

# NDOW Pathways Project

## Statewide Survey Results

Bobby Jones – NDOW Outdoor  
Connection Coordinator



**Finding pathways to increasing  
conservation relevance in  
Nevada**

# Outdoor Connection Coordinator



**Connect people to nature**

**Better serve and engage  
more of our public**

**Enhance conservation**

# Relevancy Timeline



# Fish and Wildlife Relevancy Roadmap (v1.0)

*Enhanced Conservation Through Broader Engagement*



*A practical guide to help fish and wildlife agencies  
engage and serve broader constituencies*



A roadmap that **“simply provides various routes based on the capacities and challenges facing each agency or organization wishing to broaden their reach and service to more constituents...it is not prescriptive and is intended for voluntary use”**.

**“The importance of engaging and serving broader constituencies cannot be at the expense of leaving behind or alienating existing and long-term allies like hunters and anglers”**.

## Pathways Project Purpose:

Assisting conservation agencies in understanding, connecting with and providing benefits to currently underserved geographies or population segments.



# Project Details

Built a diverse NDOW team

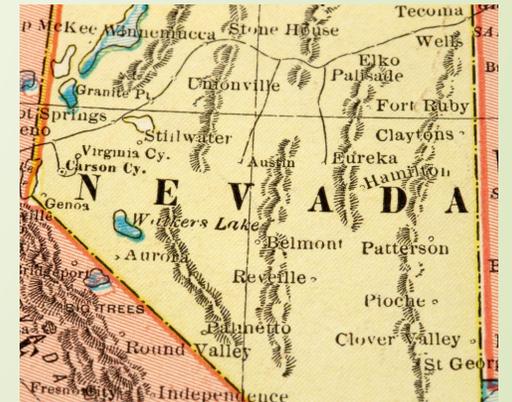
We assessed our relevancy readiness

Picked target population segments

User group interviews

**\*Statewide population survey\***

Develop actionable plan (in progress)



# Establishing Our Baseline



What outdoor activities are people interested in?

What barriers keep people from spending time outdoors?

Is health/happiness related to time spent outdoors?

Are there significant differences between population segments?

# What's Important?

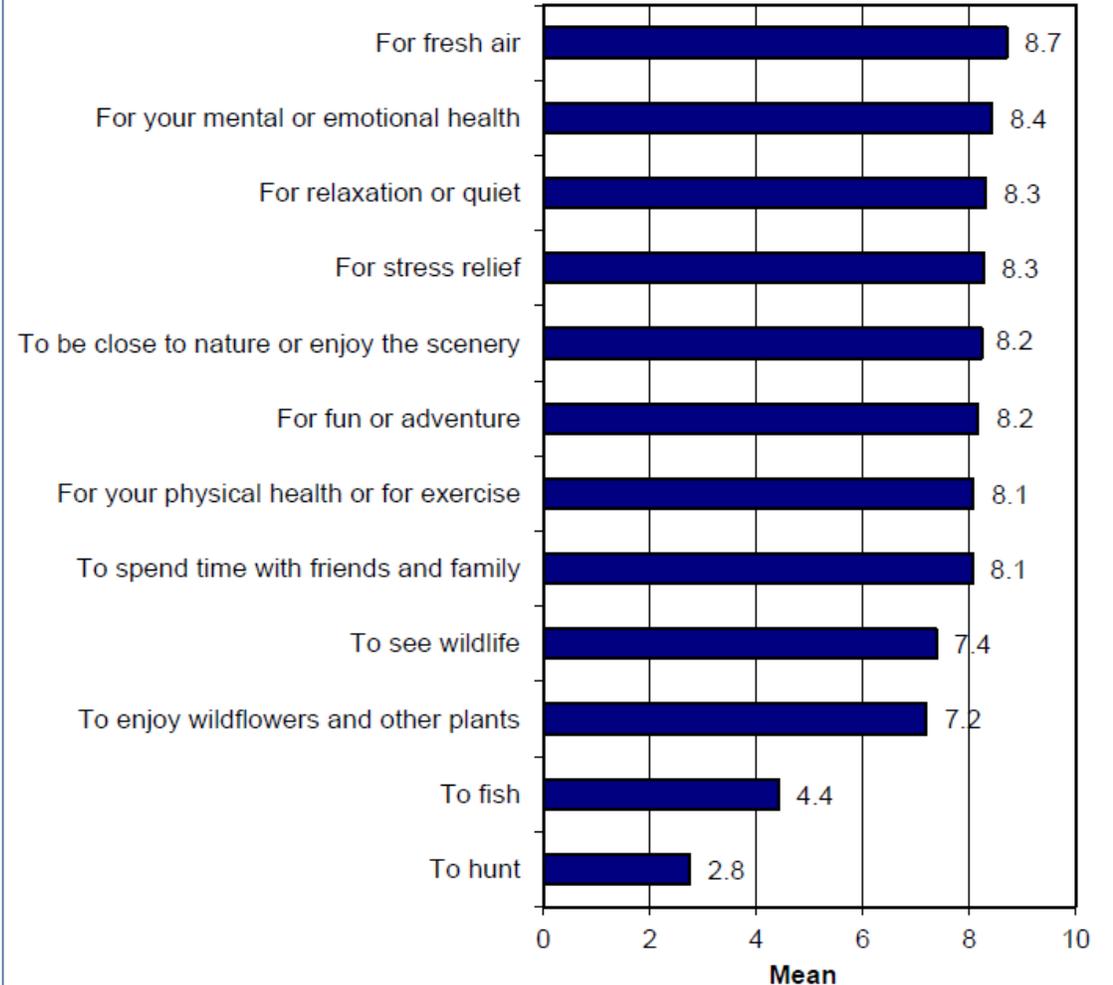
Fresh Air

Mental or Emotional Health

Relaxation or Quiet

Stress Relief

How important or unimportant is each of these to you as a reason you spend time in the outdoors, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important:



# Barriers

Time (28%)

