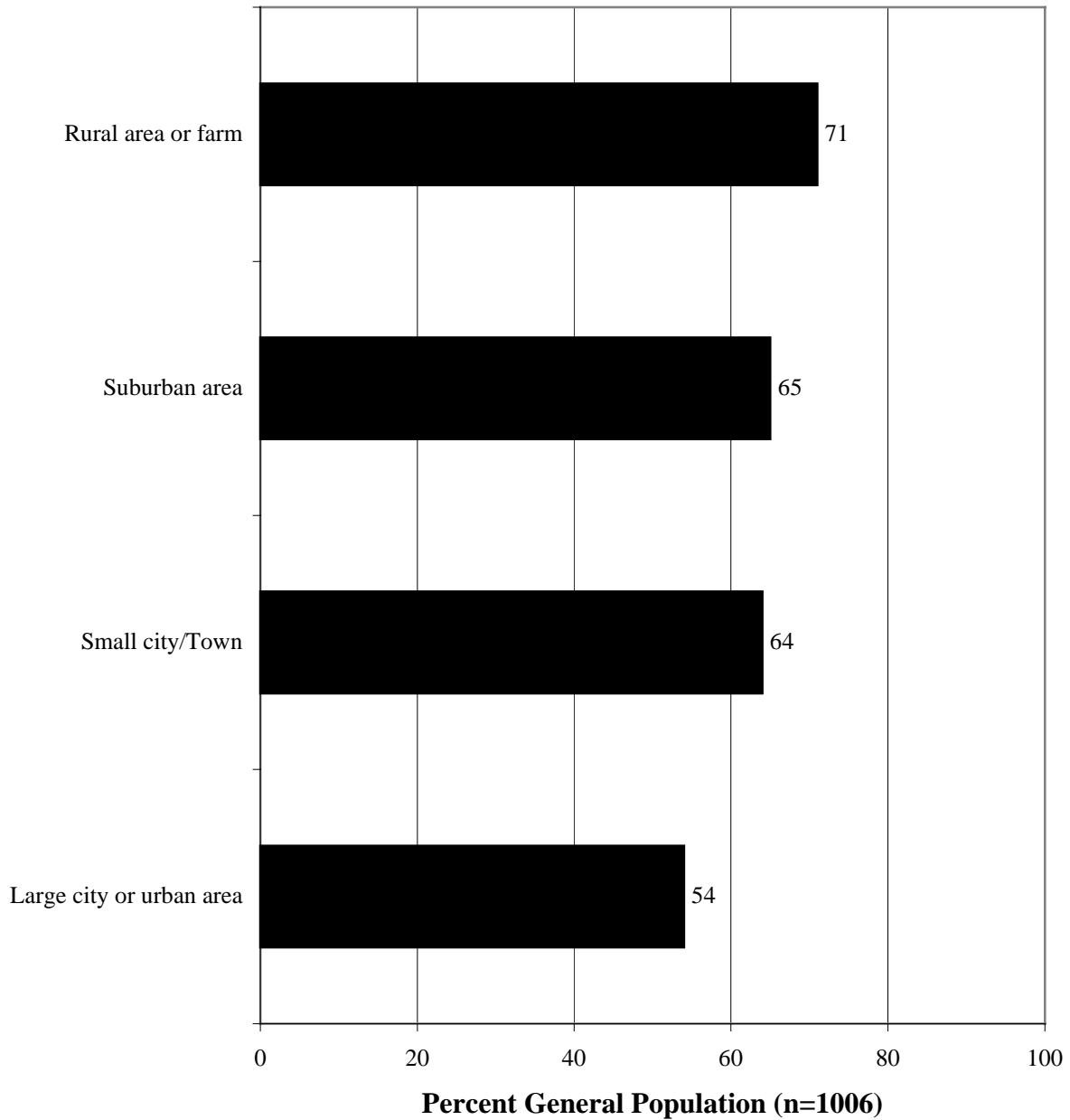
**Q10-12 and Q6-8. Comparison of Latent Demand (i.e. Future Interest in Participating) and Actual Participation.**



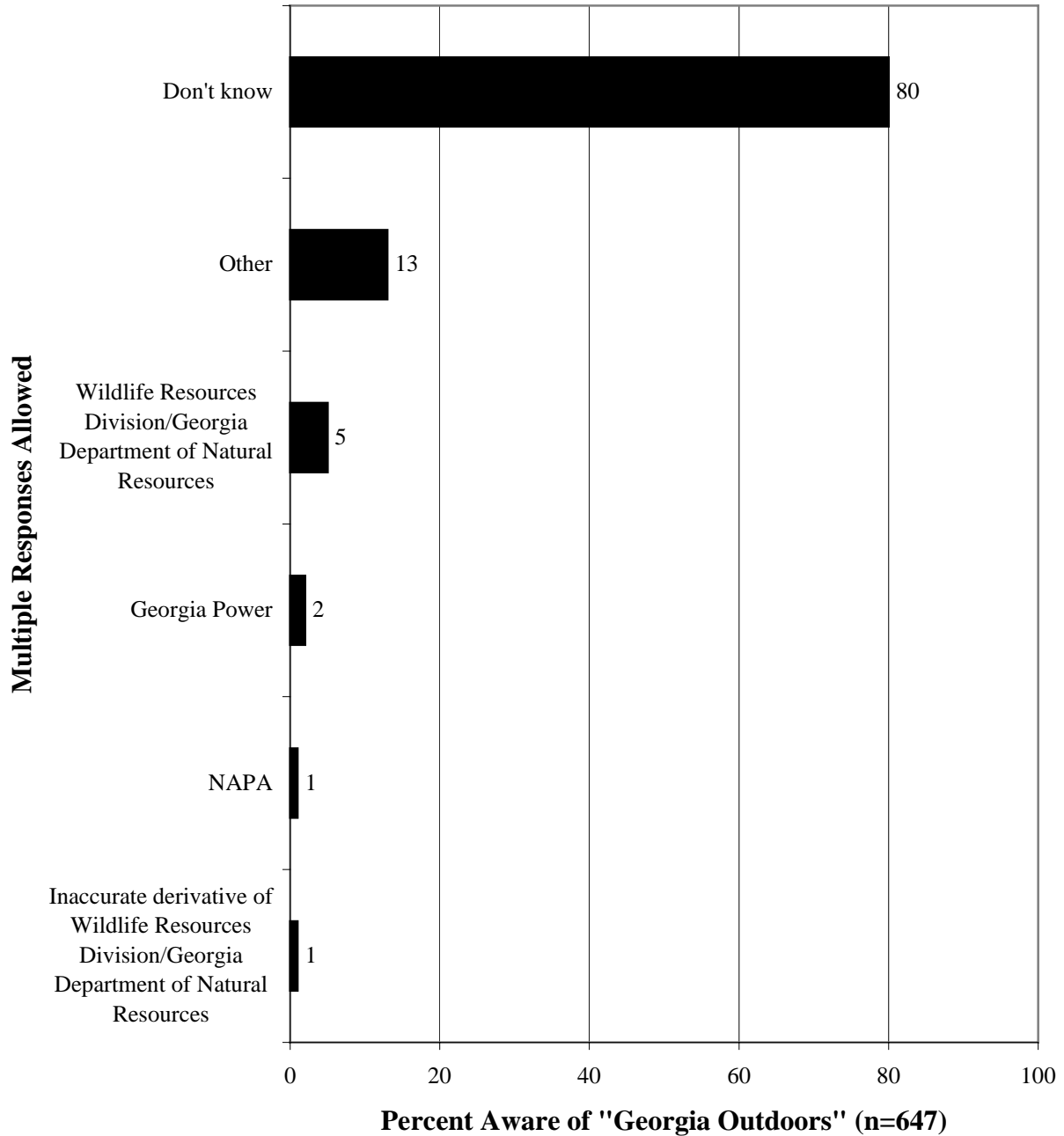
### Q13. Are you aware of the weekly Public Television show called "Georgia Outdoors?"



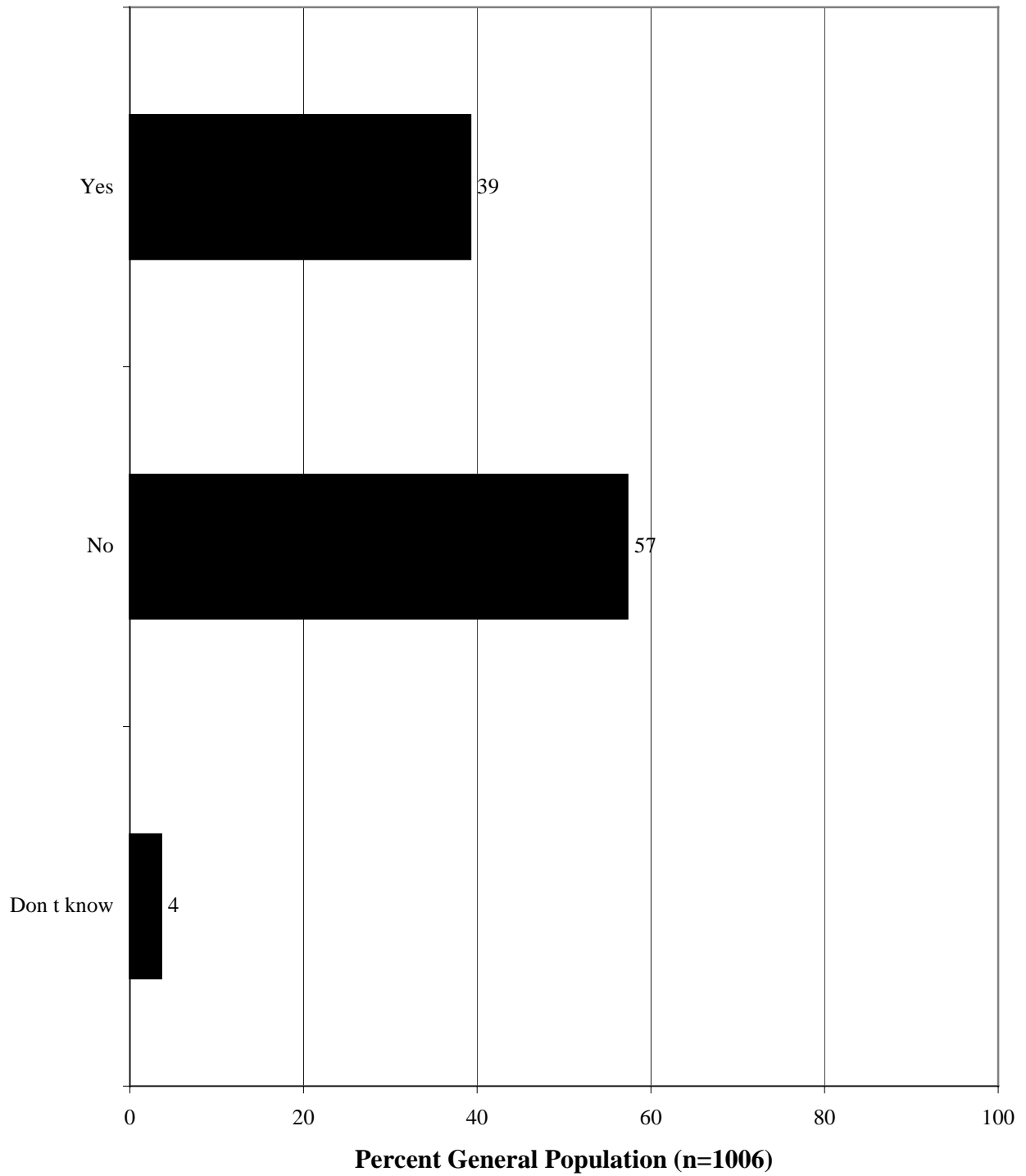
**Q13. Are you aware of the weekly Public Television show called "Georgia Outdoors?"**  
**By Q45. Place of Residence**



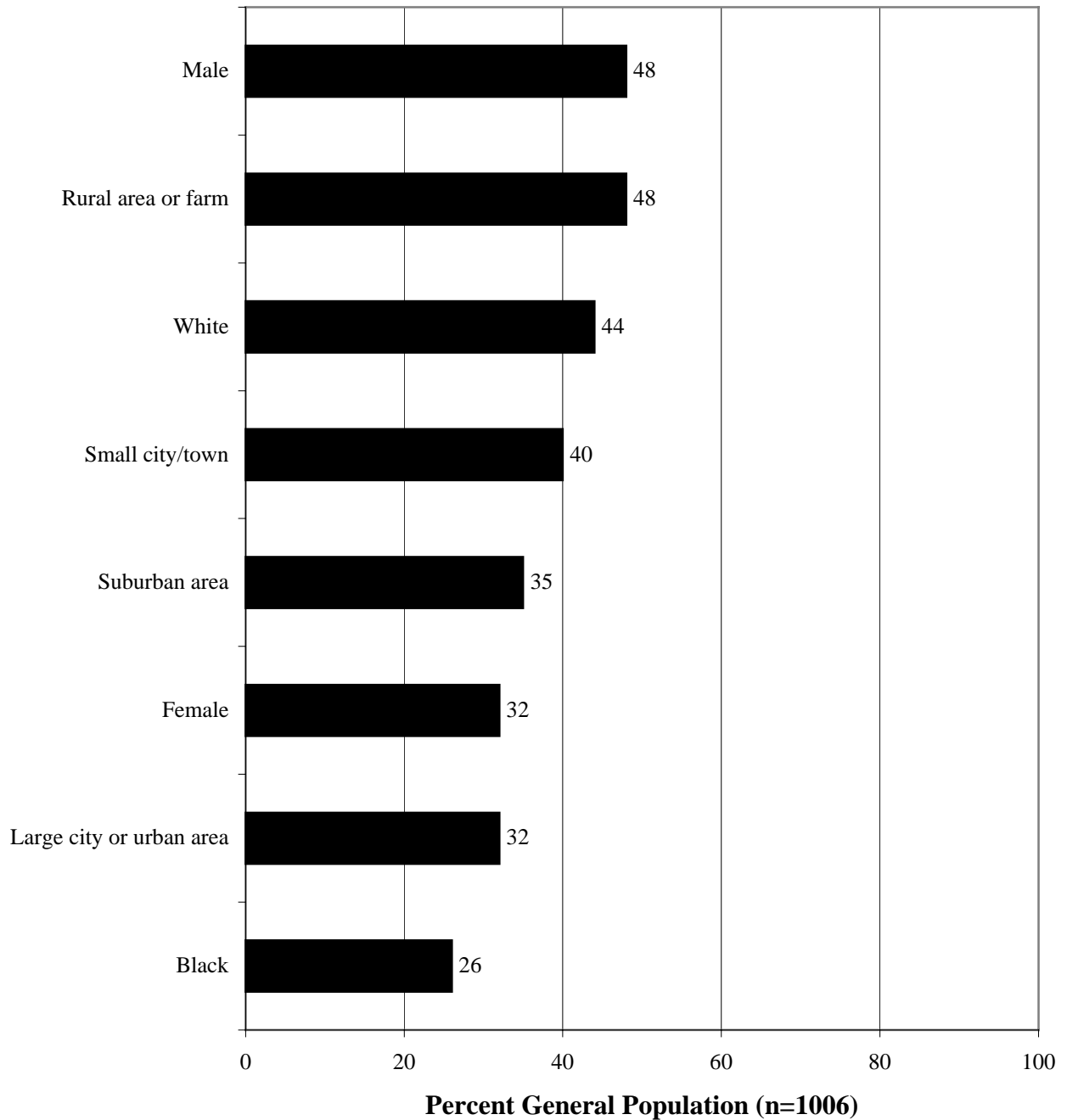
**Q15. Who do you think are the sponsors of the television show "Georgia Outdoors?"**  
**(Asked of those respondents who were aware of the show)**



