

Black Bear Awareness Campaign Behavioral Analysis 2023

NJ Fish and Wildlife

princeton **partners**
Branding & Consulting

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Today's Agenda

- Beehive.AI Methodology and Background
- Share Overview of Key Study Questions
- Recommended Next Steps and Action Plan Coming Out of this Research
- Questions and Discussion

Background on Beehive.AI and Methodology

- We worked with Beehive.AI to field a study to determine if New Jersey Fish & Wildlife's "Bear Aware" ads motivated NJ citizens to be more bear-safe.
- Study utilizes quantitative baseline multi-choice questions to better understand consumer attitudes
- Base size in the study is over 1,400 respondents, with readable sub-segments for individual Bear Zones
 - Study Target Audience: 18+ years old, New Jersey residents
 - Data collection medium: Facebook / Instagram incentivized ad to take a survey

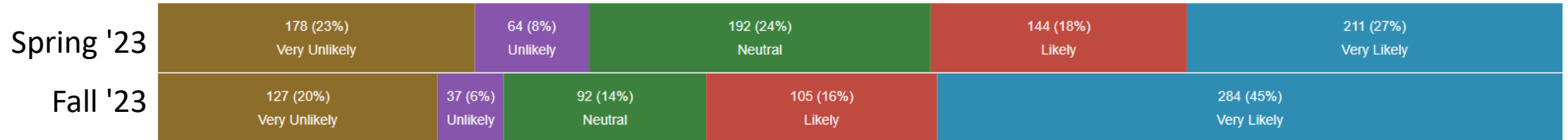
Executive Summary

- NJ Residents are more likely to be bear safe now than they were in the spring.
 - NJ Residents are much more likely to perform bear-encounter prevention measures after the campaign than before.
 - NJ Residents are much more likely to purchase a bear-resistant trash can than they were before the campaign.
- Those that saw our ads were much more likely to be bear-safe than those who had not.
 - They are more aware of the increase in black bears in NJ.
 - They are more neutral to the presence of black bears in NJ.

Overview of Key Study Questions

NJ Residents are much more likely to perform bear-encounter prevention measures after the campaign than before.

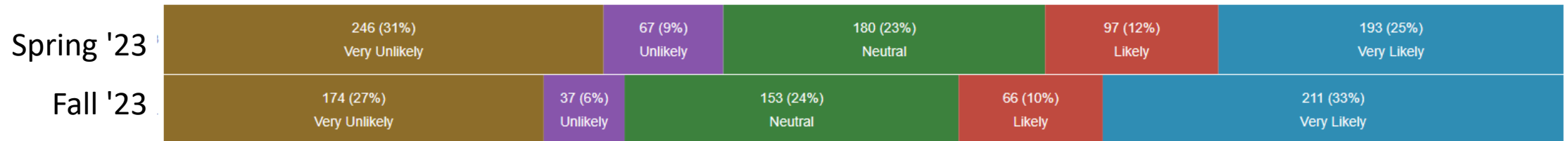
How likely are you to perform one or more of these bear-encounter prevention measures?



Overview of Key Study Questions

NJ Residents are much more likely to purchase a bear-resistant trash can than they were before the campaign.

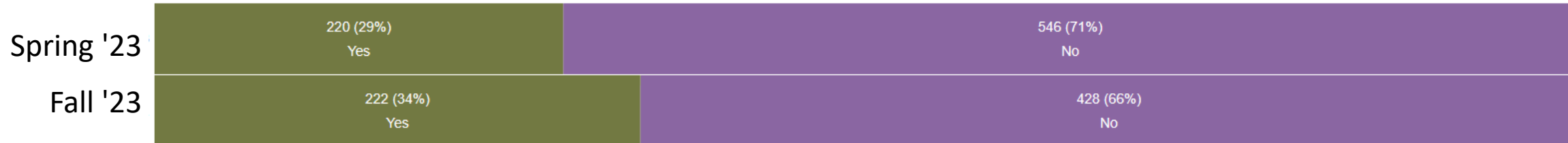
How likely would you be to buy a bear certified garbage container?



Feedback on "Bear Aware" Ads

There is more awareness of the campaign!

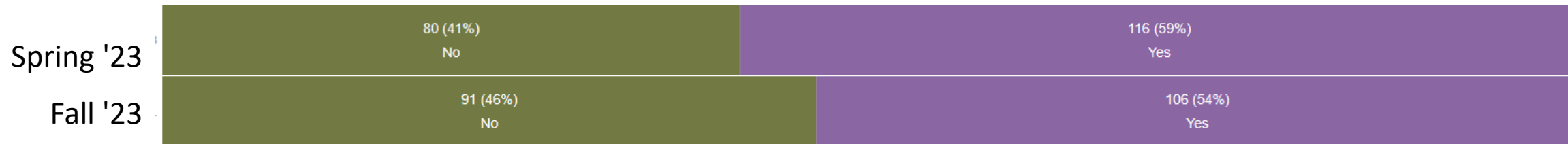
Have you seen one of the NJ Fish & Wildlife's "Bear Aware" ads?