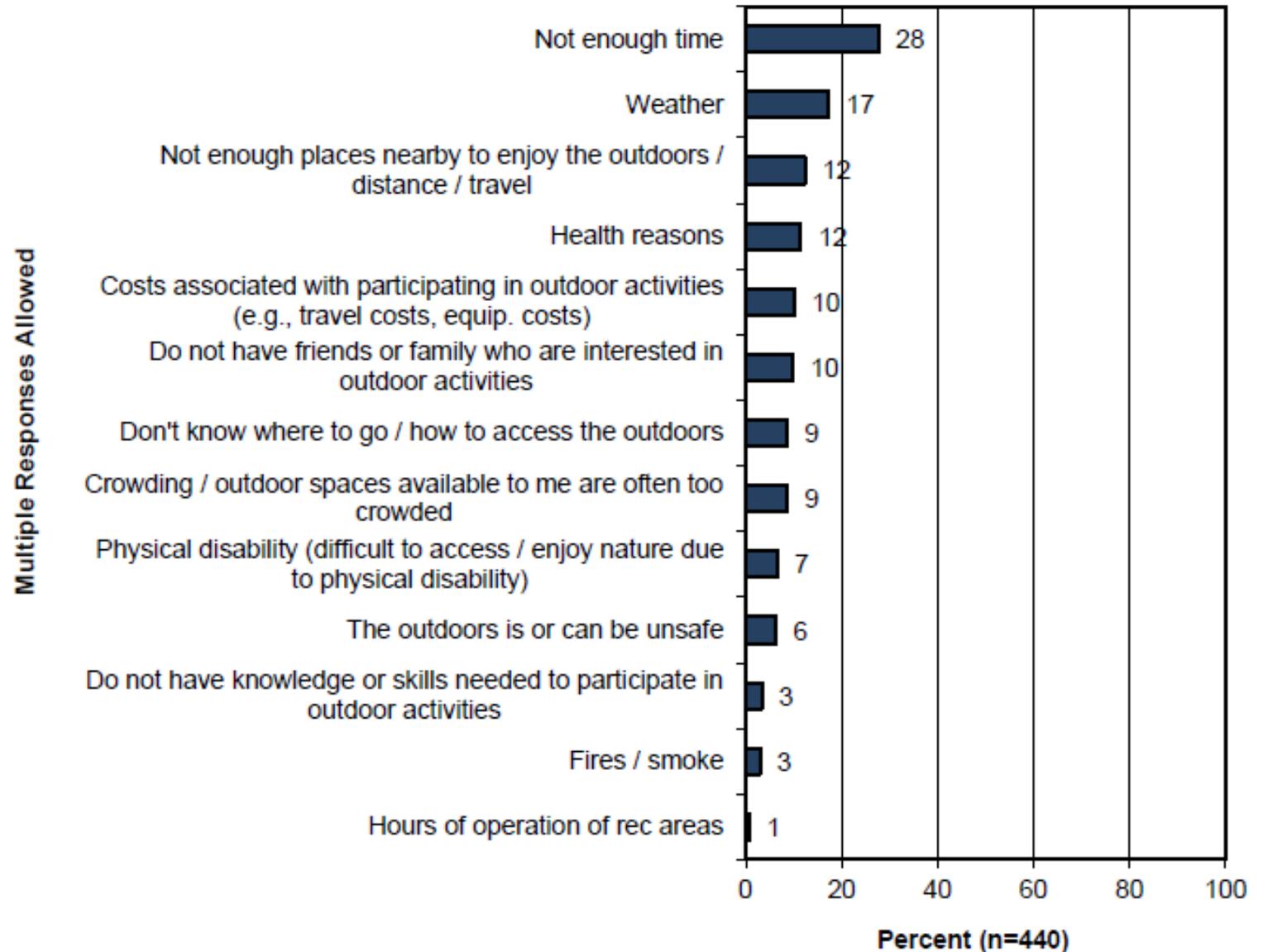
Weather (17%)

Not enough places nearby (12%)

Health reasons (12%)

Cost (10%)

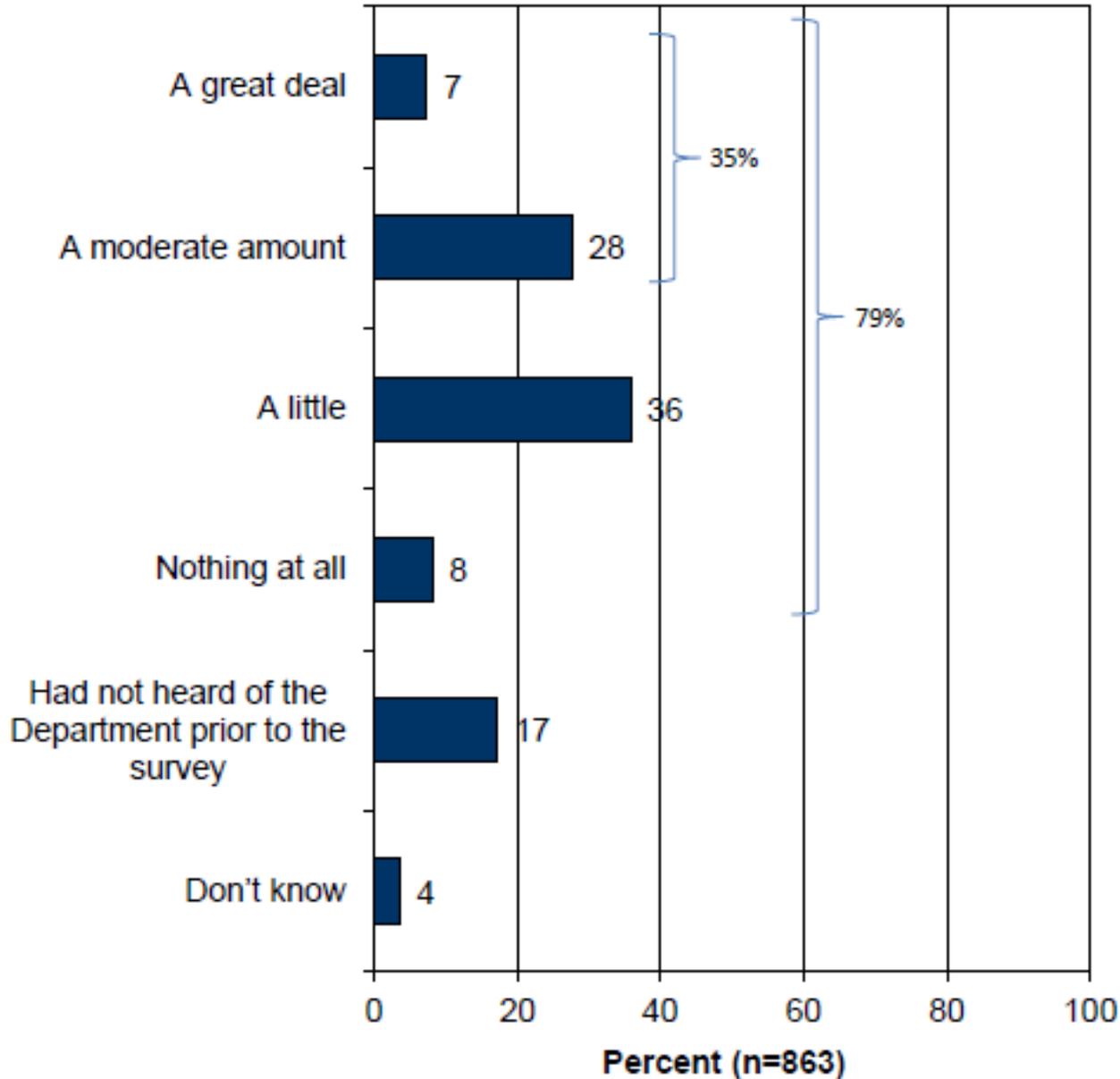
Are there any things that keep you from getting outdoors, from enjoying the outdoors, or that reduce your interest in the outdoors?



**What percentage of  
NV adults have  
heard of NDOW?**



Prior to this survey, how much would you say you knew about the Nevada Department of Wildlife?