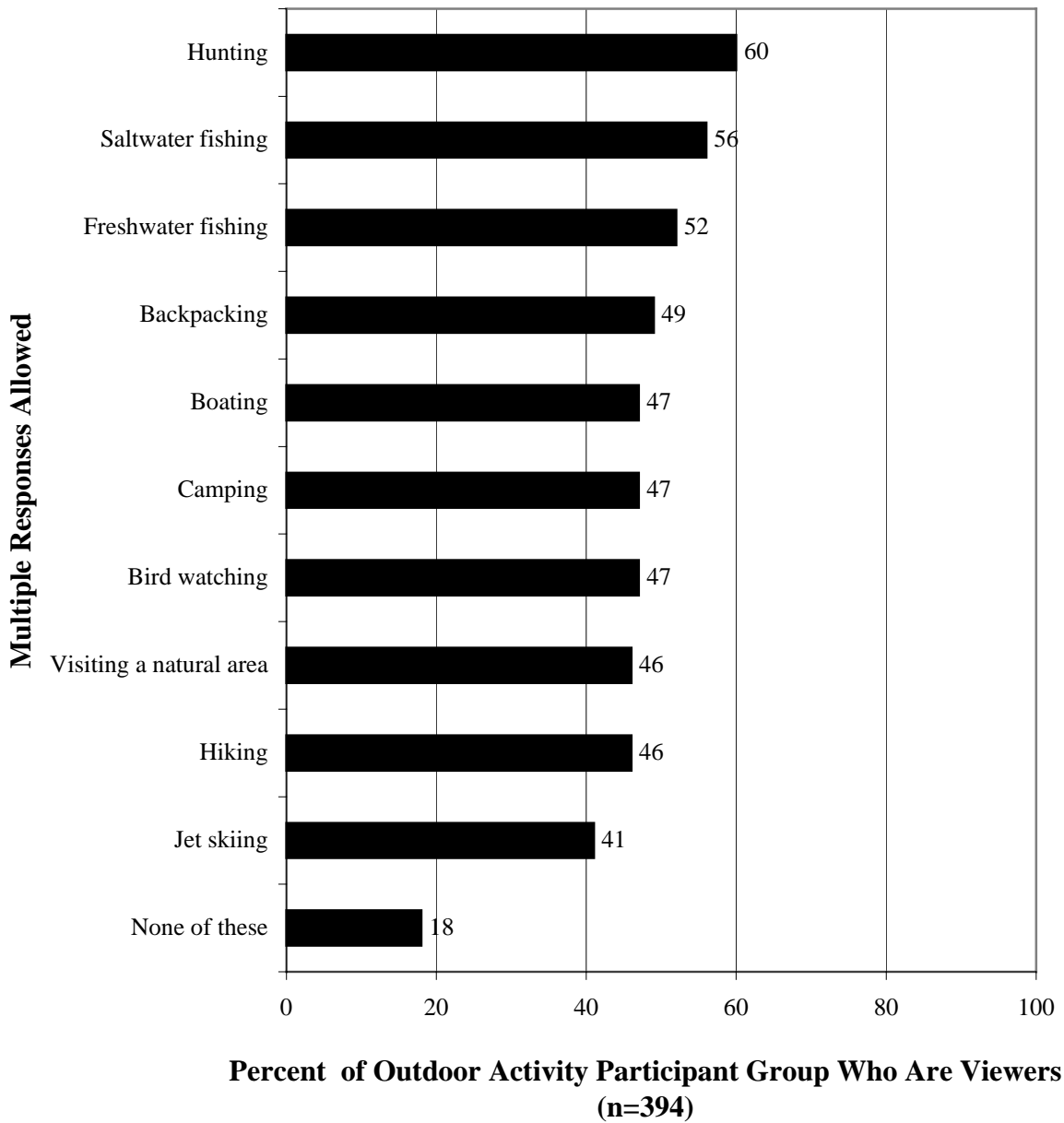
### Q16. In the past 12 months, have you watched "Georgia Outdoors?"



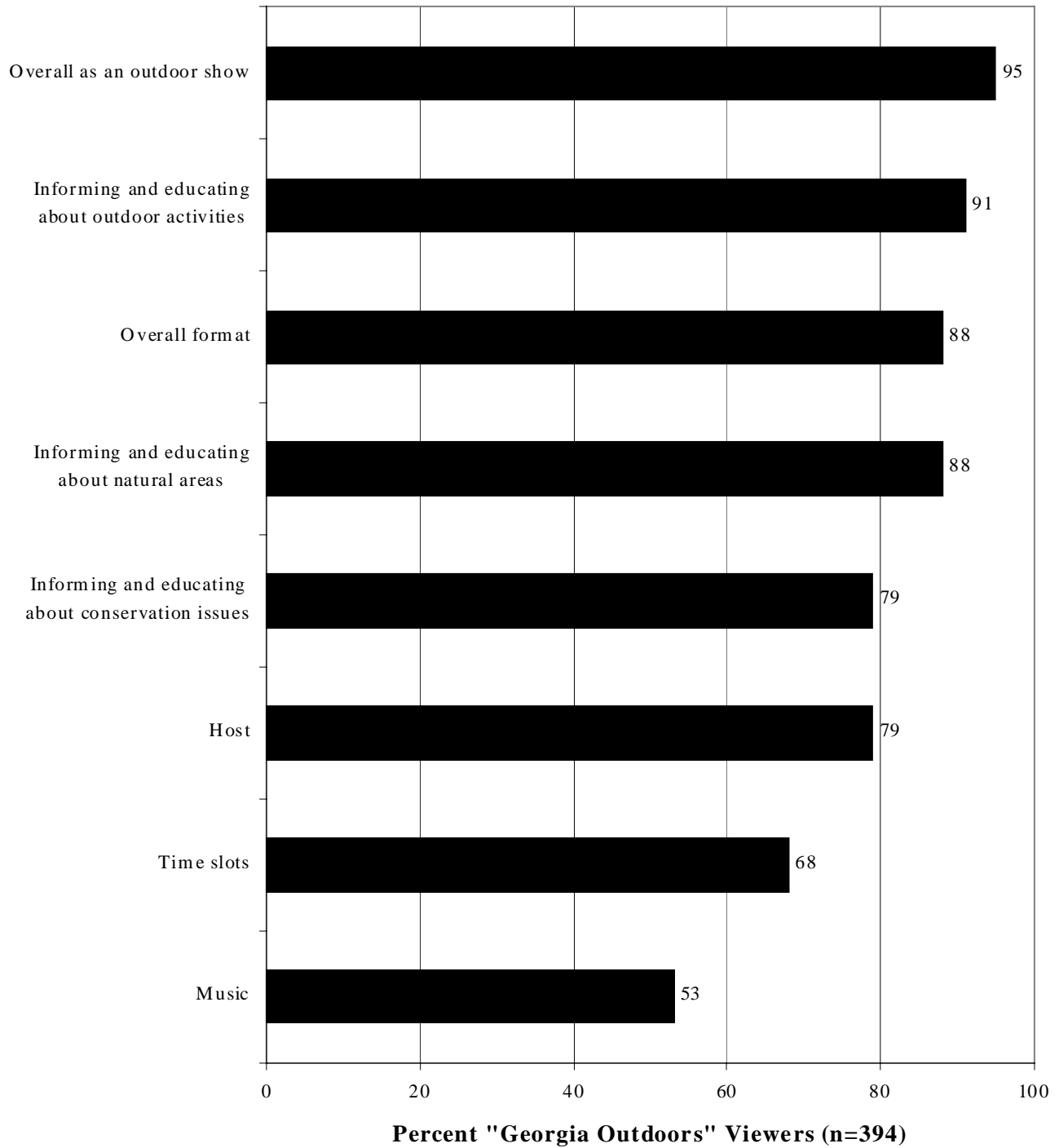
**Q16. In the past 12 months, have you watched  
"Georgia Outdoors?"  
(Ranked by Residence, Race, and Gender)**



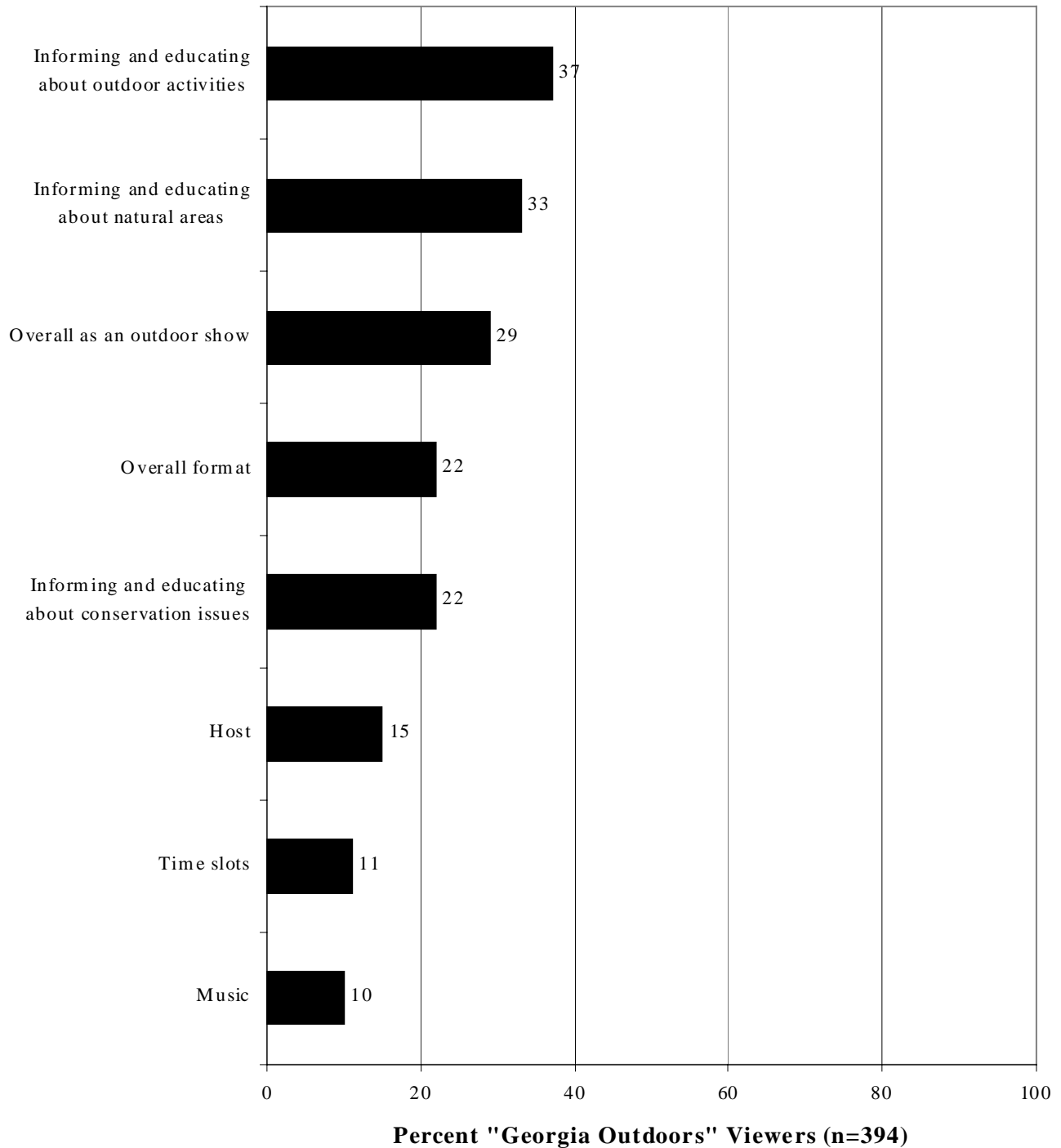
**Q16. Viewers of "Georgia Outdoors" in the past 12 months;  
By Q6-8. Percent of Georgia residents participating in outdoor activities.**



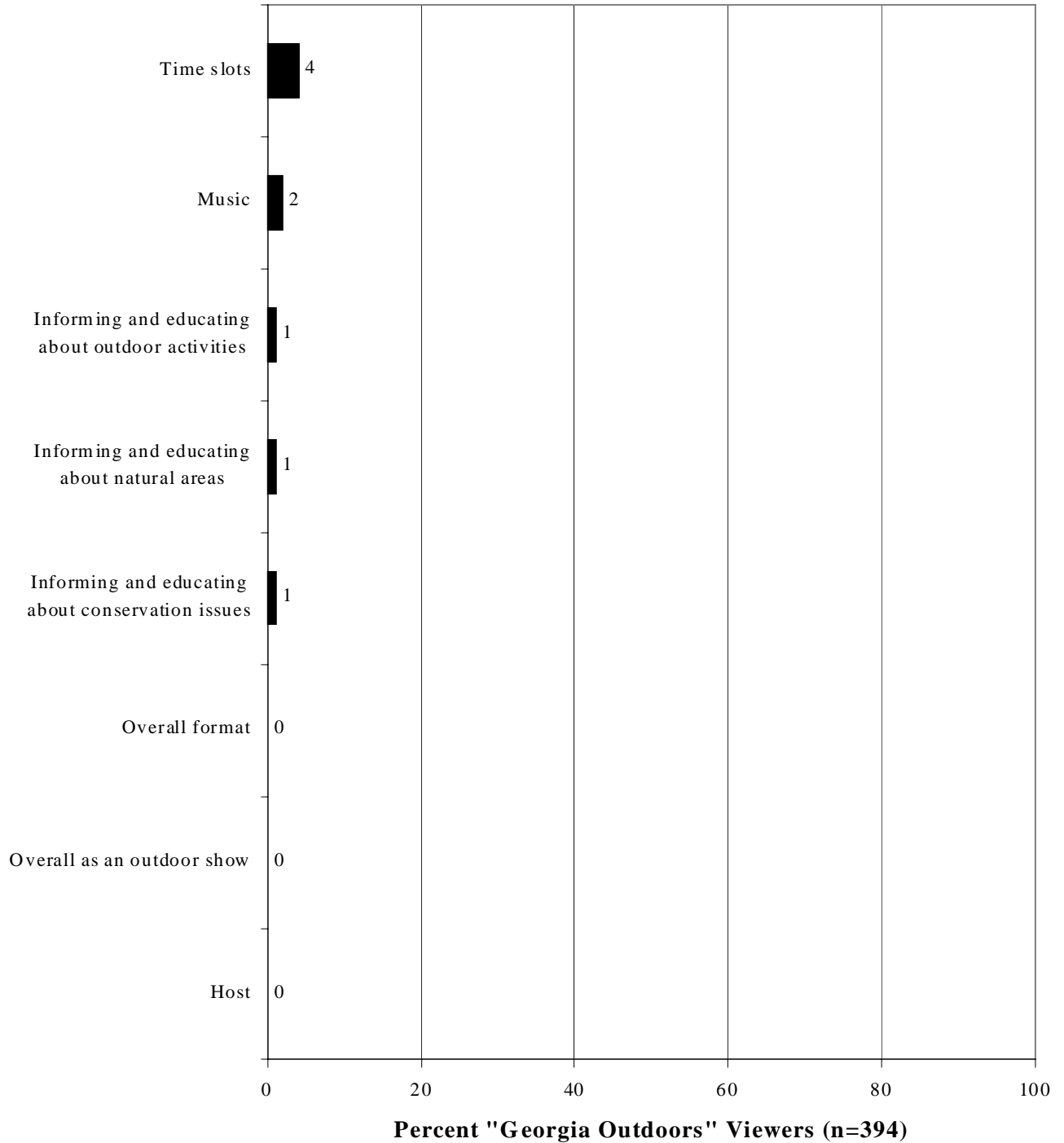
**Q17 and 21-27. Aspects of "Georgia Outdoors"  
rated as excellent and good combined.  
(Asked of respondents who watch the program)**



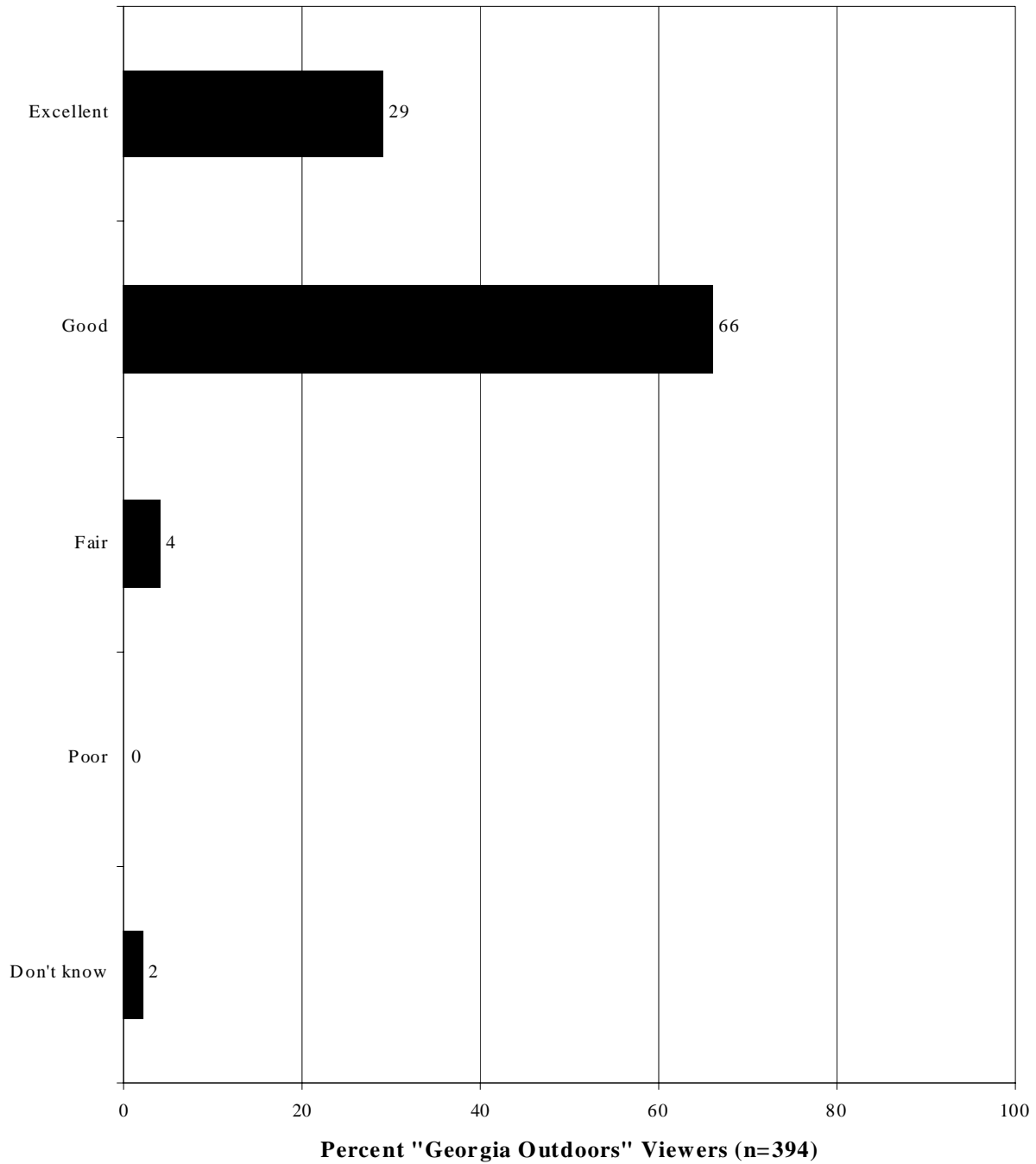
**Q17 and 21-27. Aspects of "Georgia Outdoors" rated as excellent.  
(Asked of respondents who watch the program)**