Feedback on "Bear Aware" Ads

Of those that saw the ads there was reduced behavior change- but if you are already practicing "Bear safe" behaviors, there is no reason to change!

Did the "Bear Aware" ads result in you changing your behavior towards black bears?



Feedback on "Bear Aware" Ads

Of those that saw our ads, there was a decrease in the number of NJ residents that learned something from the campaign- but if you already know the information, you would answer "no".

Did you learn something from the new "Bear Aware" ads?



Those That Saw the "Bear Aware" Ads Were More Aware of Black Bears in NJ

"Are you aware of the increase in black bear encounters in residential New Jersey?"

- Have NOT seen the ads



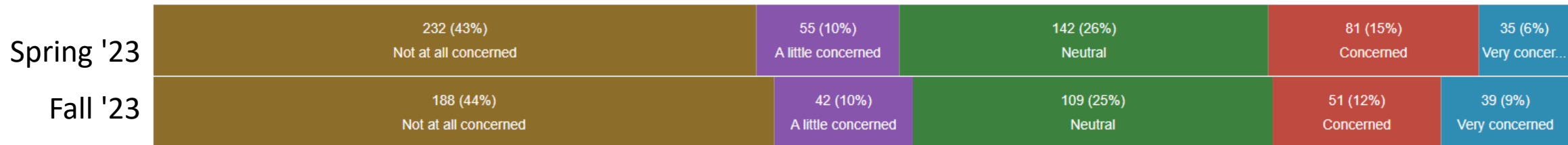
- HAVE seen the ads



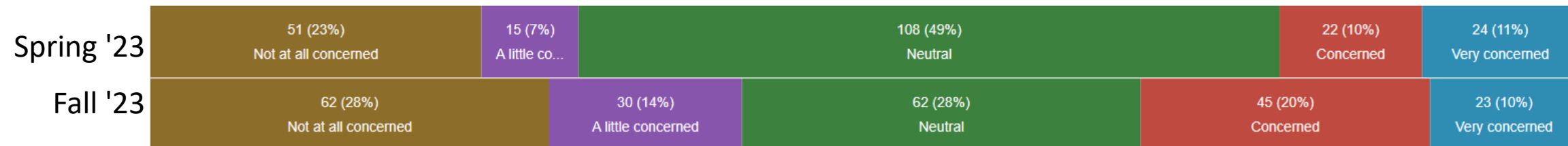
Those That Saw the "Bear Aware" Ads Were More Neutral About Black Bears in NJ

"Are you concerned about the presence of black bears in your community?"

- Have NOT seen the ads



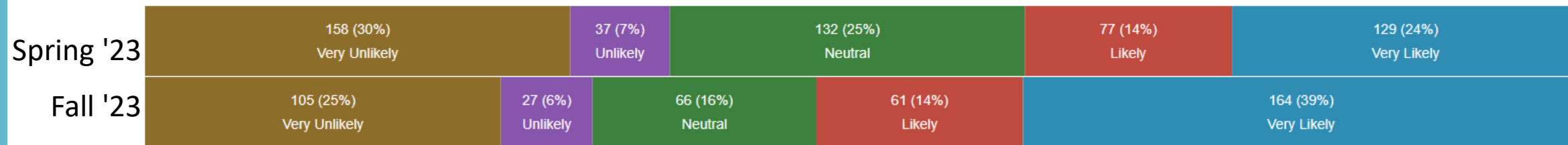
- HAVE seen the ads



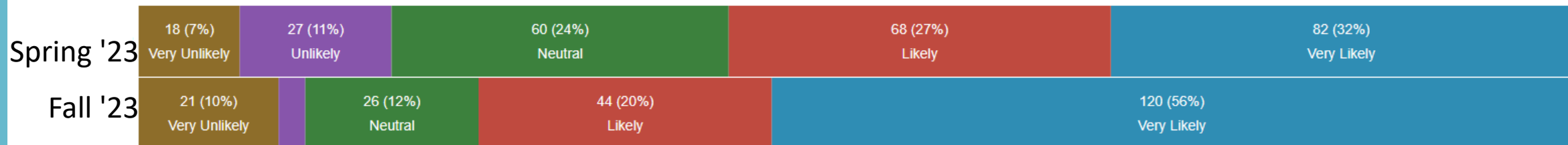
Those That Saw the "Bear Aware" Ads Were Much More Likely to be "Bear-safe"

"How likely are you to perform one or more of these bear-safe prevention measures?"

- Have NOT seen the ads



- HAVE seen the ads



Applying the Data: Moving Forward

- The public is listening! We need to make sure the information gets to them in the most efficient way possible.
- Continue to engage and educate the NJ population about bears and bear safety.
- Any way to spread this message is a good way- how can we boost this campaign organically?

A low-angle shot looking up at two hot air balloons against a clear blue sky. The larger balloon in the foreground has a complex geometric pattern of light blue, yellow, green, red, and purple. Its basket is visible at the bottom. A smaller, pink and yellow checkered balloon is visible in the background to the left.

Let's Talk