**4 out of 5 people know NDOW exists**

**1 in 3 know us well**

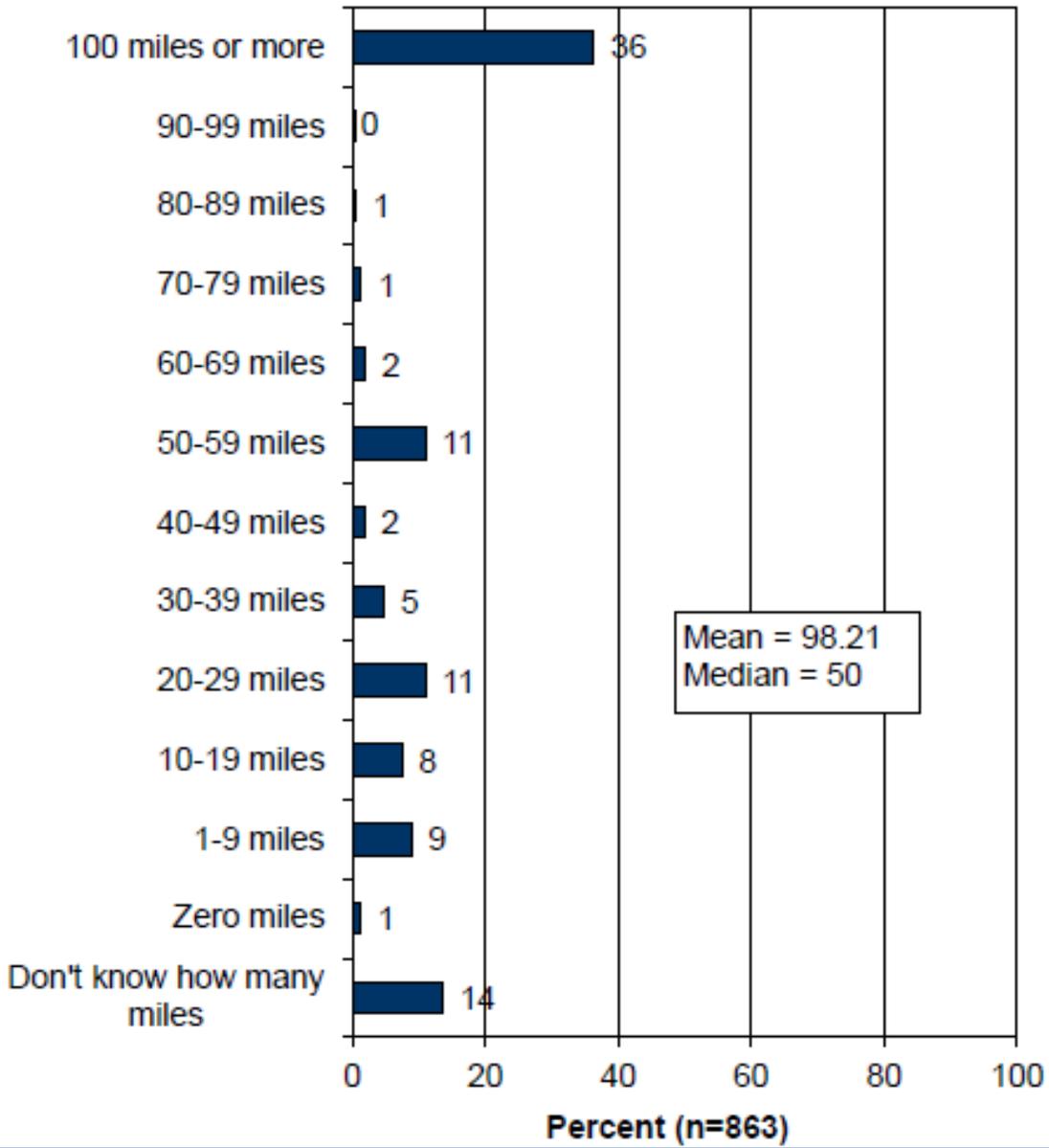




**What is the maximum distance people are willing to travel to visit a park or natural area?**



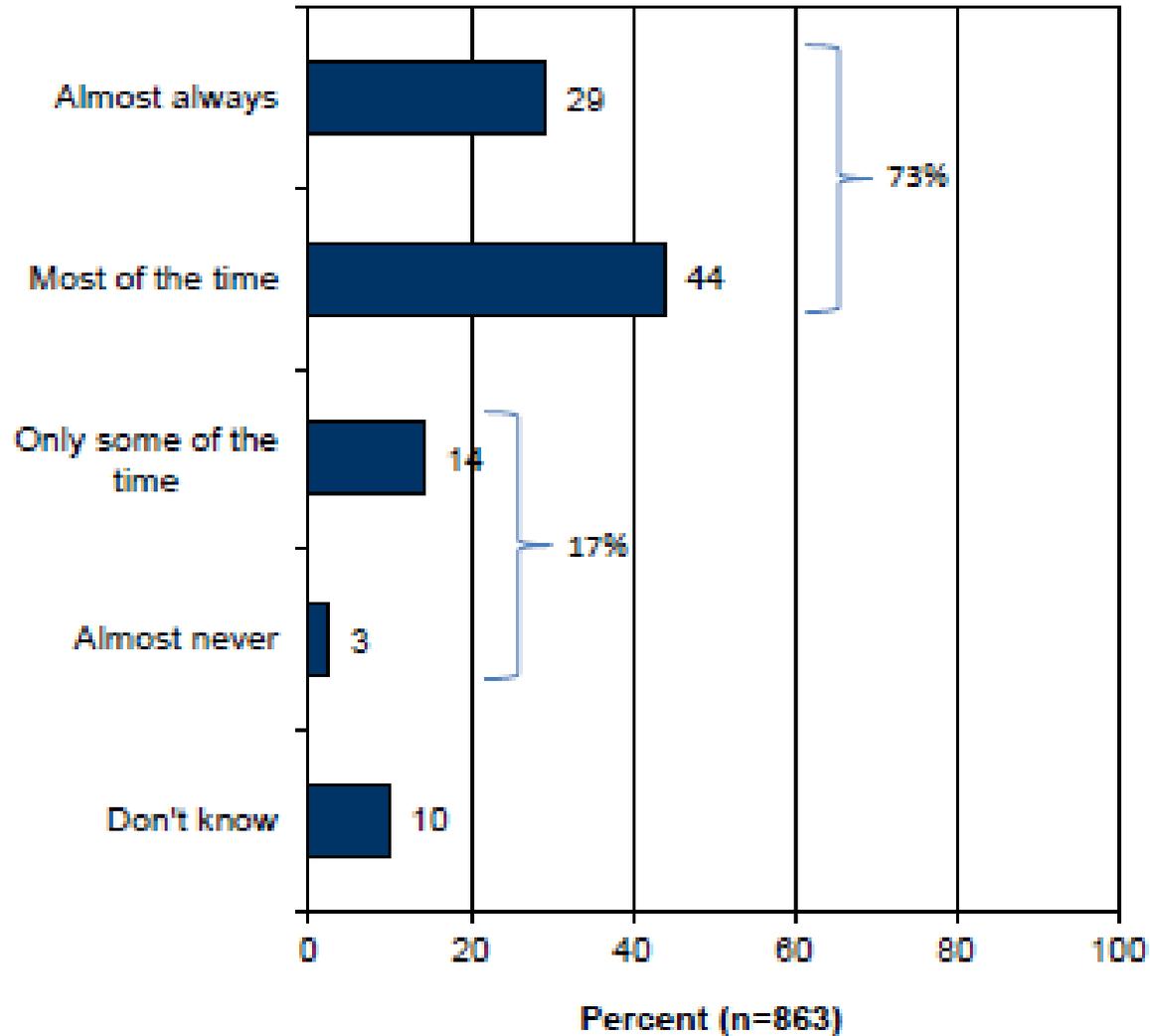
**In general, what is the maximum distance, in miles, that you would be willing to drive to visit a park or other natural area in Nevada?**



**What percentage of people trust NDOW at least most of the time?**



Overall, to what extent do you trust the Nevada Department of Wildlife to do what is right for wildlife in your state?