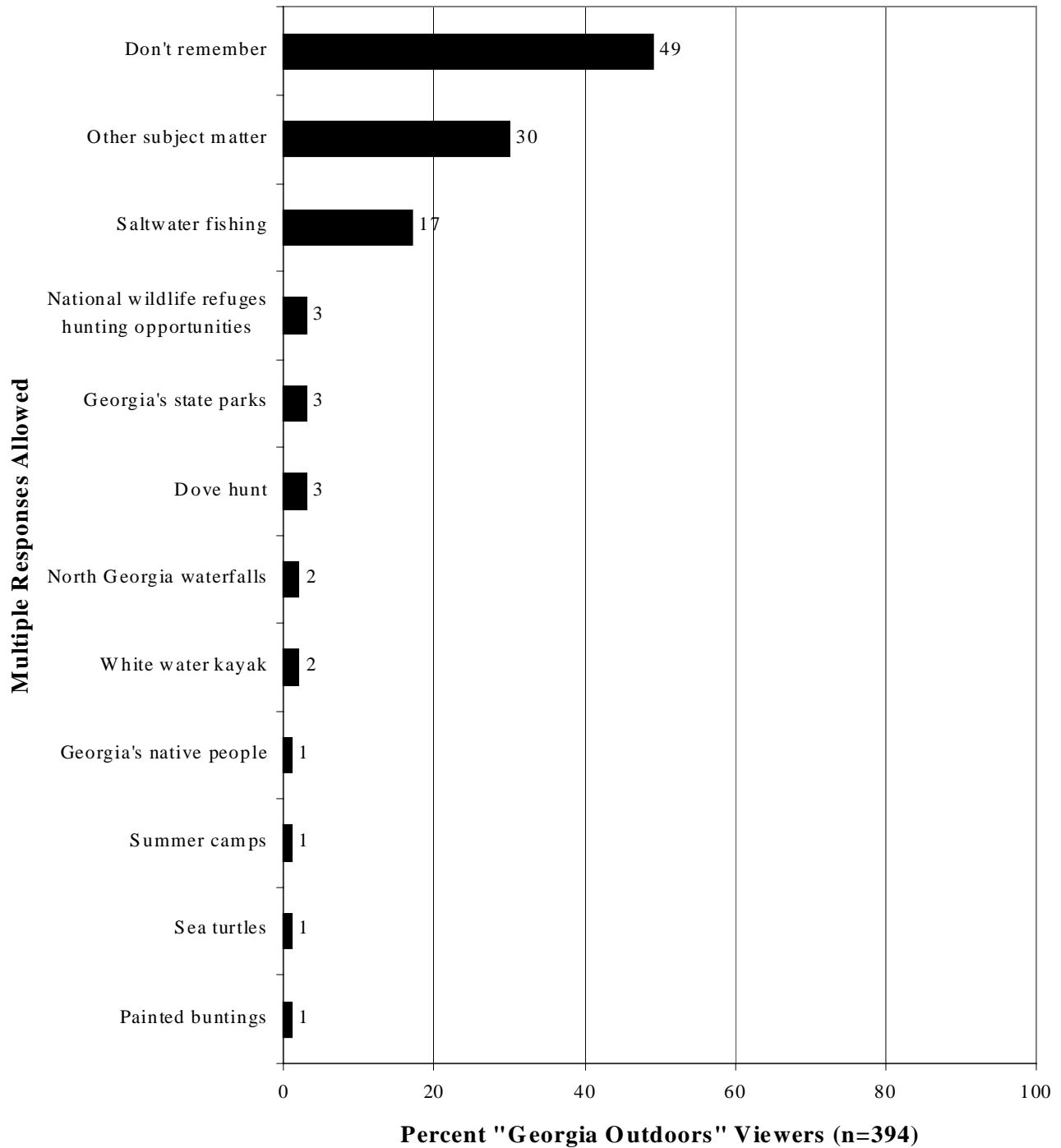
**Q17 and 21-27. Aspects of "Georgia Outdoors"  
rated as Poor.  
(Asked of respondents who watch the program)**



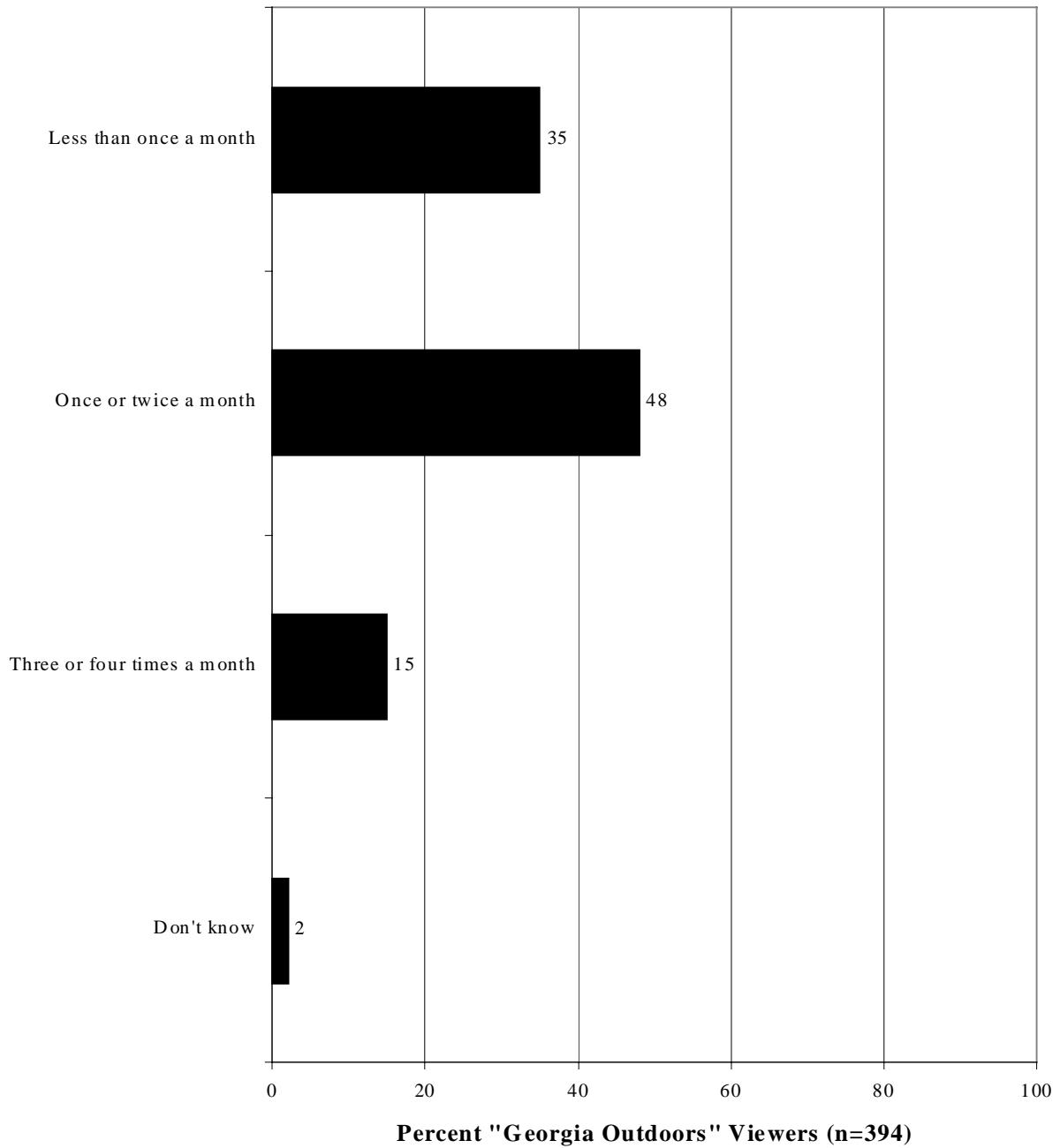
**Q17. How would you rate "Georgia Outdoors" overall as an outdoor TV show?  
(Asked of respondents who watch the program)**



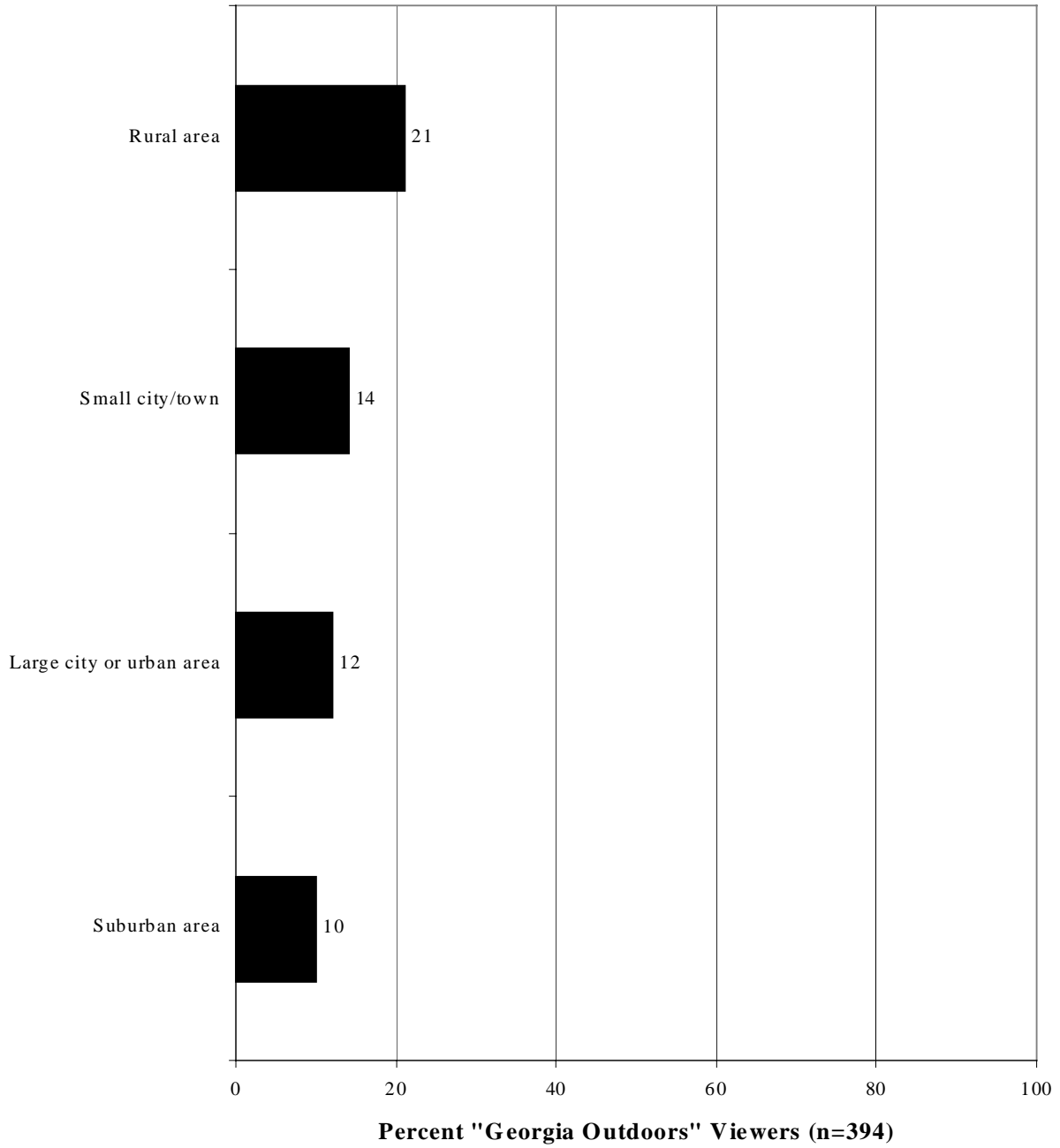
**Q19. What "Georgia Outdoors" shows do you remember watching in the past year? (Asked of respondents who watch the program)**



**Q20. How often do you watch "Georgia Outdoors?"**  
**(Asked of respondents who watch the program)**

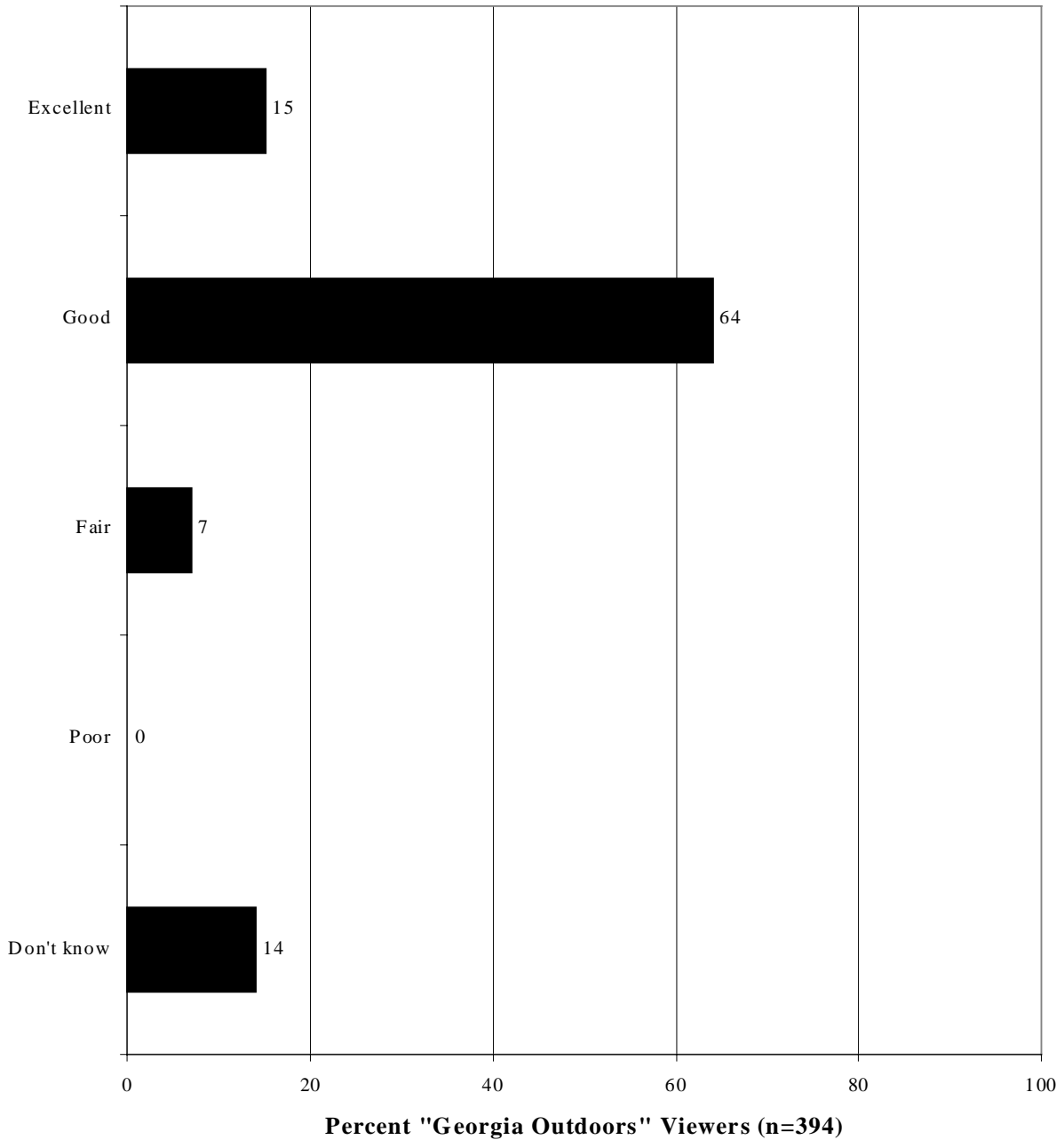


**Q20. Viewers who watch most often (3 or 4 times per month) by residence.**  
**(Asked of respondents who watch the program)**