**73% of people trust NDOW to do what is right for wildlife most of the time**

**Lots of insects  
out there**

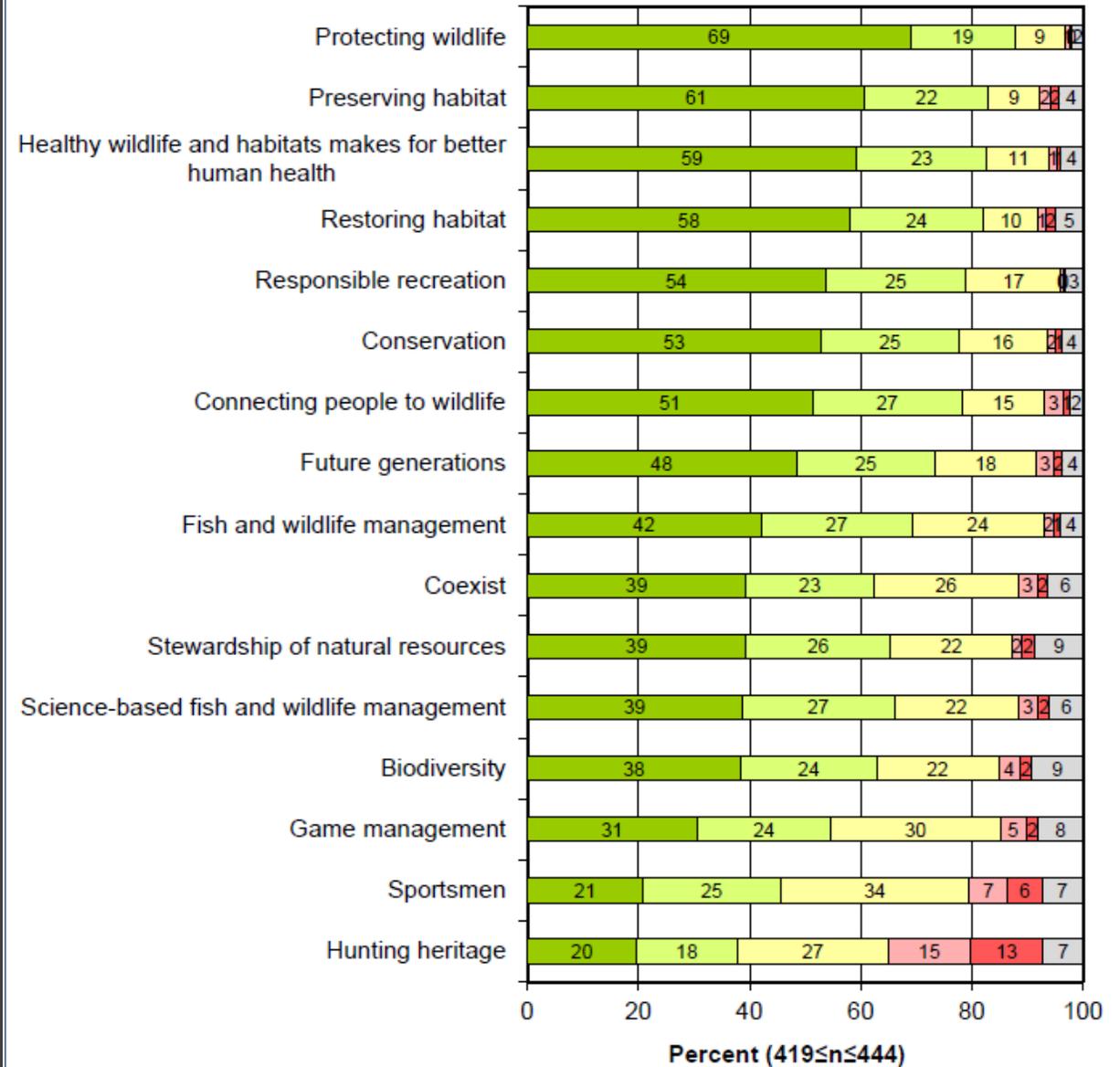
**This slide is  
not about  
insects**





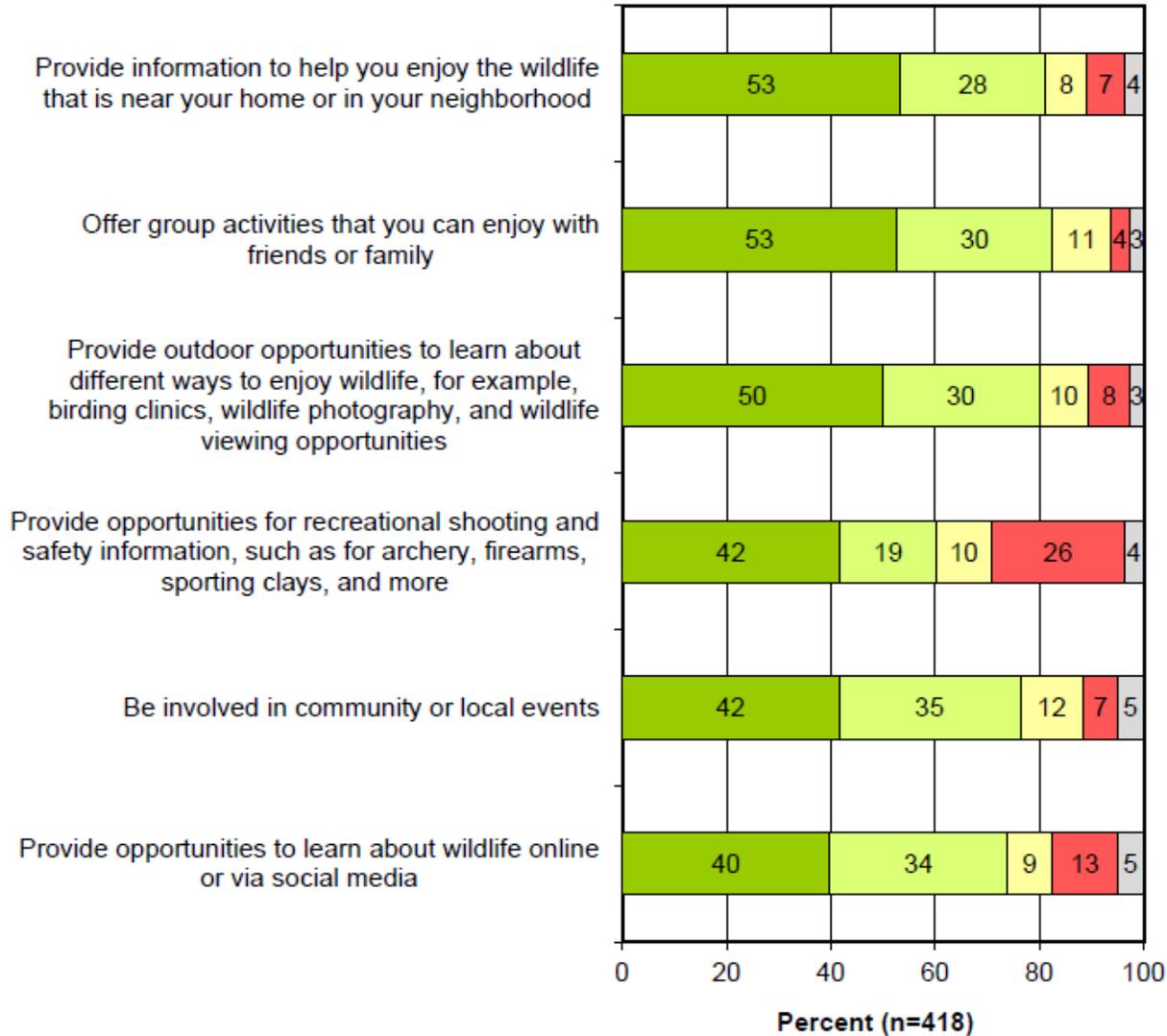
## Do you have a negative, neutral, or positive reaction to each of the following words or phrases:

■ Strongly positive 
 ■ Moderately positive 
 ■ Neutral 
 ■ Moderately negative 
 ■ Strongly negative 
 ■ Don't know



## How interested are you in the Nevada Department of Wildlife offering or providing each of the following benefits or opportunities for Nevadans?

■ Very interested  
 ■ Somewhat interested  
 ■ A little interested  
 ■ Not at all interested  
 ■ Don't know





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## Region

Clark Co., Washoe Co., Rest of State

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## Ethnicity

Hispanics, Non-Hispanics

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## Age

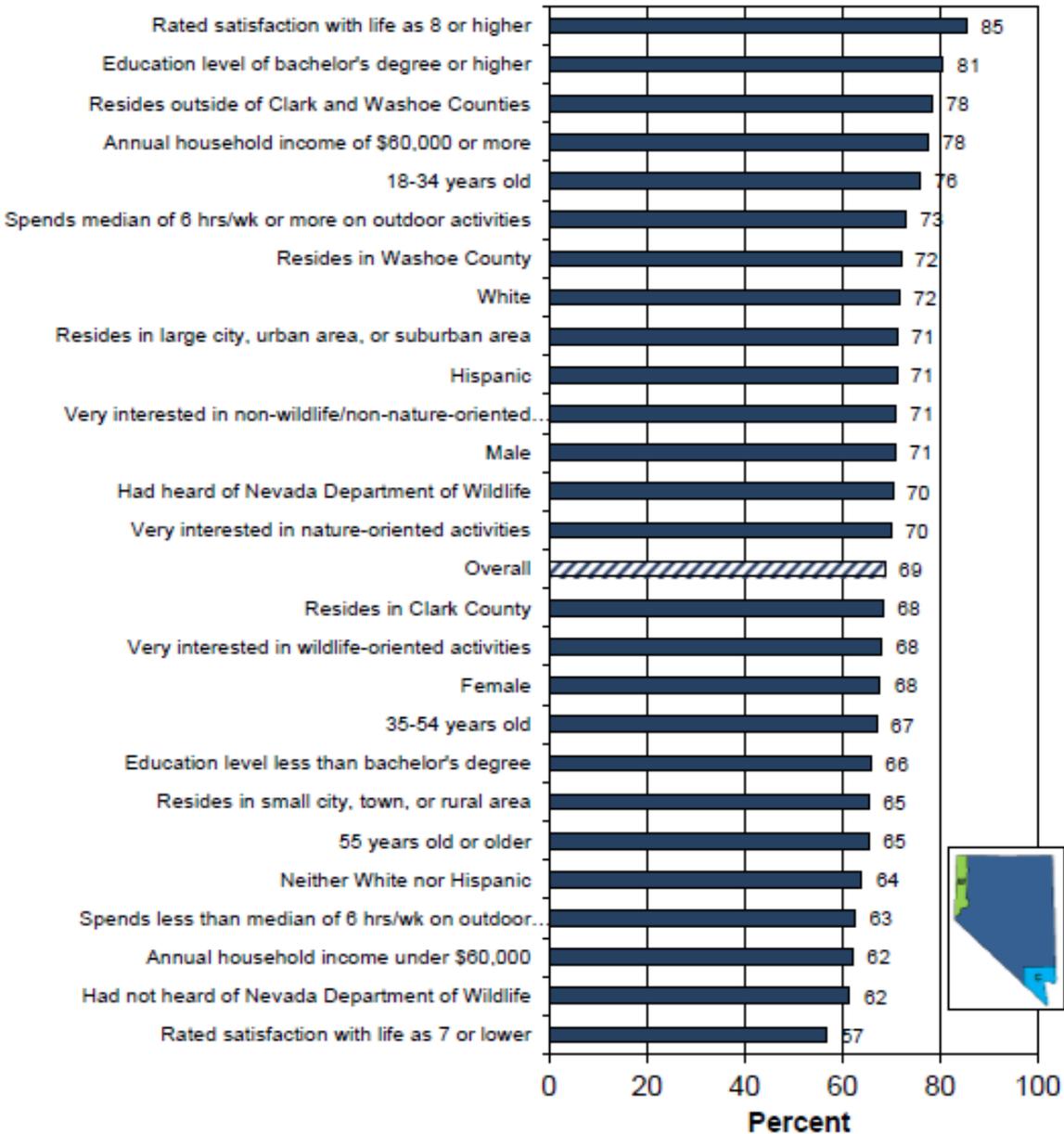
18-34, 35-54, 55+

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## Outdoor Recreation Orientation

Wildlife, Nature, Non-nature/Non-wildlife

**Percent of each of the following groups who describe their health as very or somewhat good:**



**0-3% no signal or not significant, 4%+ is significant**

**People who spend 6 hours or more outside – healthier than average**

**People who spend less than 6 hours outdoors - markedly less healthy**



# Young Adults (Age 18-34)

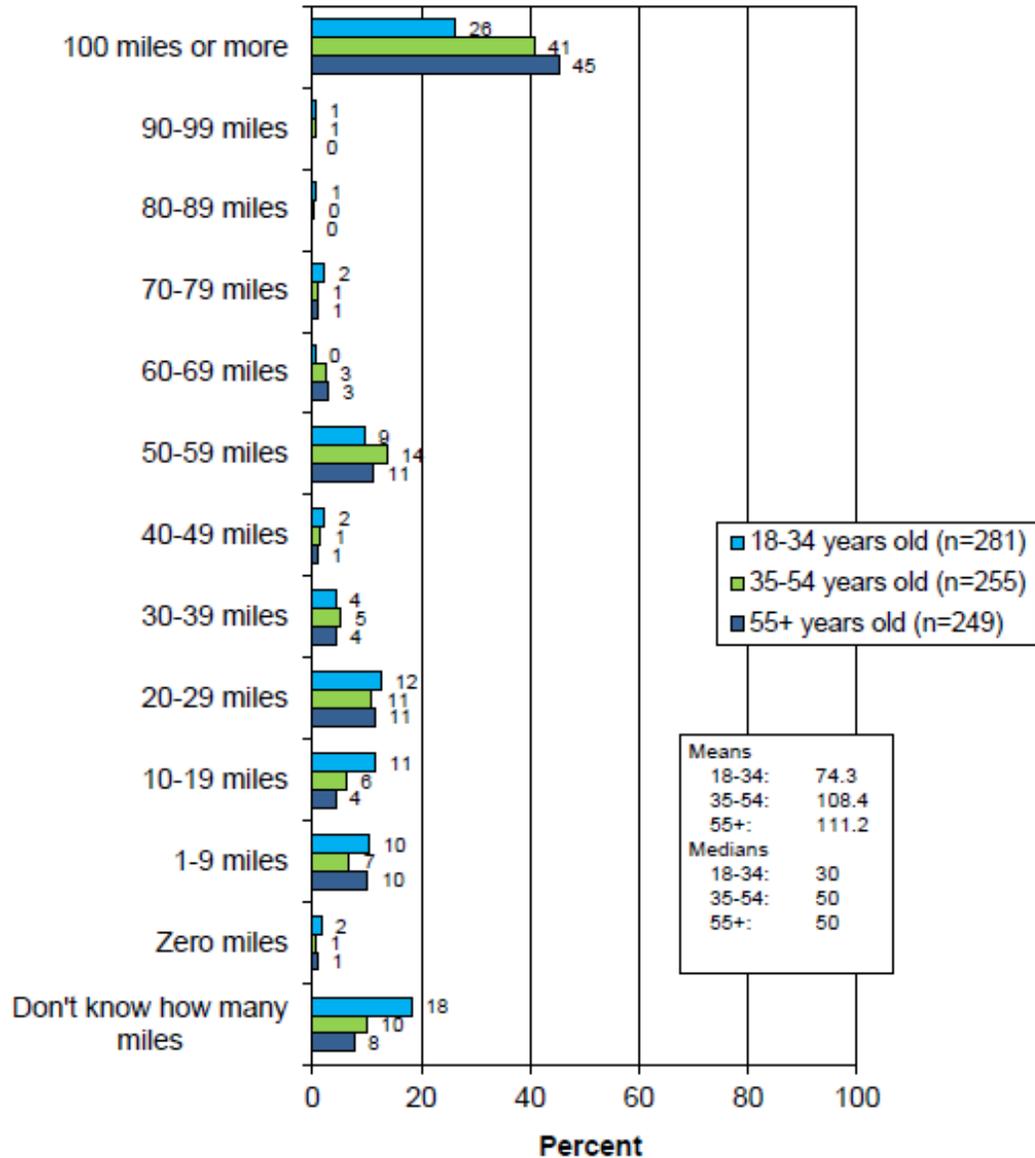
Camping, hunting, off-roading,  
recreational shooting and paddlesports