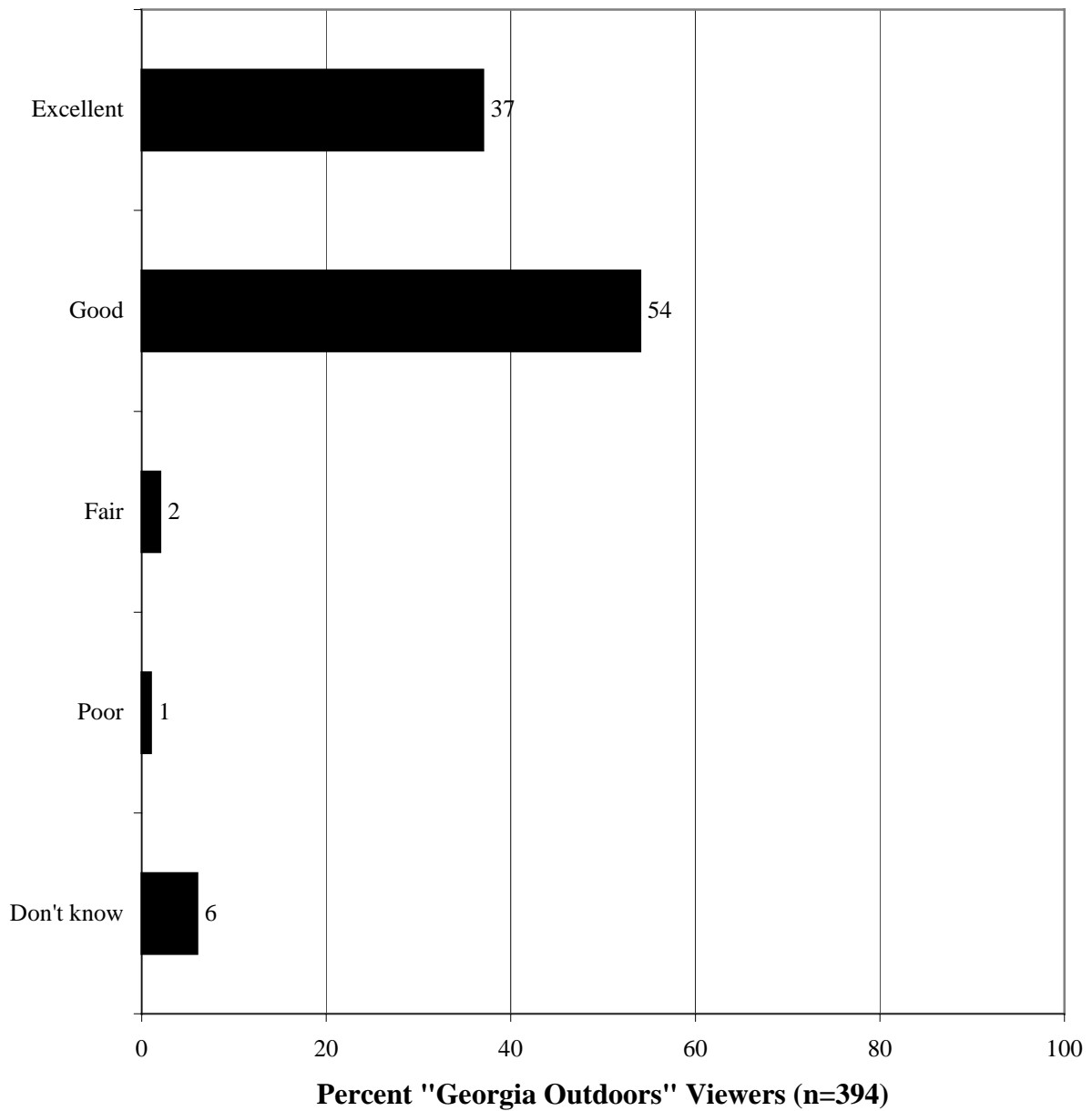


**Q21. How would you rate the host of "Georgia Outdoors?"**

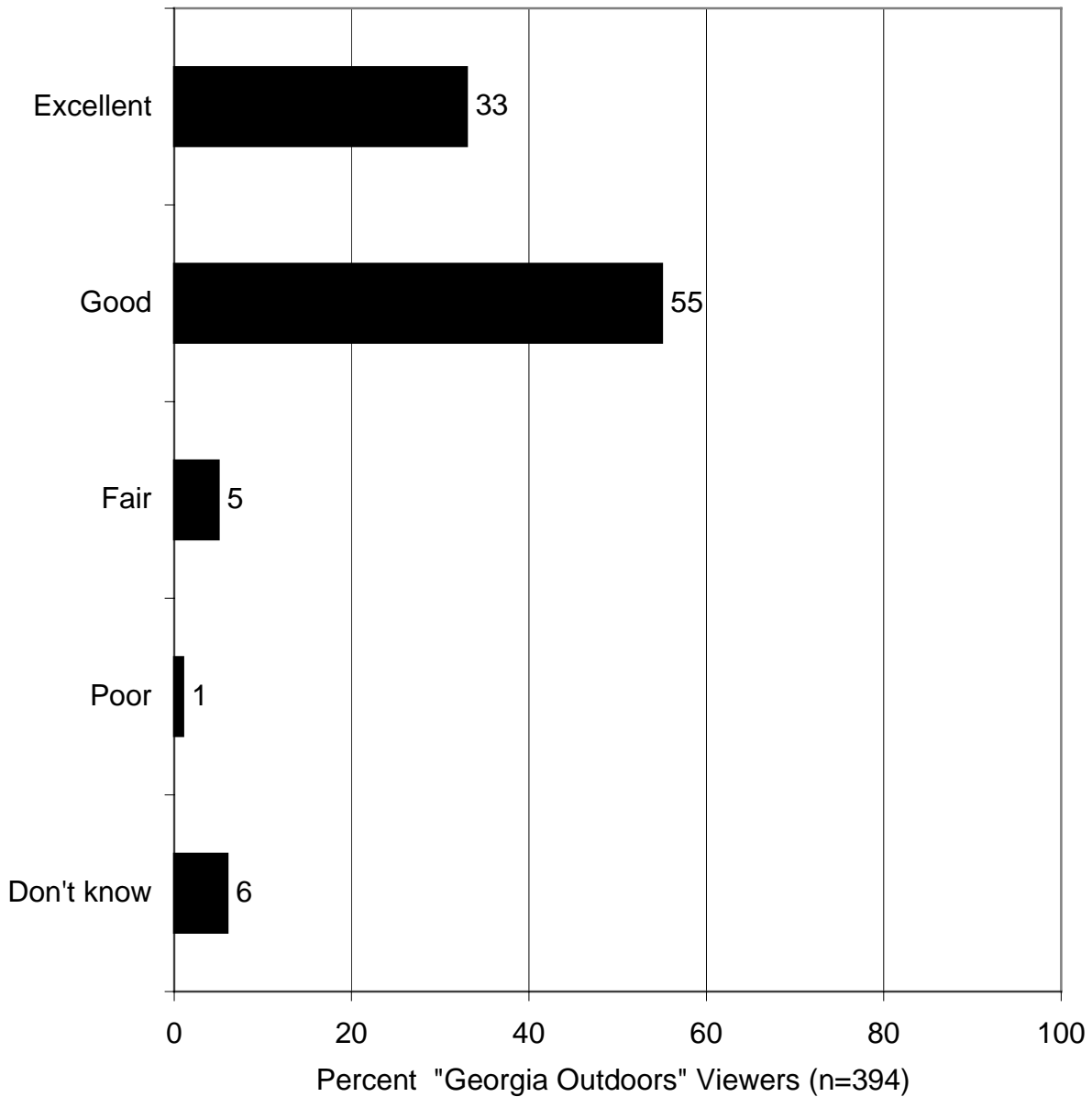
**(Asked of respondents who watch the program)**



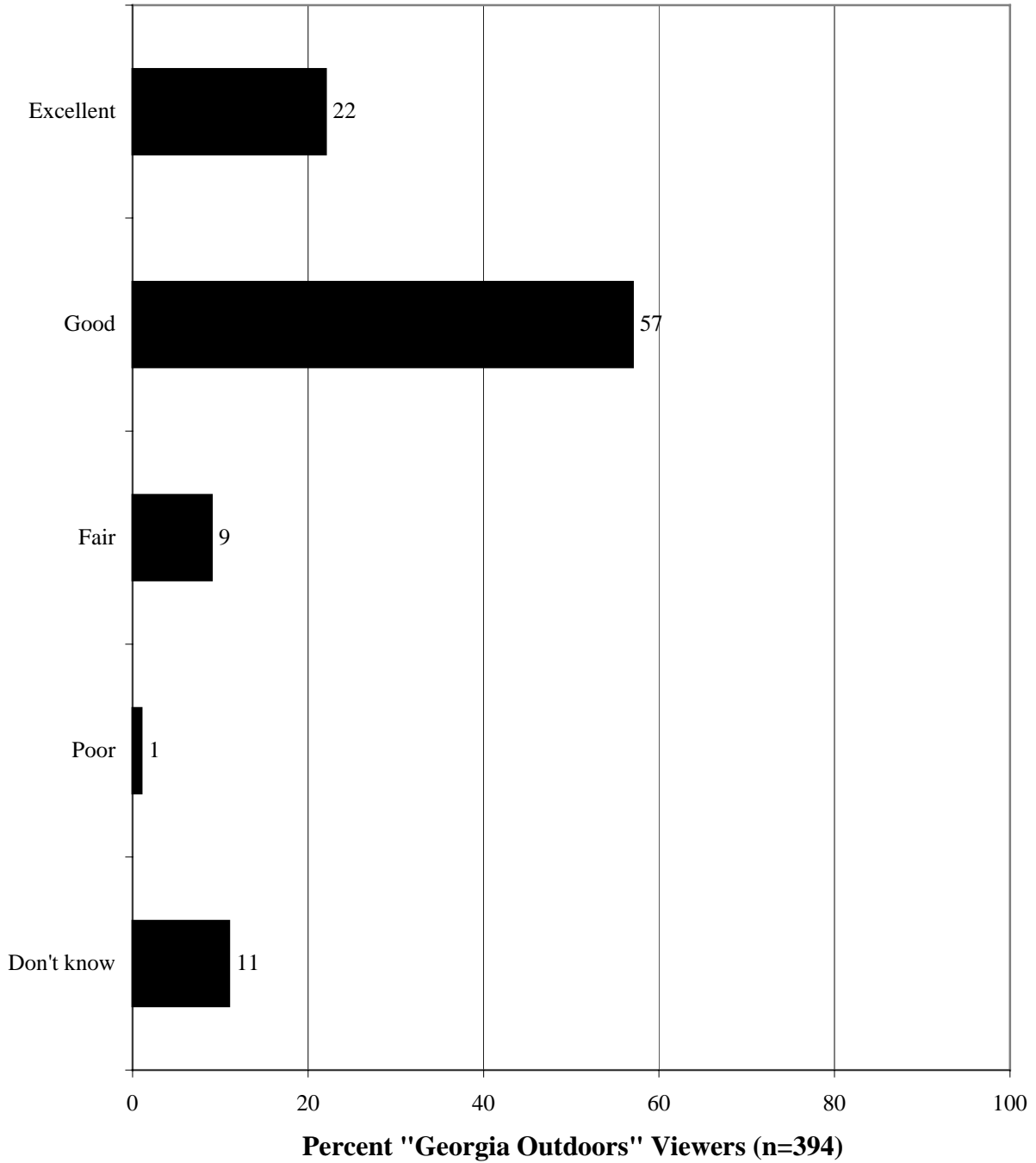
**Q22. How would you rate "Georgia Outdoors" in informing and educating viewers on different types of outdoor recreational activities?  
(Asked of respondents who watch the program)**



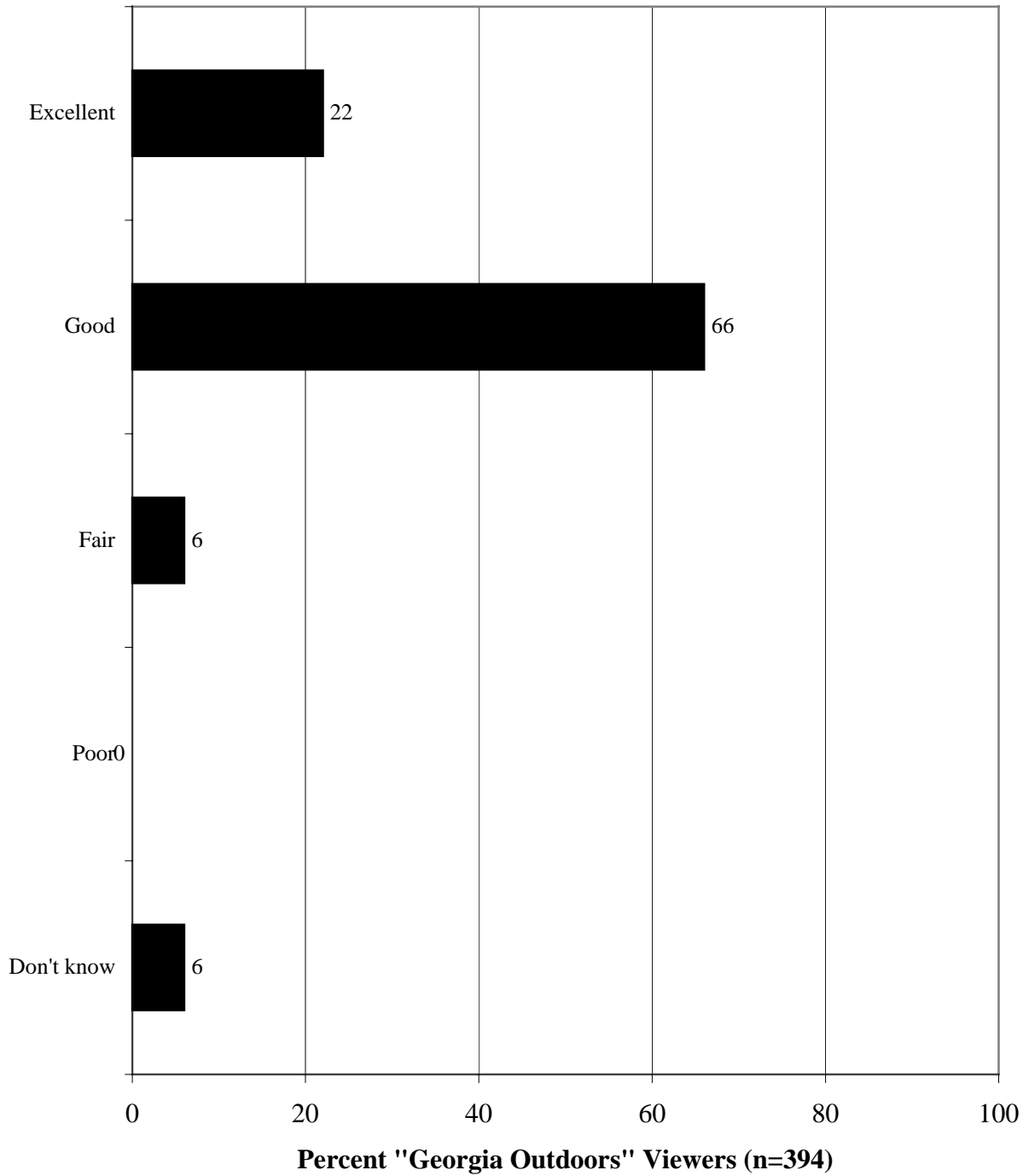
**Q23. How would you rate "Georgia Outdoors" in informing and educating viewers on different natural areas that can be visited in Georgia?  
(Asked of respondents who watch the program)**