Know us less, trust us less

Most sensitive to travel, especially in  
Clark County

Social media, and phone apps

In general, what is the maximum distance, in miles, that you would be willing to drive to visit a park or other natural area in Nevada?



**HALF** of young adults will **NOT** travel more than 30 miles to visit a park or natural area



# Hispanics

Camping, off-roading, boating, hunting, and paddlesports

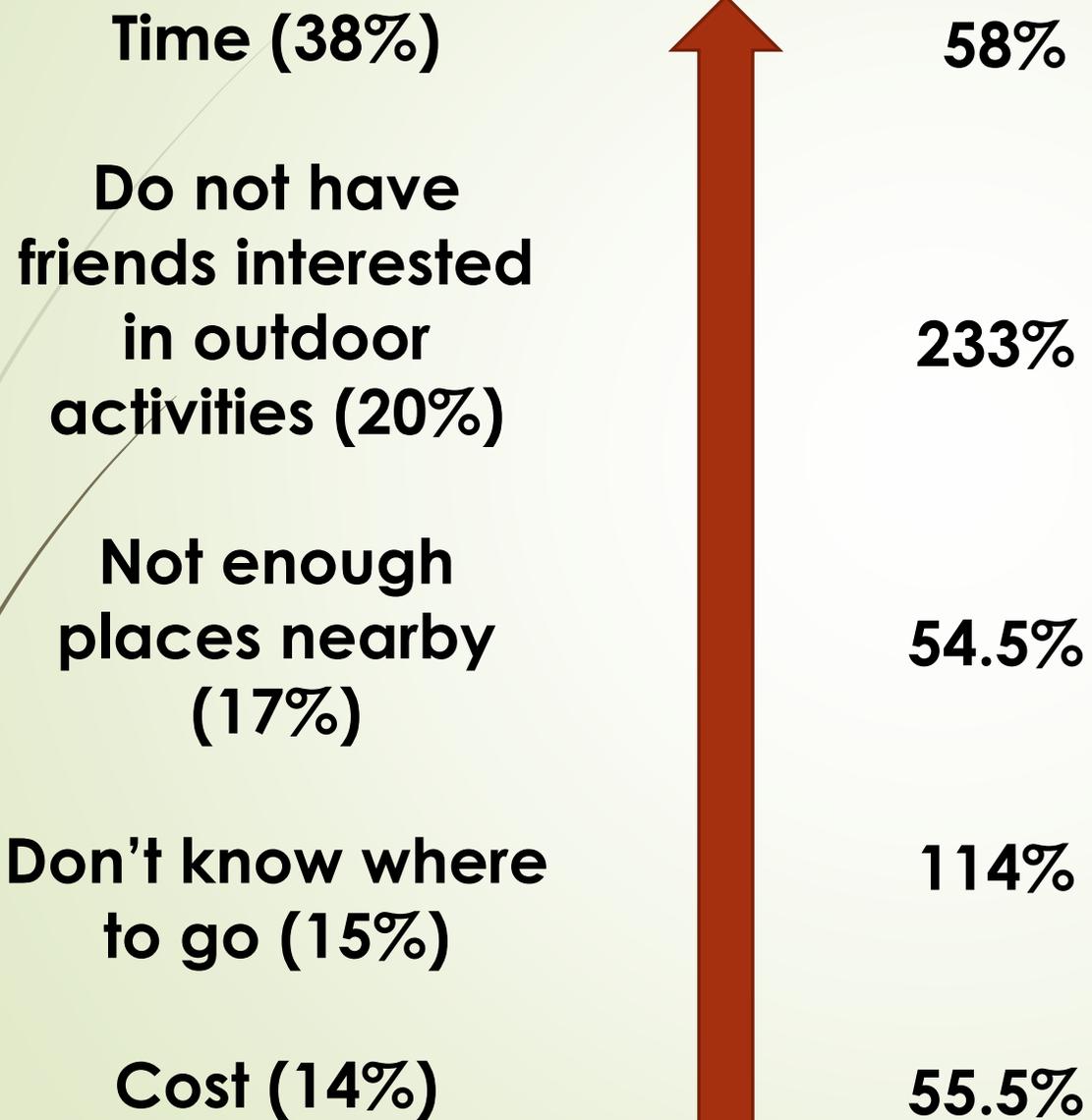
Know us less, trust us less

Time, not having friends and family interested in spending time outdoors with them

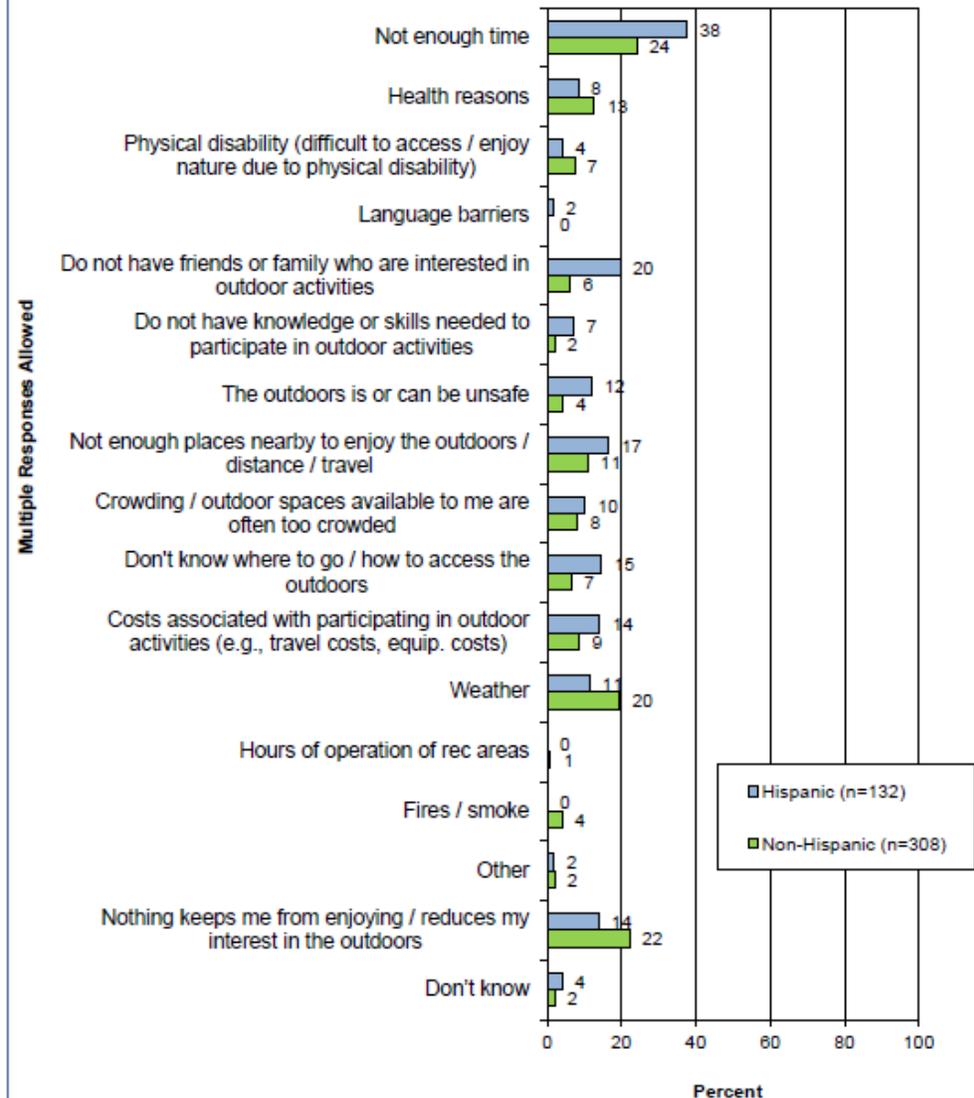
Social media, TV and radio



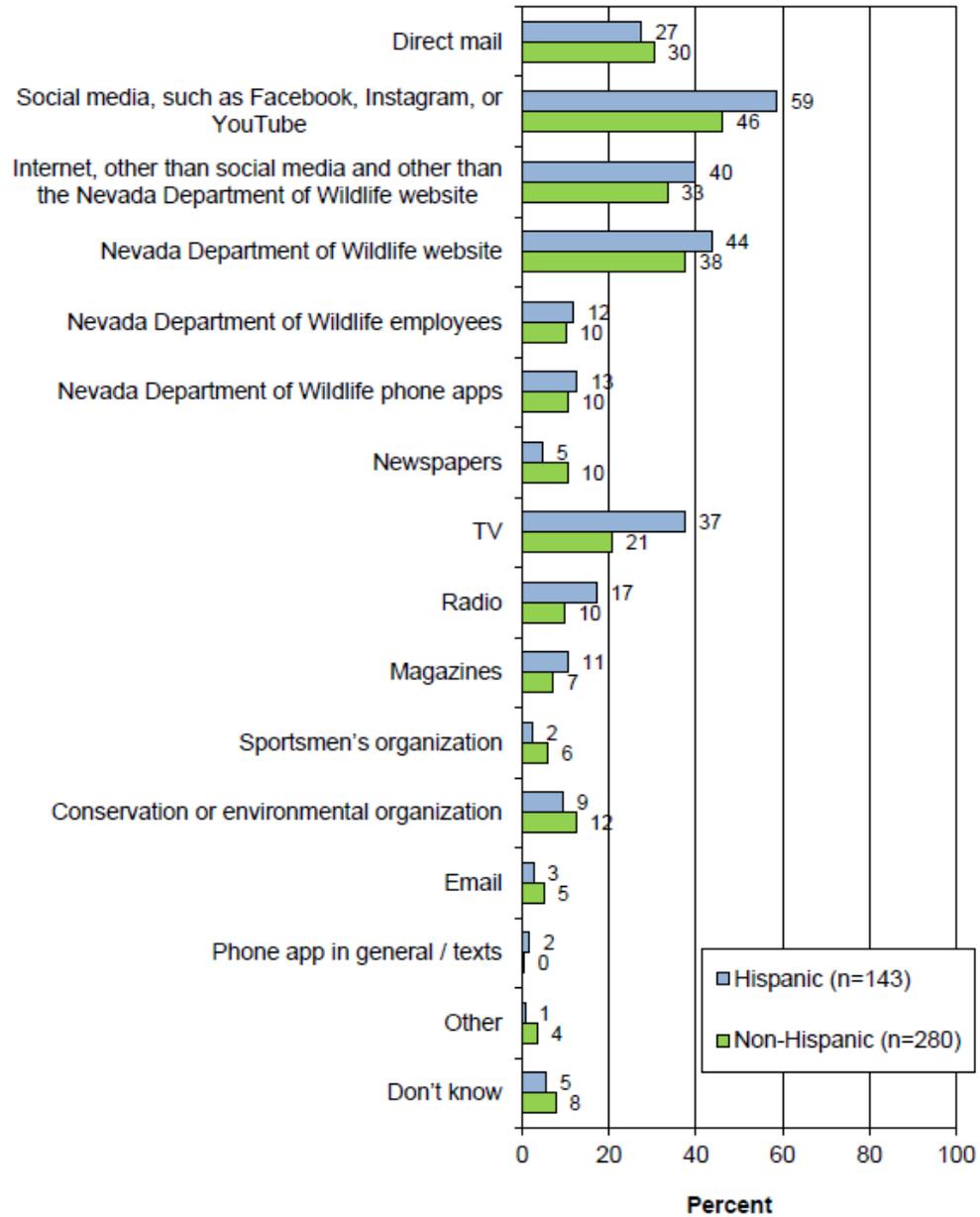
## Barriers to Hispanics



Are there any things that keep you from getting outdoors, from enjoying the outdoors, or that reduce your interest in the outdoors?