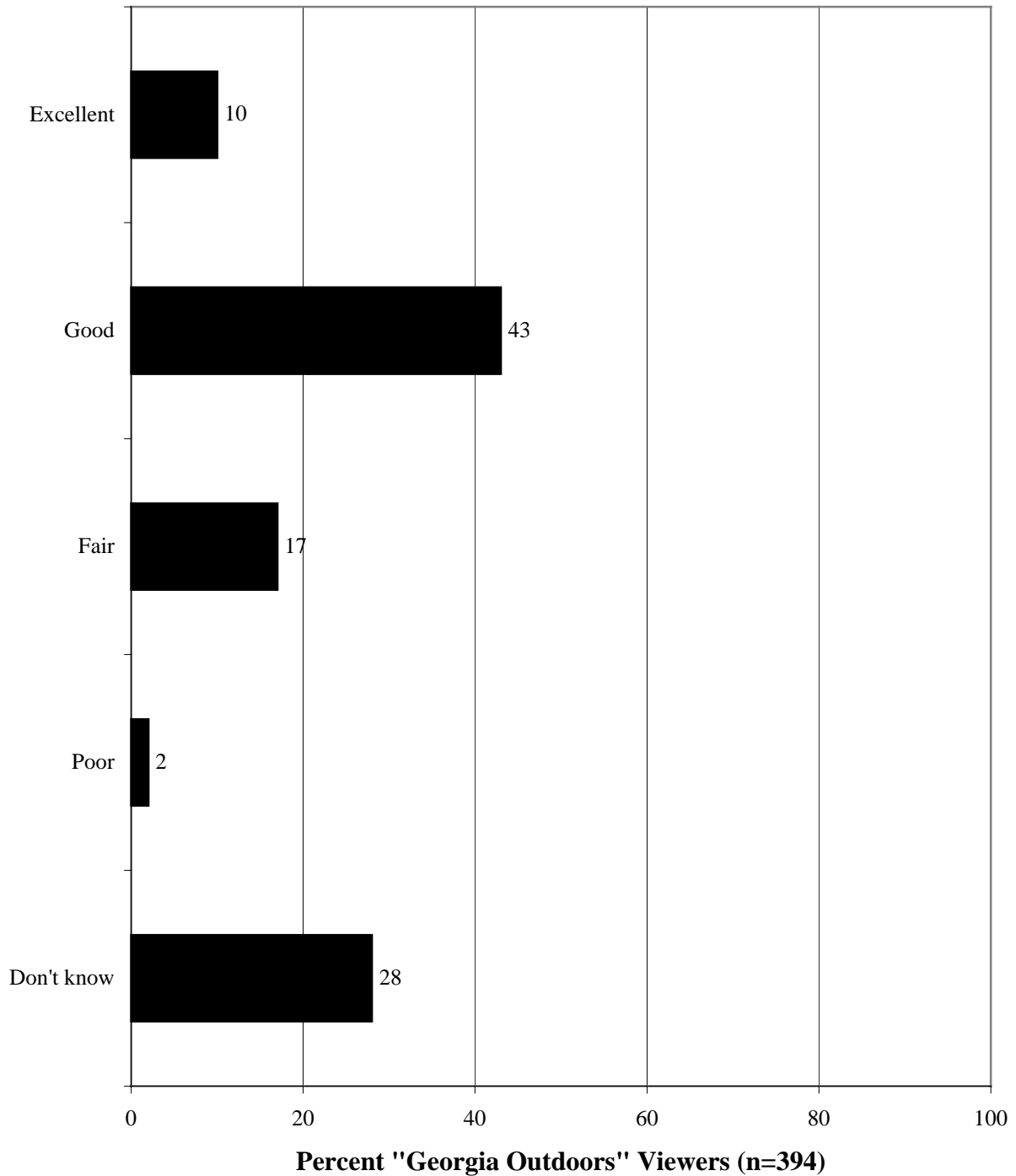
**Q24. How would you rate "Georgia Outdoors" in informing and educating viewers on conservation issues facing Georgia? (Asked of respondents who watch the program)**



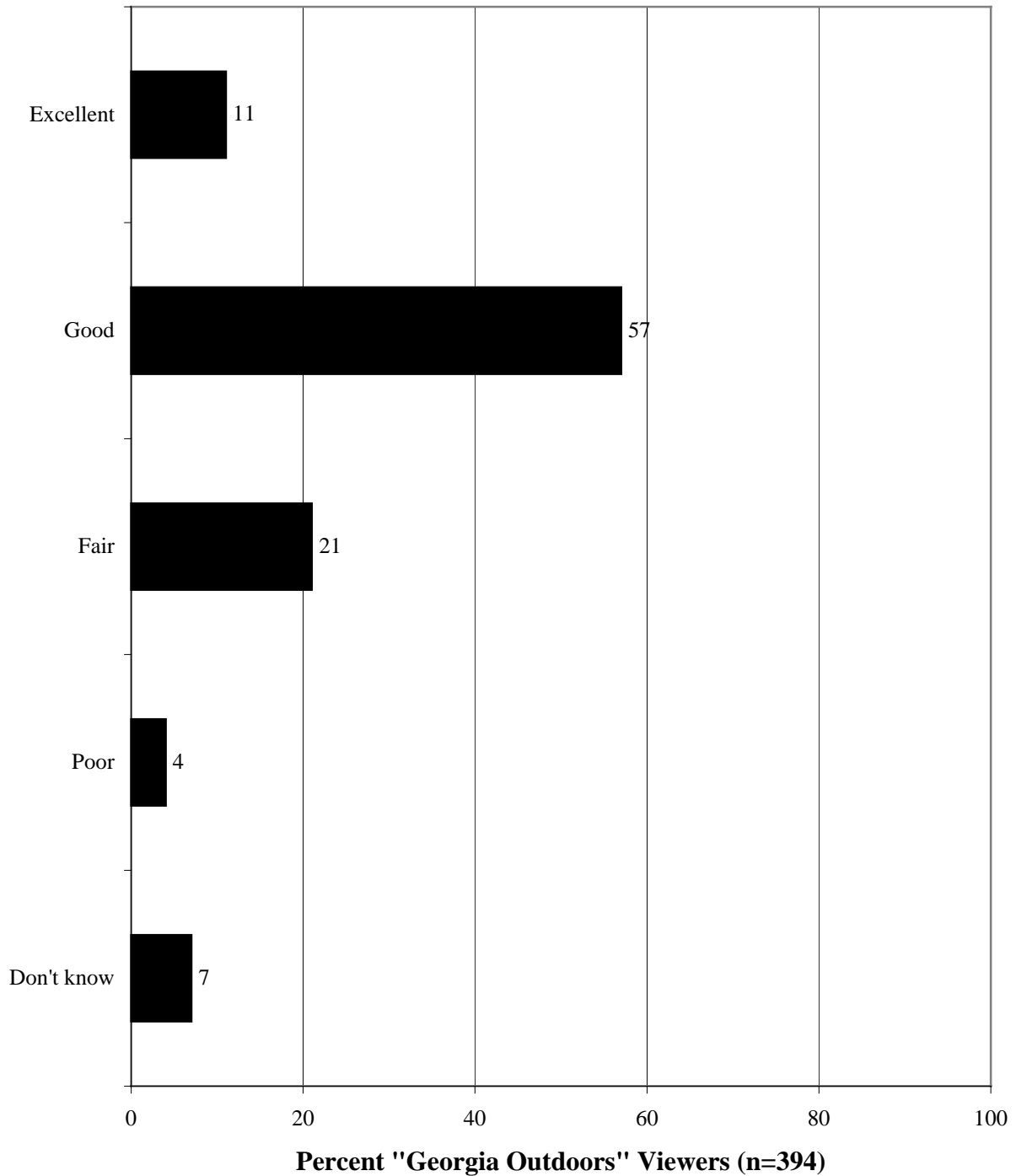
**Q25. How would you rate the overall format of "Georgia Outdoors?"**  
**(Asked of respondents who watch the program)**



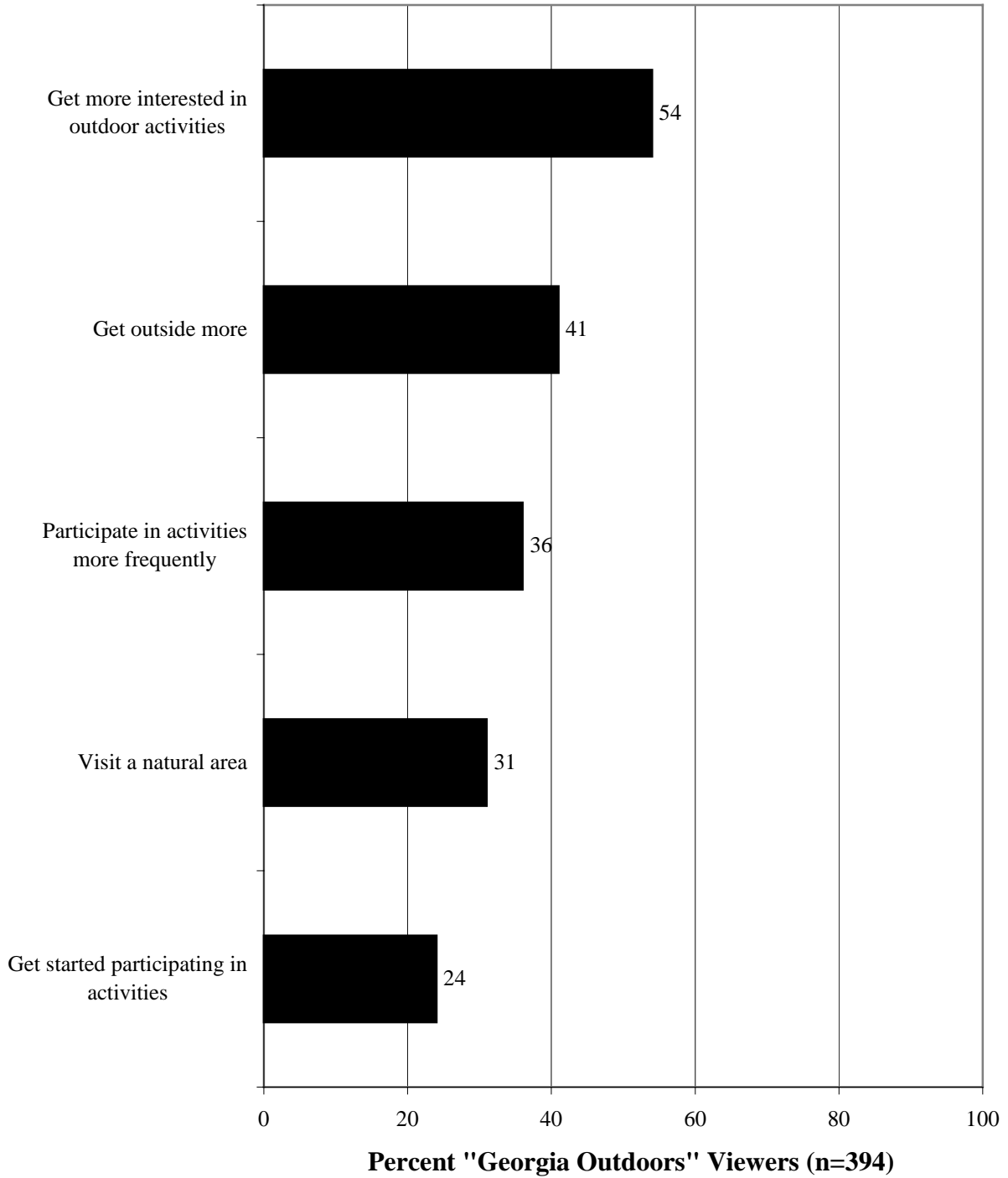
**Q26. How would you rate the music that accompanies "Georgia Outdoors?"**  
**(Asked of respondents who watch the program)**



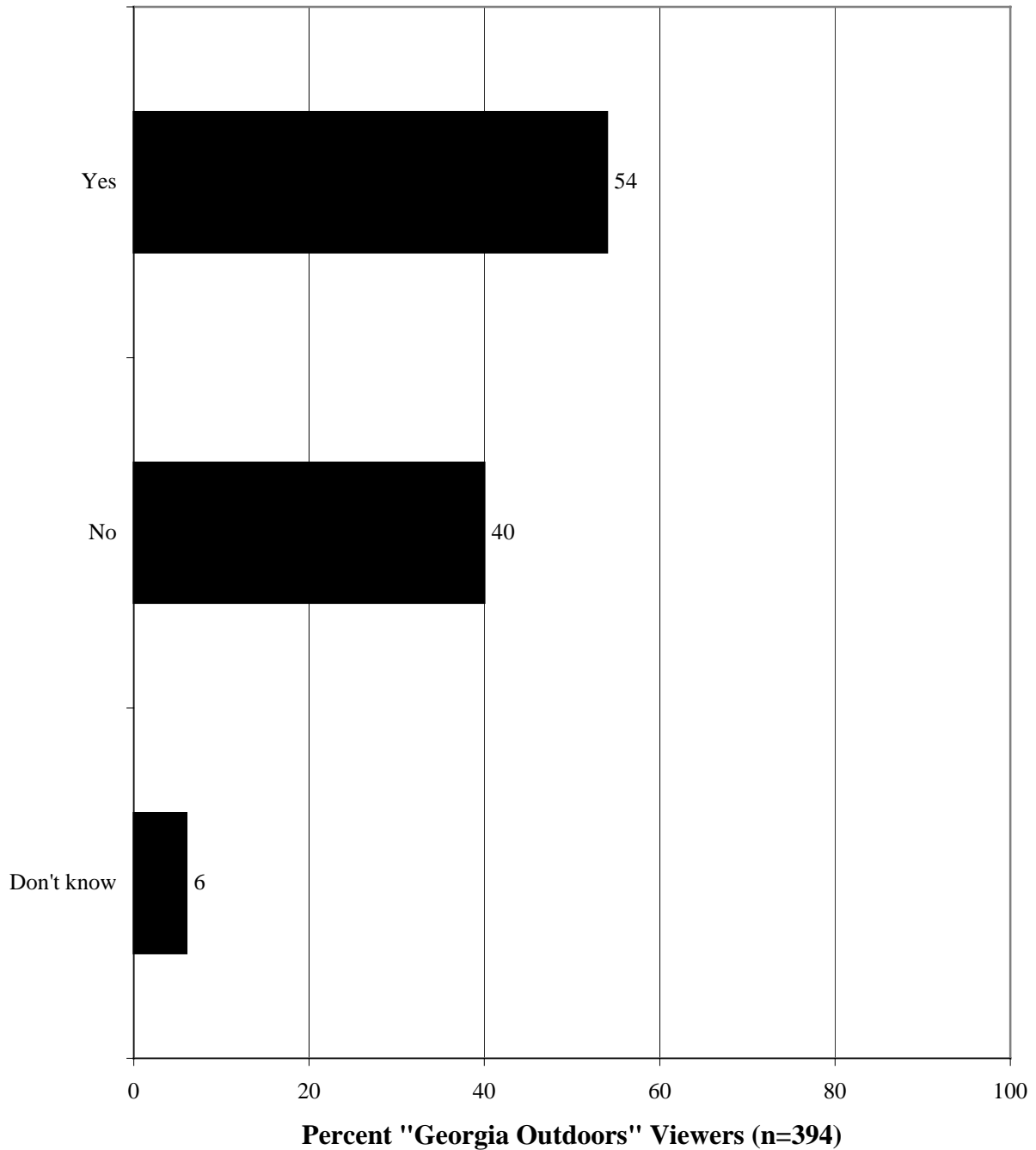
**Q27. How would you rate the times that  
"Georgia Outdoors" is aired?  
(Asked of respondents who watch the program)**



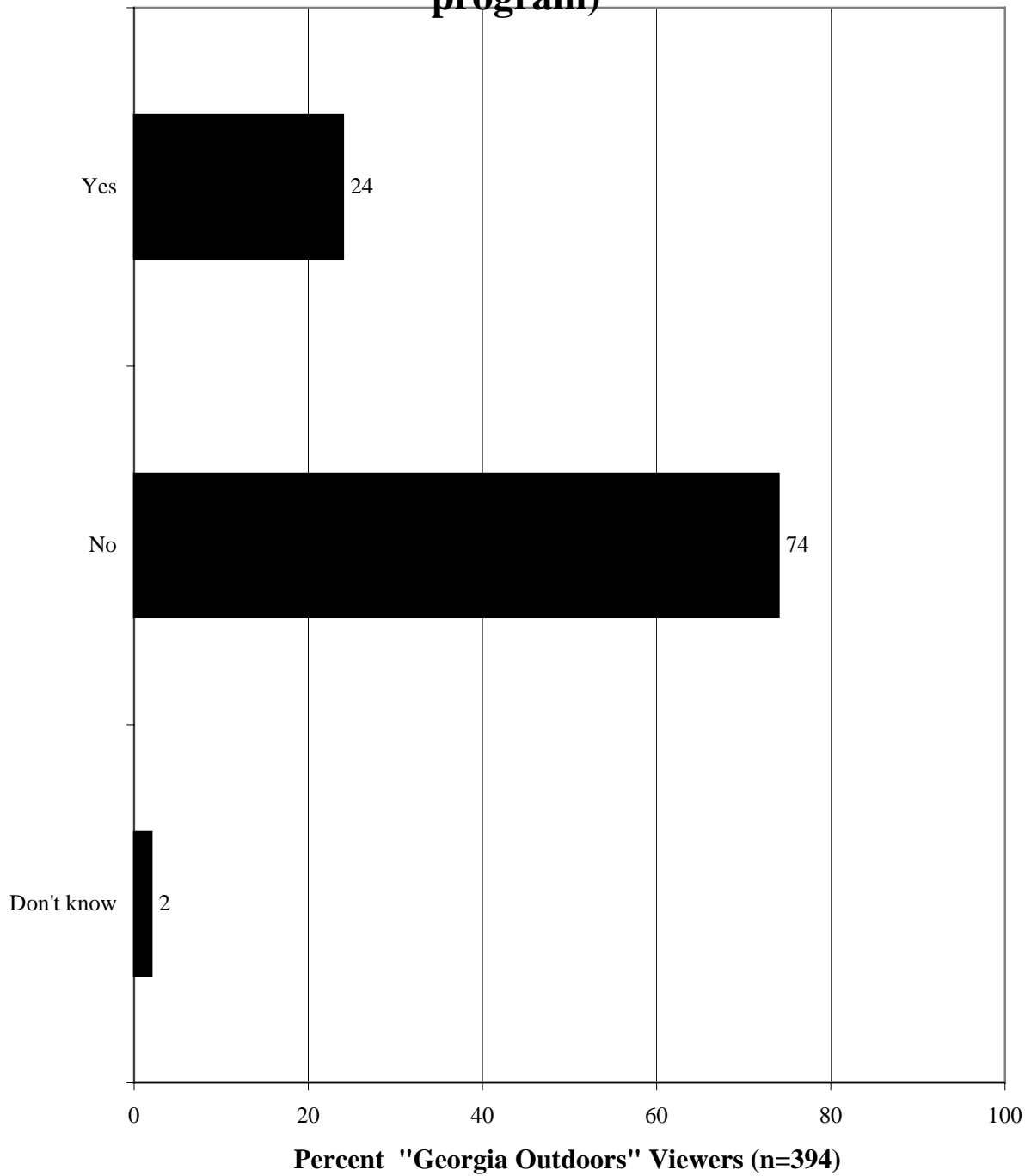
**Q28-32. Has watching "Georgia Outdoors"  
encouraged you to...  
(Asked of respondents who watch the program)**



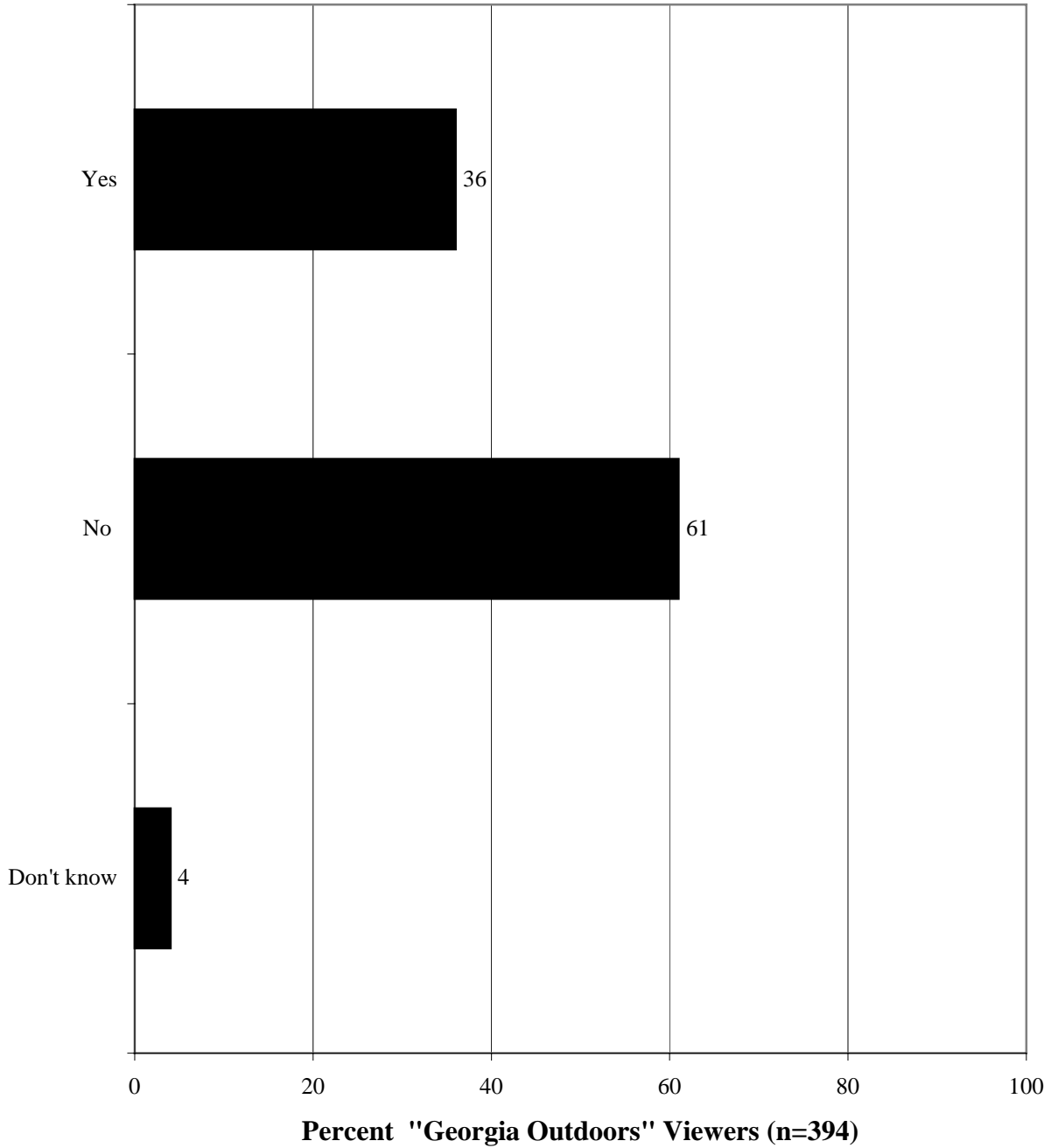
**Q28. Has watching "Georgia Outdoors" helped you become more interested in any of the featured activities?  
(Asked of respondents who watch the program)**



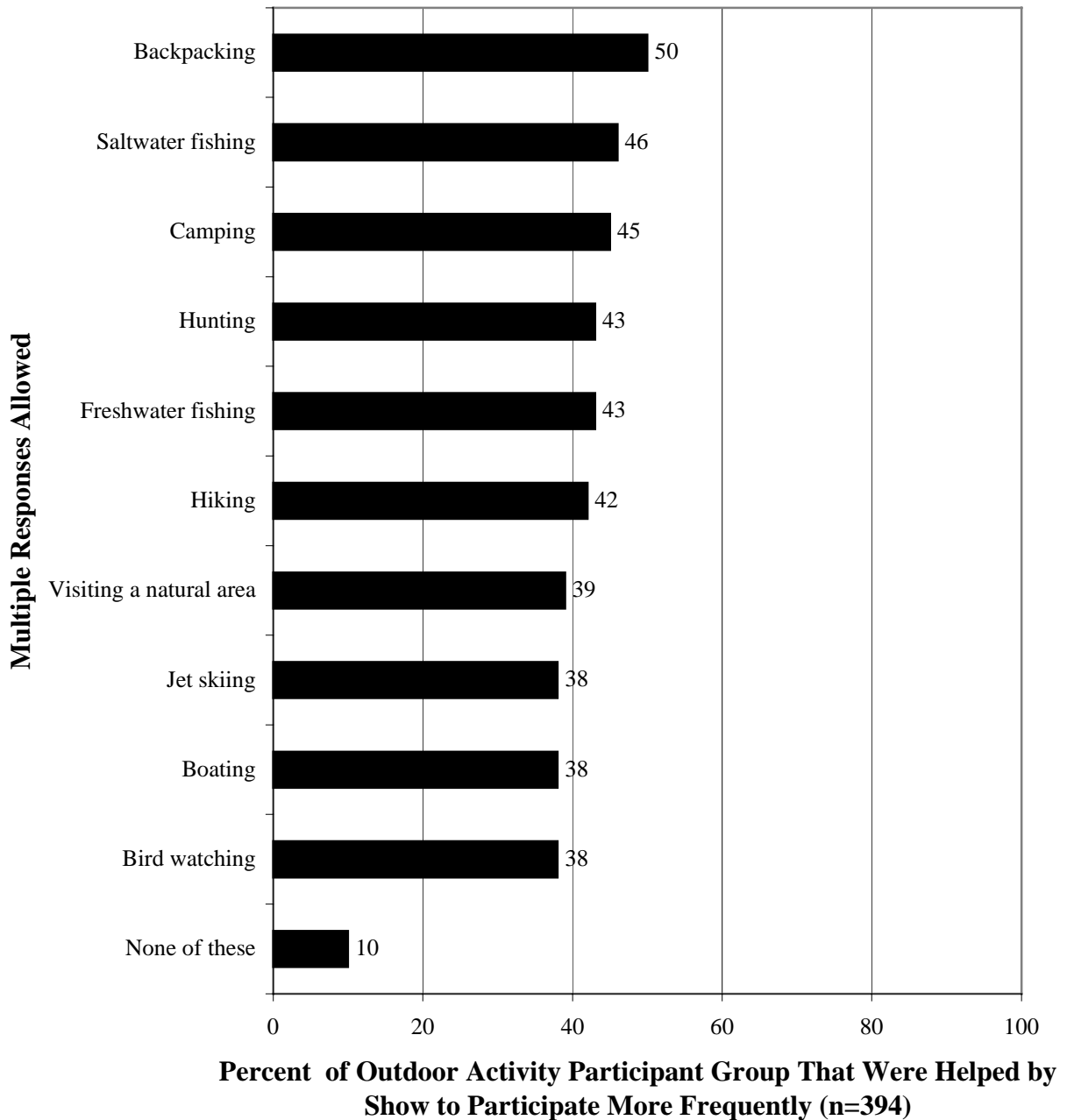
**Q29. Has watching "Georgia Outdoors" helped you get started participating in any of the featured activities?  
(Asked of respondents who watch the program)**



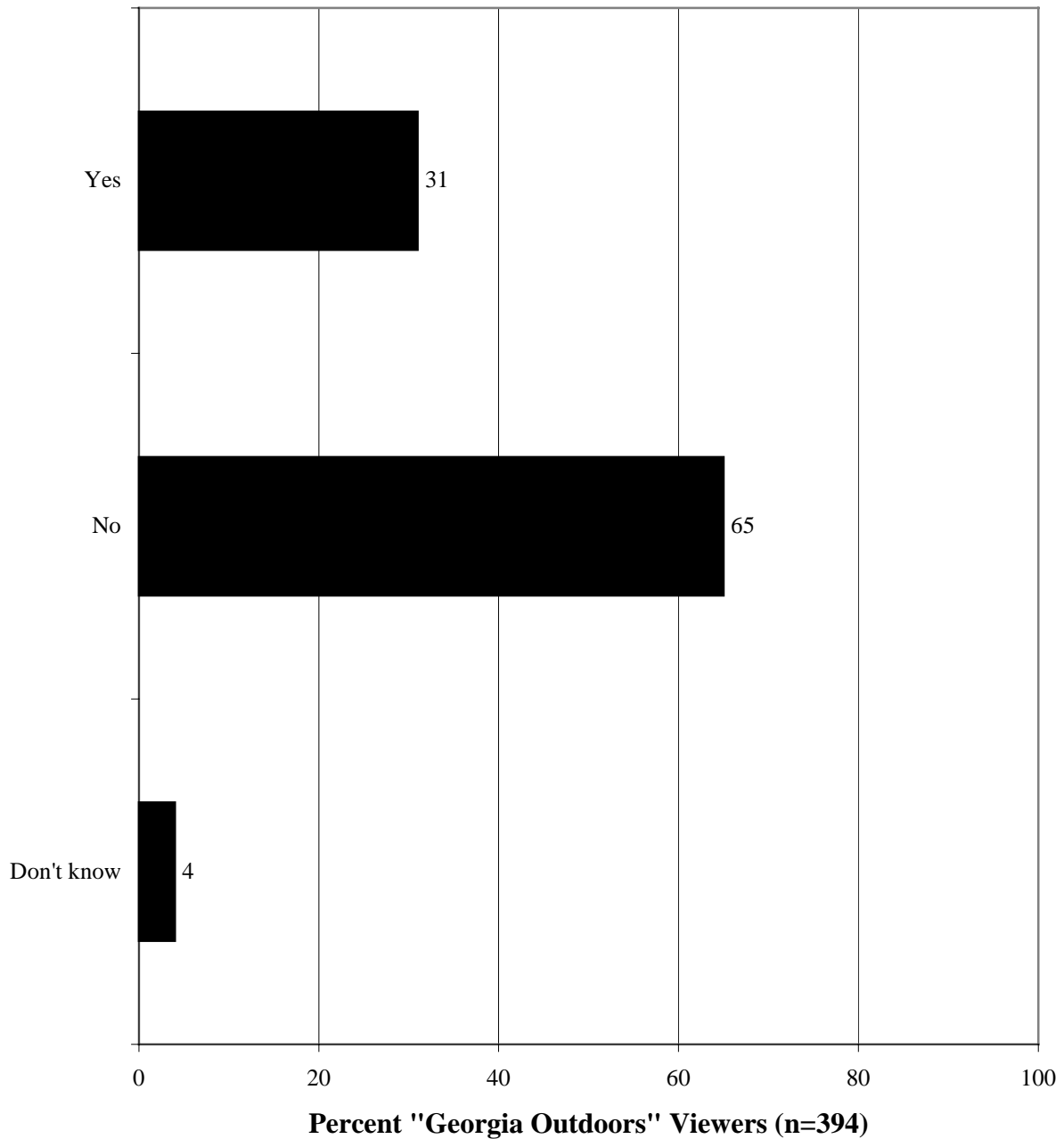
**Q30. Has watching "Georgia Outdoors" helped you participate in the activities that you participate in more frequently?  
(Asked of respondents who watch the program)**



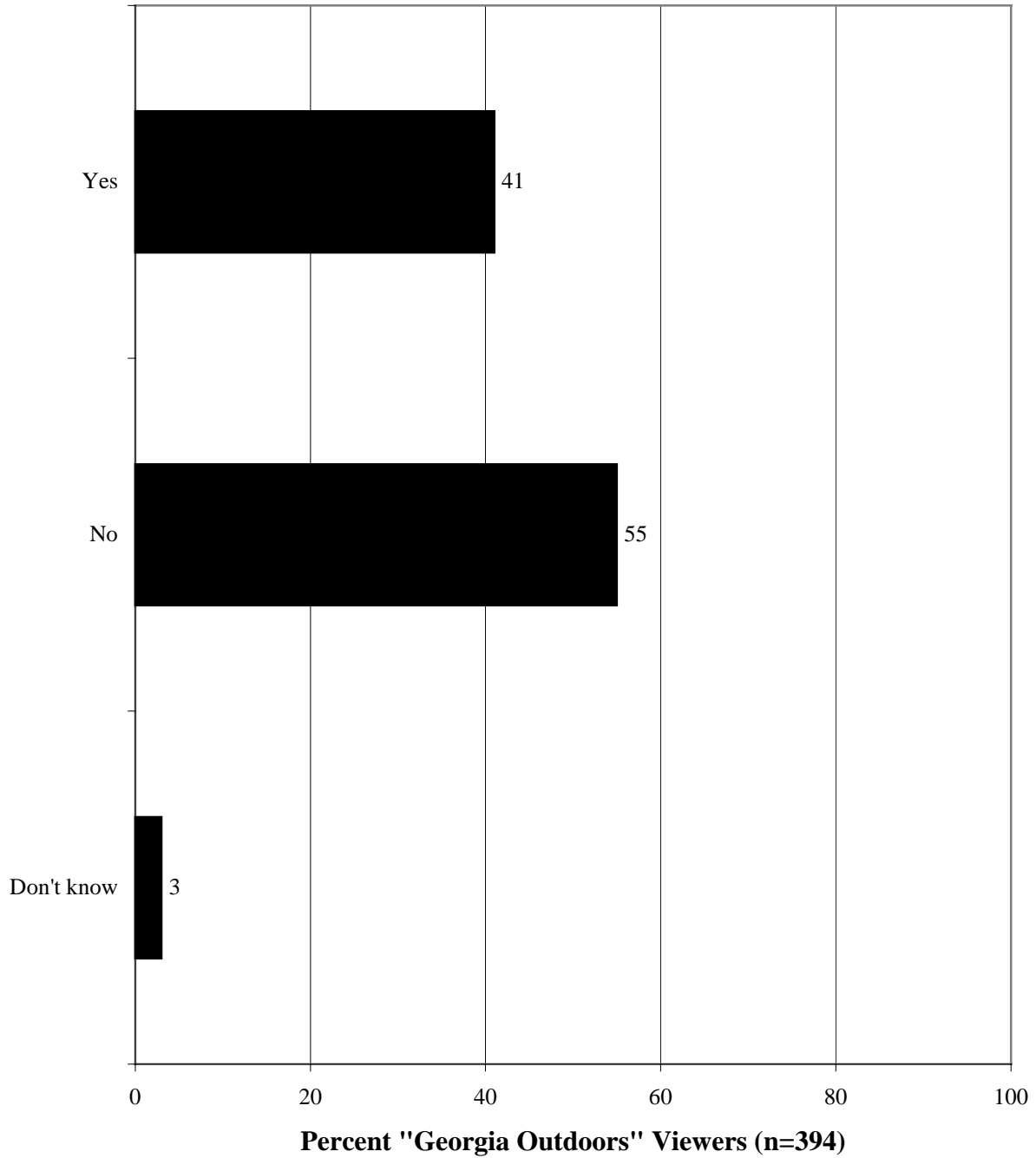
**Q30. Viewers of "Georgia Outdoors" who said watching has helped them to participate more frequently in their outdoors activities; By Q6-8. Percent participating in outdoor activities.**