## What is the best way to get you information on fish and wildlife in Nevada?



# Outdoor Recreators





# Wildlife

Wildlife Viewing  
Hunting  
Fishing



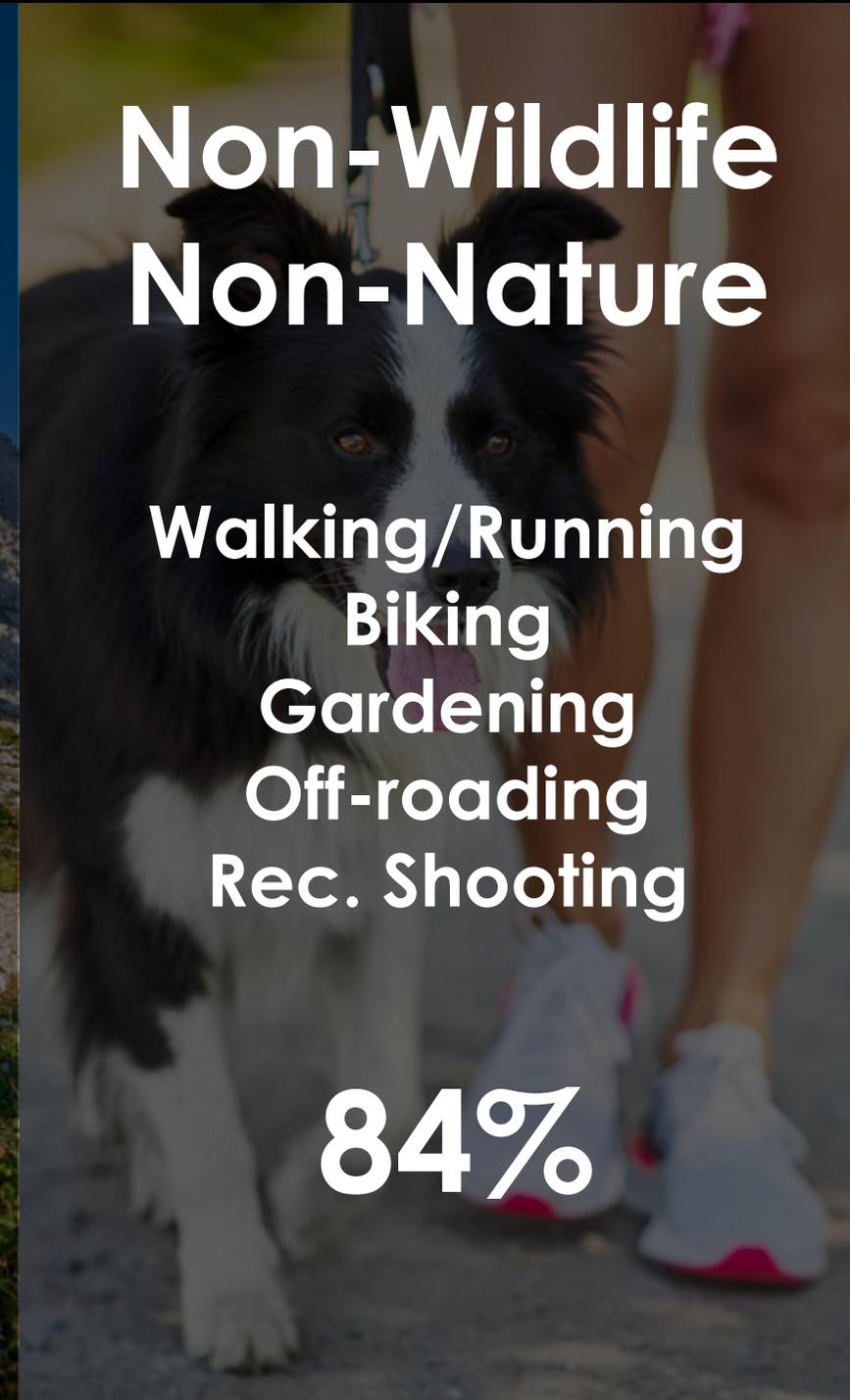
56%



# Nature

Hiking  
Picnic  
Paddlesports  
Camping  
Boating

79%



# Non-Wildlife Non-Nature

Walking/Running  
Biking  
Gardening  
Off-roading  
Rec. Shooting

84%



## Additional Tidbits

- ▶ People who are neither white nor Hispanic are interested in fishing and recreational shooting
- ▶ Females less likely to trust us and were markedly lower in outdoor activity interest
  - ▶ Least likely to be interested in fishing while being the fastest growing angler demographic
- ▶ Significant differences related to where people live



# Broad Takeaways

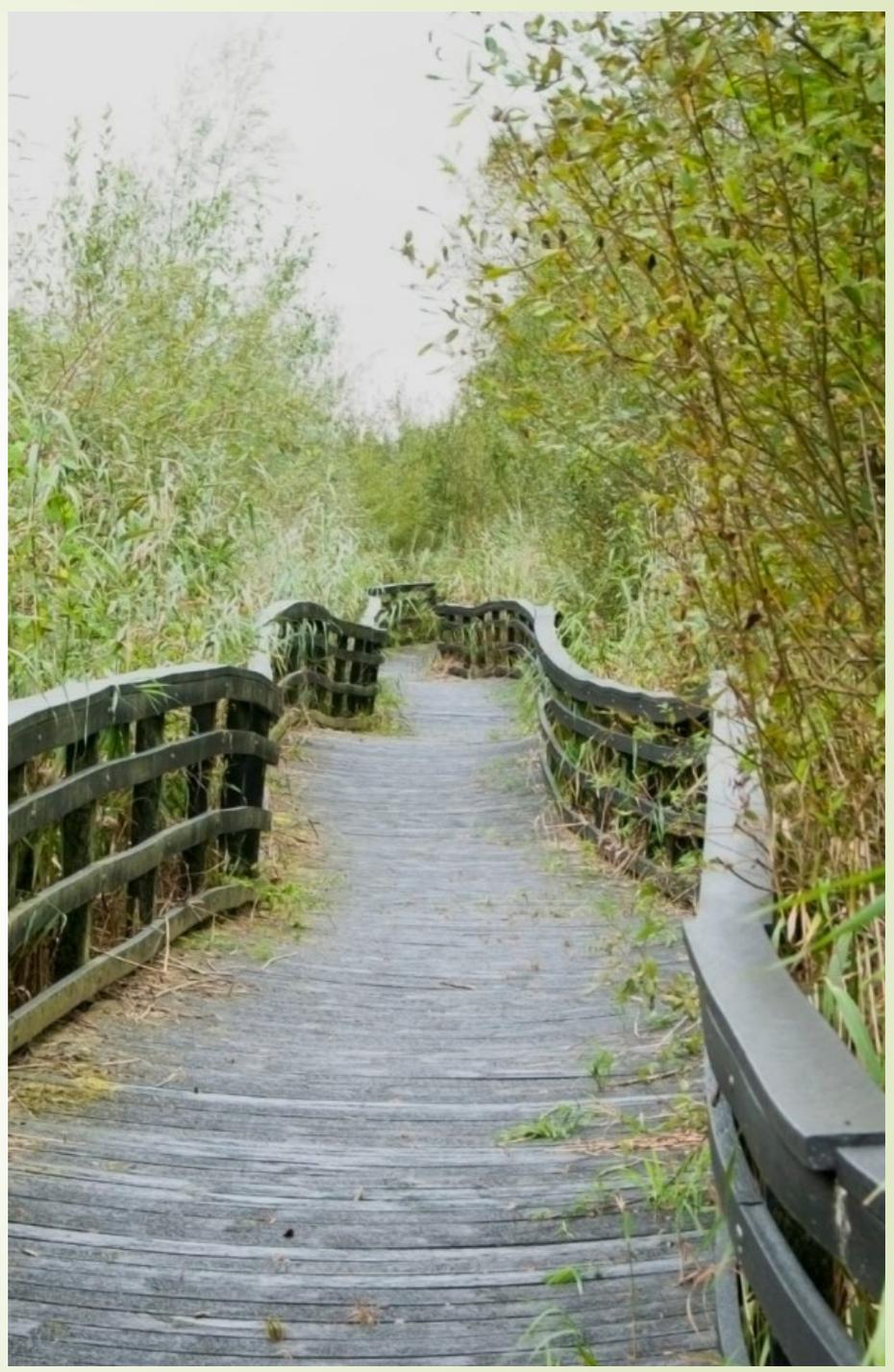
People who know us trust us

Time is a significant barrier

People who spend more time outdoors are happier,  
healthier people

People are unwilling to travel long distances

Fresh air, mental and emotional health, stress relief,  
relaxation is important to people in Nevada



**17 MINUTES A DAY, IN NATURE  
IS THE NEW 10,000 STEPS**



# Why Does it Matter

## The Tough Reasons

Barely half (54%) of Americans 6+ recreate outdoors once per year

Americans spend an average of 7 hours per day on screens

1 in 5 Americans will experience a mental illness in a given year

2 in 5 Americans are obese



## The Best Reasons

People who spend more time outdoors are healthier, happier people

Outdoor recreation helps diversify local economies and supports conservation

Spending time outdoors improves the quality of life of the people in our communities