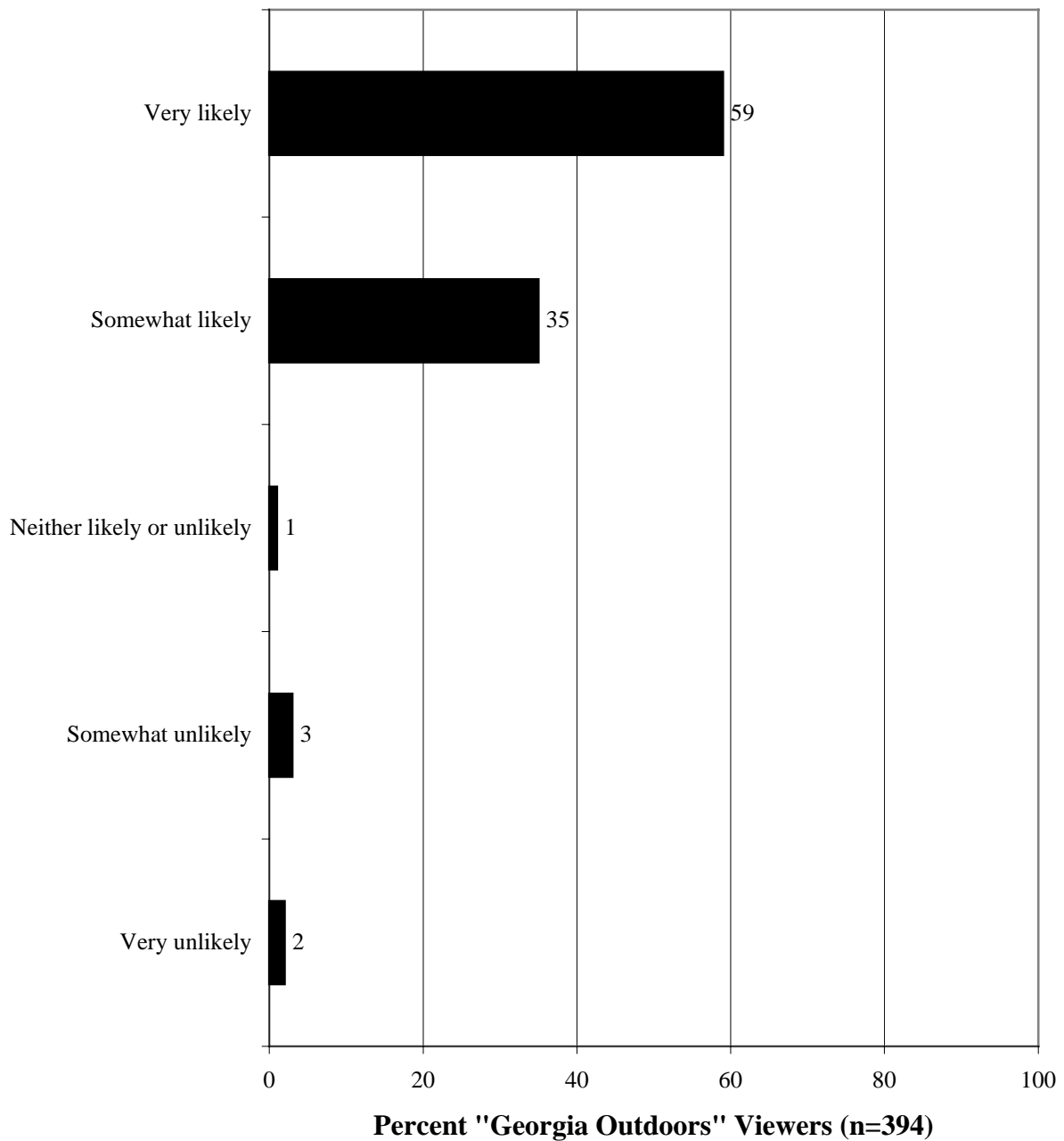
**Q31. Has watching "Georgia Outdoors" been responsible for you visiting a natural area in Georgia you might not have otherwise visited?  
(Asked of respondents who watch the program)**



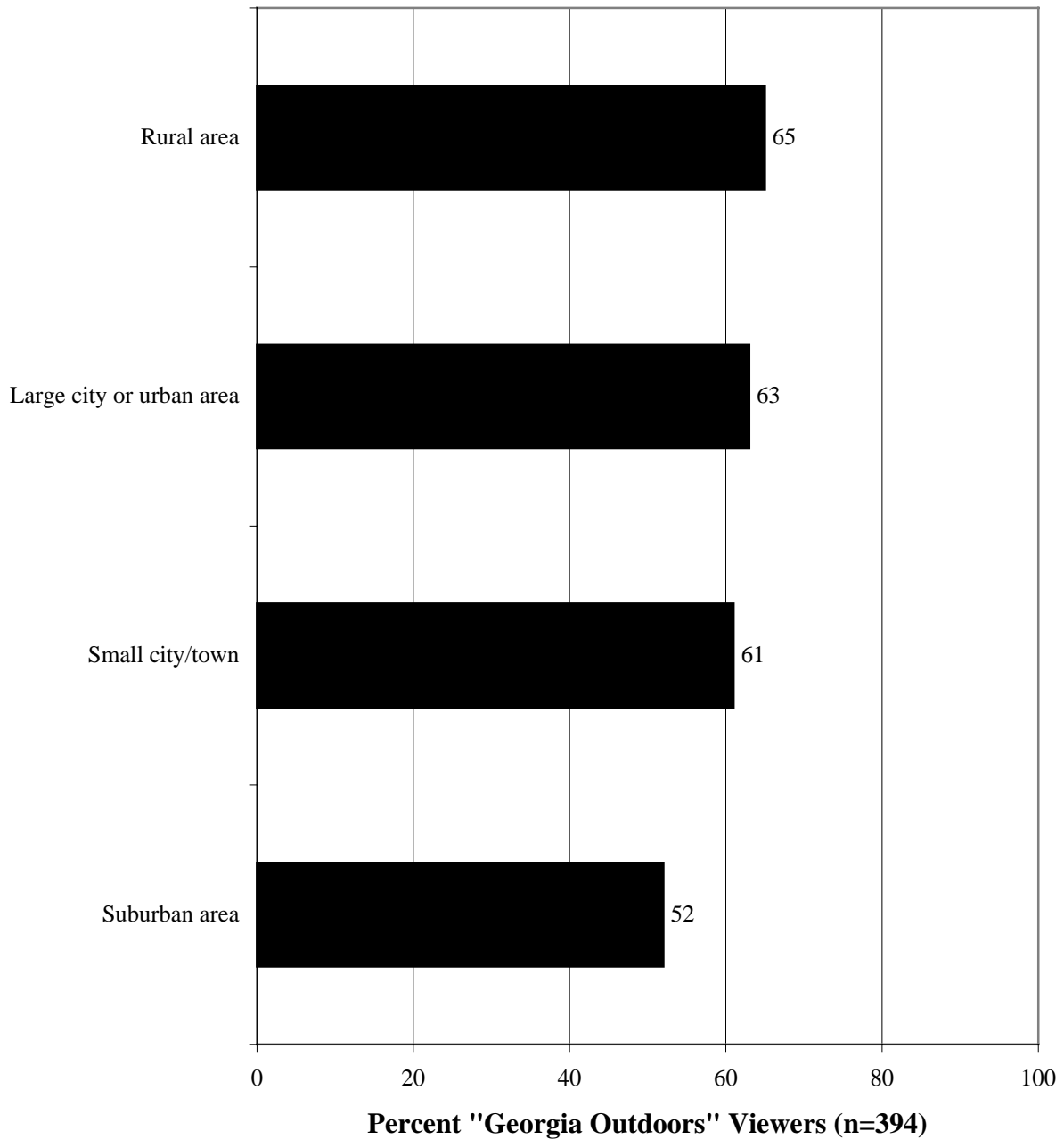
**Q32. Has watching "Georgia Outdoors" encouraged you to get outside more?  
(Asked of respondents who watch the program)**



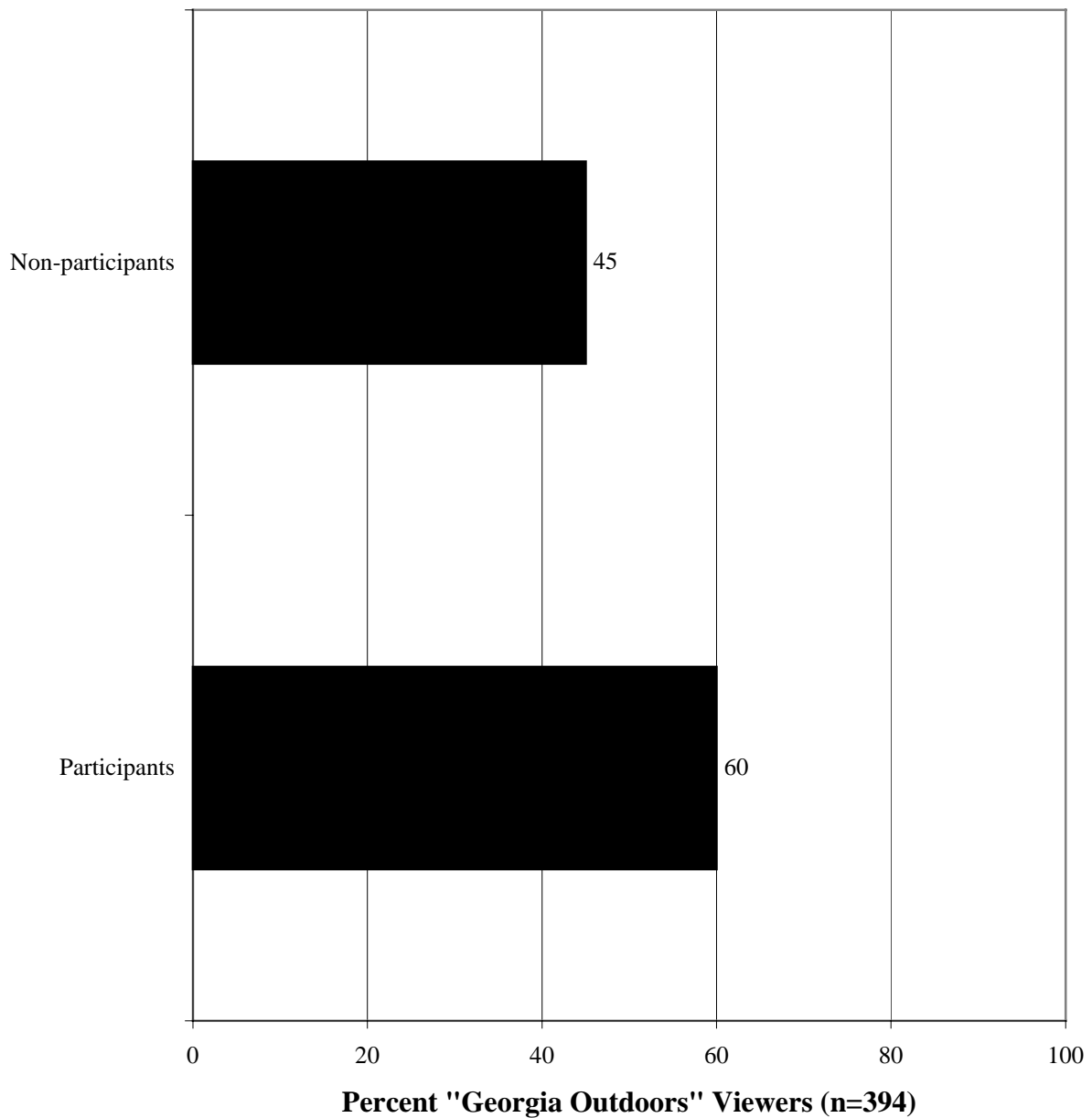
**Q33. Would you say that you are likely or unlikely to continue watching "Georgia Outdoors over the next 12 months? (Asked of respondents who watch the program)**



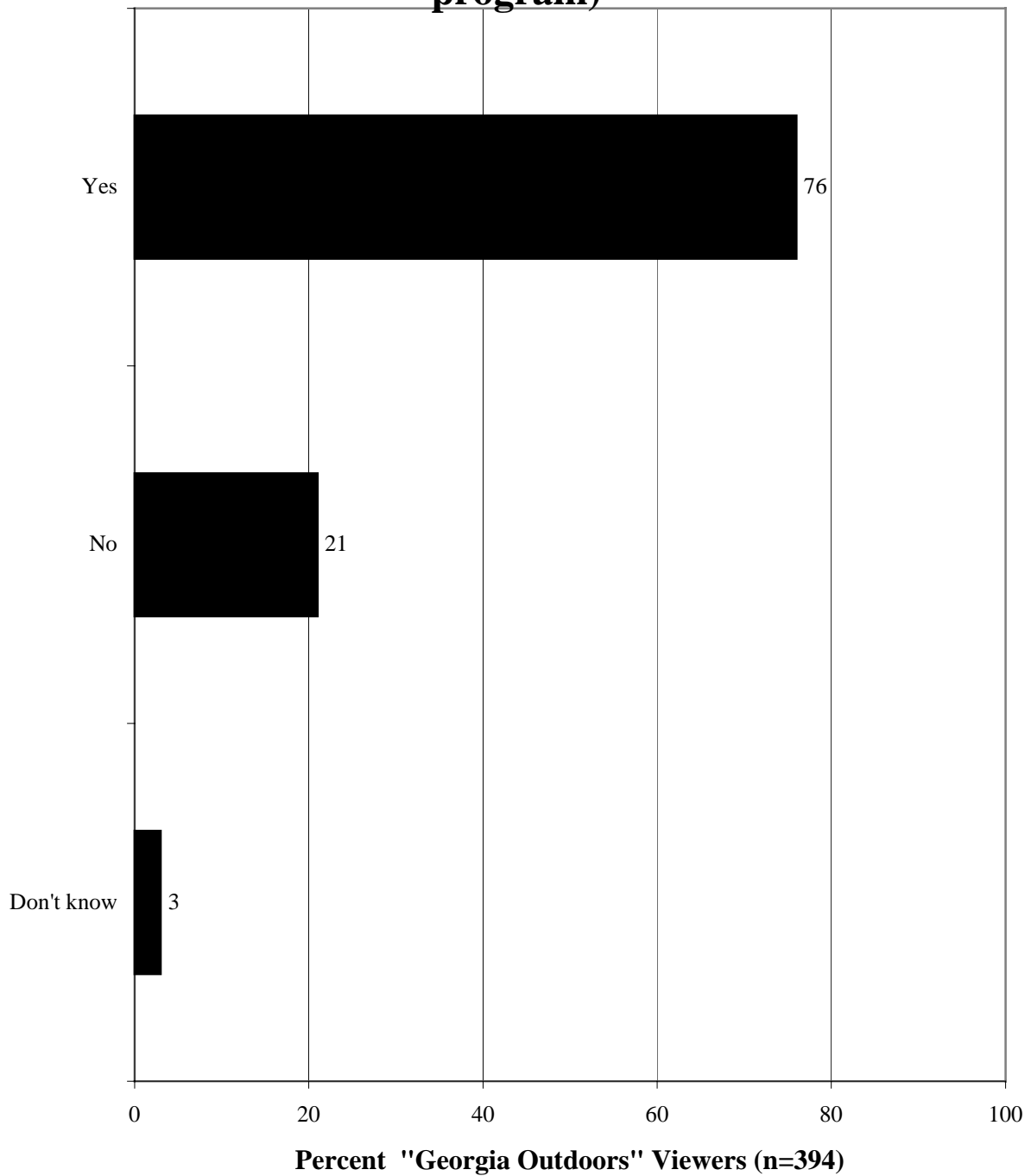
**Q33. Viewers who responded they were very likely to continue watching "Georgia Outdoors" by place of residence (Q45). (Asked of respondents who watch the program)**



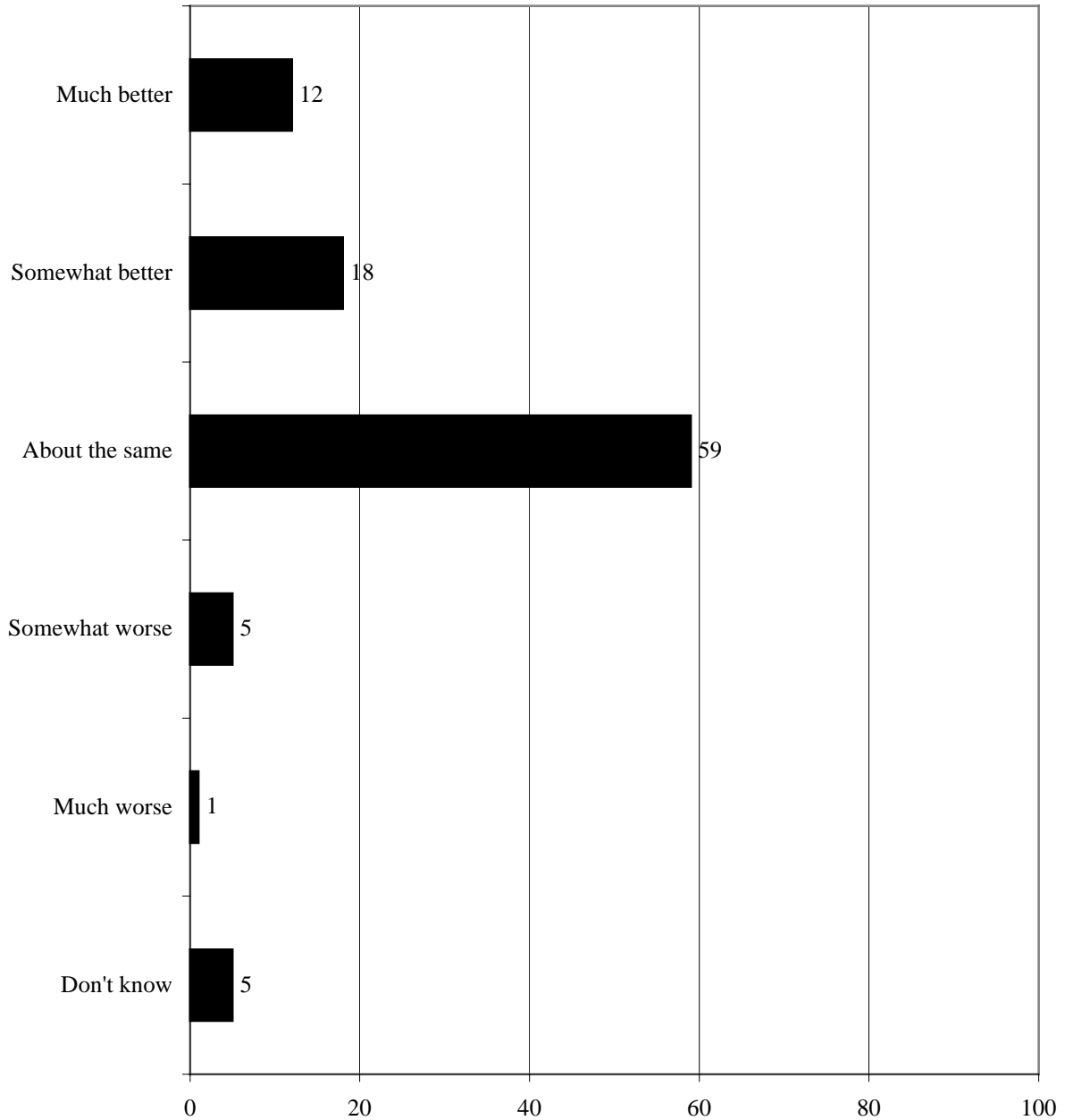
**Q33. Viewers who responded they were very likely to continue watching "Georgia Outdoors" by non-participant and participant grouping (Q6). (Asked of respondents who watch the program)**



**Q34. In the past 12 months, have you watched outdoor TV shows other than "Georgia Outdoors?"**  
**(Asked of respondents who watch the program)**

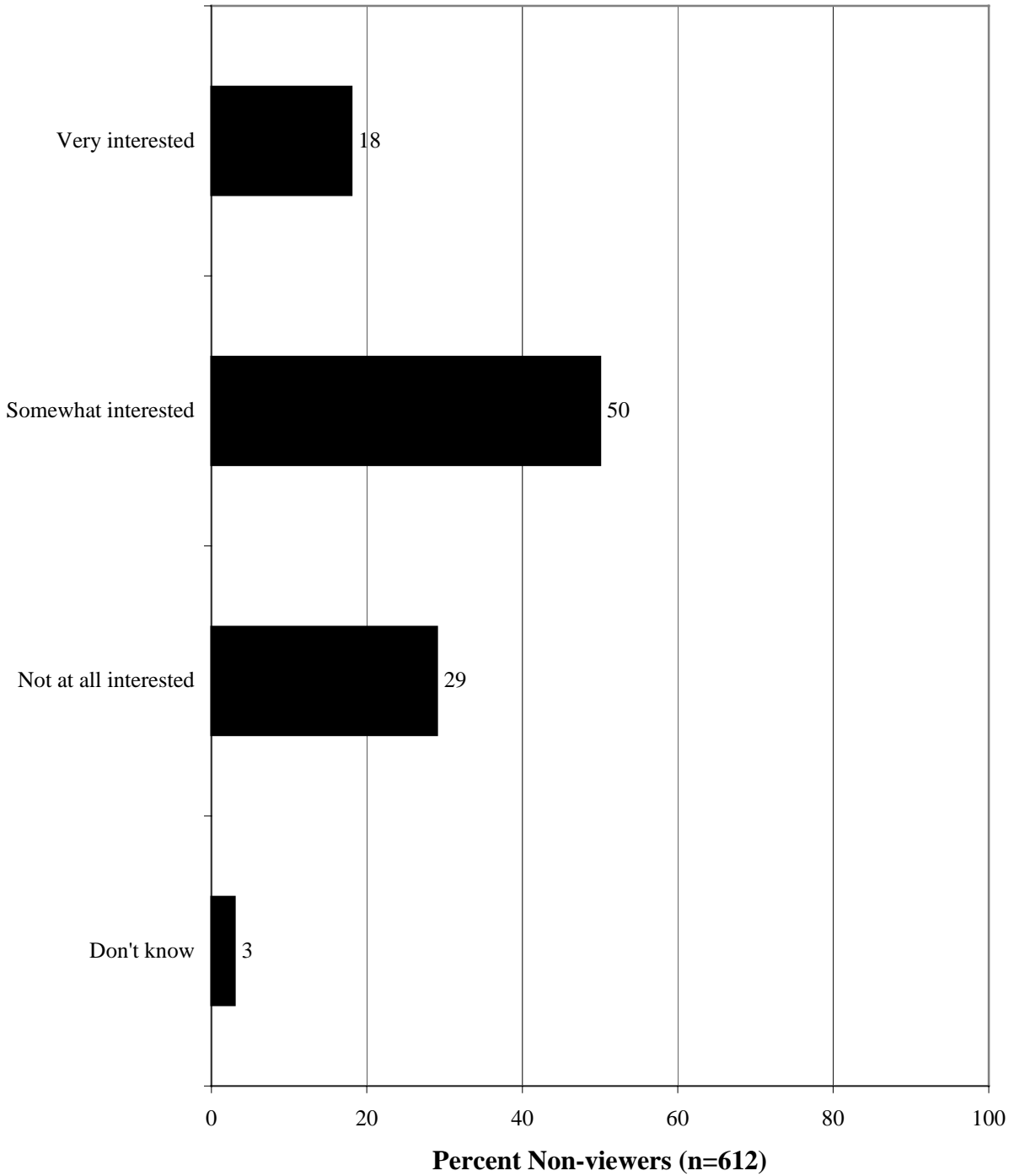


**Q35. How would you say that "Georgia Outdoors" compares to other outdoor TV shows?**  
**(Asked of viewers who also watch other shows)**

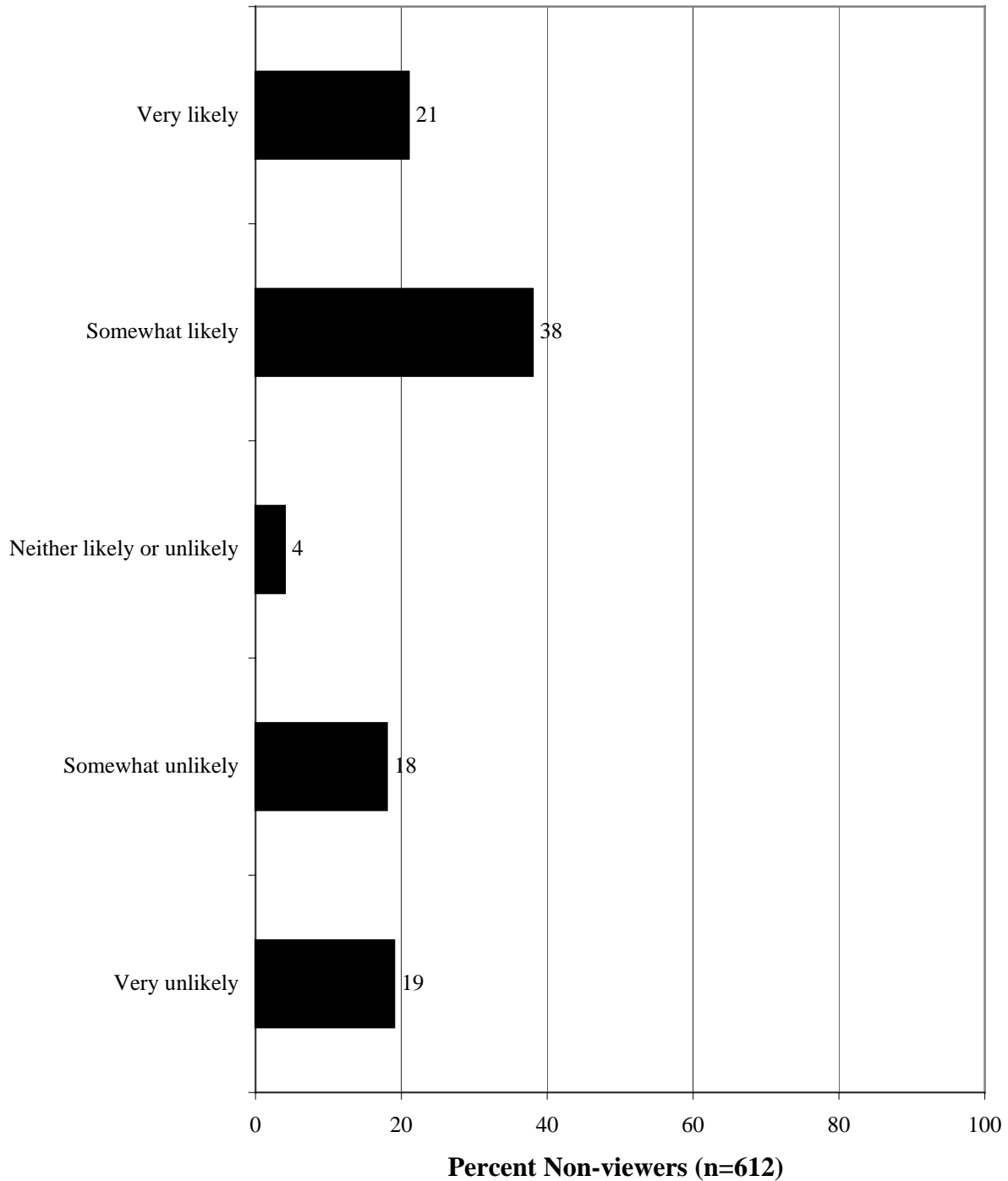


**Percent "Georgia Outdoors" Viewers Who Have Also Watched Other Outdoor Shows (n=300)**

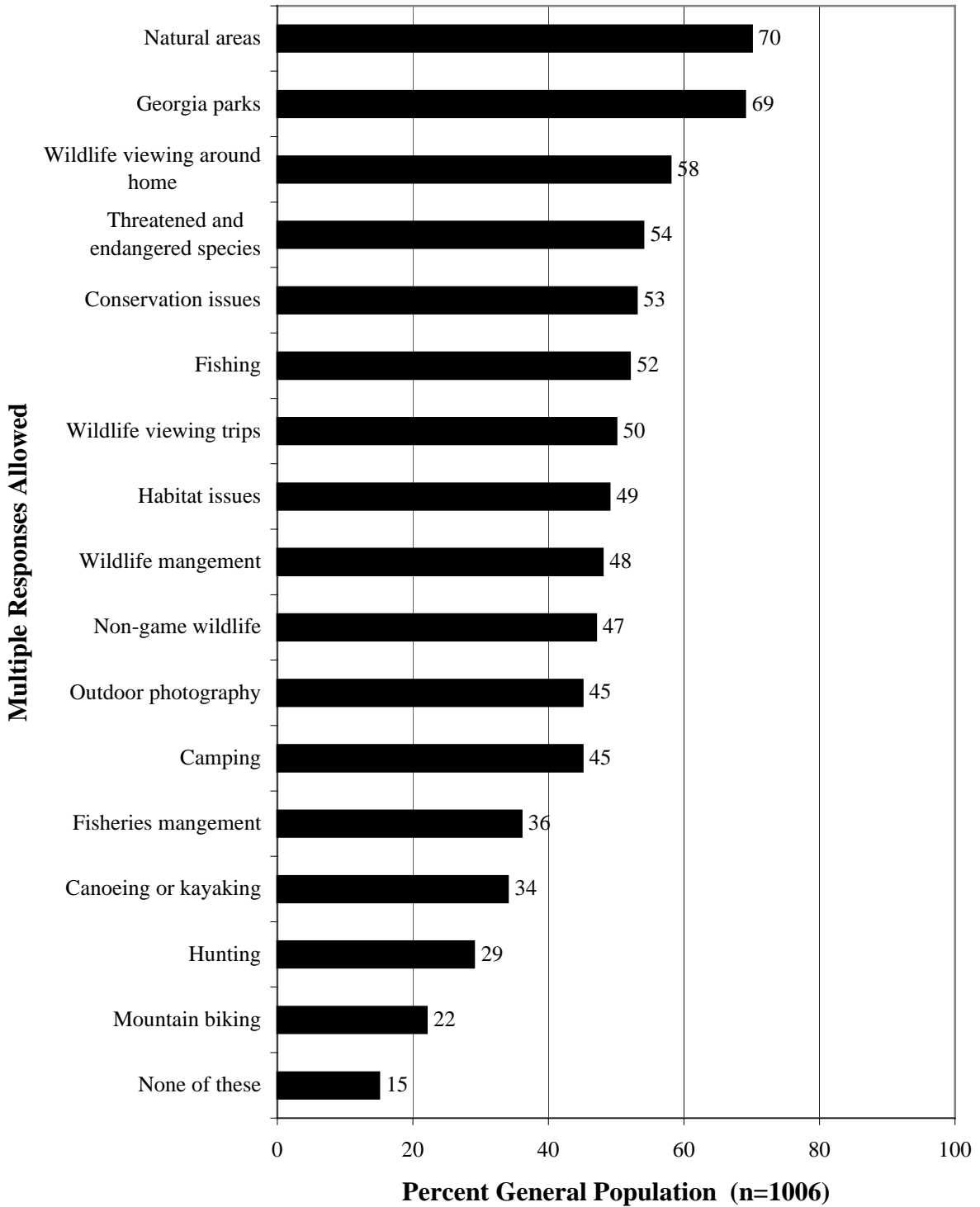
**Q36. How interested would you be in watching "Georgia Outdoors?"**  
**(Asked of respondents who were non-viewers)**



**Q37. How likely are you to watch "Georgia Outdoors" in the next 12 months?  
(Asked of respondents who were non-viewers)**



### Q39. Which topics might encourage you to watch the program?



### Q41. What is the best way to provide you with information about outdoor activities in Georgia?

