

MALT SURVEY RESULTS

The Mountain Area Land Trust (MALT) is conducting a survey in order to better understand the conservation priorities of the MALT community, and to gather suggestions to help MALT be more effective in accomplishing its goals.

Question 1

How did you initially hear about Mountain Area Land Trust?

- 29% FROM A FRIEND OR FAMILY MEMBER
- 26% NEWSPAPER, MAGAZINE OR ANOTHER ARTICLE
- 17% MALT BOARD MEMBER OR ANOTHER DONOR
- 13% INVITED TO A MALT FUNDRAISER OR EVENT
- 11% AT AN EVENT, MEETING OR GATHERING
- 9% INFORMATION IN THE MAIL
- 7% MALT STAFF
- 7% SAW MALT'S NAME ON SIGN, TRAILHEAD, ETC.
- 7% THE MALT WEBSITE/INTERNET
- 3% SOCIAL MEDIA SUCH AS FACEBOOK, TWITTER, ETC.
- 16% OTHER

Question 2

In what way do you receive most of your information about MALT?

- 89% MALT EMAILS
- 29% MALT GIVING LETTERS
- 20% EVENTS
- 14% SOCIAL MEDIA, SUCH AS FACEBOOK OR TWITTER
- 10% MALT WEBSITE

Question 3

Many members of our community have financially contributed to MALT over the years. What about you? Have you donated to MALT:

- 86% TOTAL DONATED**
- 63% IN THE PAST YEAR
- 12% TWO OR MORE YEARS AGO
- 11% FIVE OR MORE YEARS AGO
- 14% NOT DONATED IN THE LAST FIVE YEARS OR MORE

Question 5

As you may know the Mountain Area Land Trust works with landowners in six counties, including Clear Creek, Park, Gilpin, Teller and the mountainous regions of Boulder and Jefferson to conserve natural areas, streams and rivers, wildlife habitat and working ranches. Overall, how would you rate MALT's performance in conserving open space in our region?

99% TOTAL EXCELLENT/GOOD
1% TOTAL FAIR/POOR
 67% EXCELLENT
 32% GOOD
 1% FAIR
 0% POOR

The following is a list of different aspects of MALT's mission. For each one, please indicate how important that is to you personally. Is it extremely important, very important, somewhat important, or not that important to you?

	TOT IMP	EXT IMP	VERY IMP	SMT IMP	NOT IMP
6. Conserving mountain areas	100%	68%	28%	3%	0%
7. Conserving wildlife habitat	100%	73%	23%	3%	0%
8. Conserving lands along streams and rivers	100%	69%	28%	2%	*
9. Conserving scenic views	99%	48%	40%	11%	1%
10. Conserving land for recreational opportunities	91%	29%	37%	25%	9%
11. Conserving historic lands	97%	40%	36%	21%	3%
12. Conserving working ranches	95%	26%	37%	32%	5%
13. Protecting our quality of life	99%	55%	37%	7%	1%
14. Protecting land used to produce locally grown food	82%	18%	34%	31%	18%
15. Preserving our climate	90%	48%	29%	13%	10%
16. Providing places where environmental education groups can engage students	91%	25%	42%	24%	9%
17. Providing places where biologists and other scientists undertake research on nature	95%	33%	40%	22%	5%

How would you rate Mountain Area Land Trust's performance in each of the following areas: excellent, good, only fair, or poor? If you do not know enough to rate them on that particular aspect, please indicate that instead.

	TOTAL EXC/ GOOD	TOTAL FAIR/ POOR	EXC	GOOD	FAIR	POOR	DON'T KNOW ENGH
18. Managing and maintaining the land it owns	55%	*	37%	18%	*	0%	45%
19. Working with landowners and monitoring the lands it holds in conservation easements	59%	2%	41%	18%	2%	*	38%
20. Managing its finances	31%	1%	22%	9%	1%	*	68%
21. Keeping donors informed about Mountain Area Land Trust's activities	86%	4%	56%	29%	4%	0%	10%
22. Working in partnership with public agencies and other non-profit organizations	55%	1%	35%	20%	1%	0%	44%

Question 23

The following are a number of things which you might hear about Mountain Area Land Trust. For each one, please rate that statement on a scale of 0-10 where 10 is that statement gives you a much more favorable impression and 0 is it makes no difference in your opinion.

Mountain Area Land Trust conducts the operations of the organization to the highest ethical and professional standards. Through its work, it promotes the best conservation and stewardship practices.

33%	10
74%	8-10
22%	5-7
5%	0-4
20%	9
20%	8
10%	7
3%	6
8%	5
*	4
*	3
*	2
1%	1
2%	0
8.1	MEAN

Question 24

The following are a number of things which you might hear about Mountain Area Land Trust. For each one, please rate that statement on a scale of 0-10 where 10 is that statement gives you a much more favorable impression and 0 is it makes no difference in your opinion.

Mountain Area Land Trust recognizes that lasting conservation requires the active engagement, involvement and support of the people in the communities where MALT works.

40%	10
82%	8-10
13%	5-7
5%	0-4
21%	9
21%	8
7%	7
3%	6
3%	5
0%	4
*	3
*	2
*	1
3%	0
8.4	MEAN

Question 25

The following are a number of things which you might hear about Mountain Area Land Trust. For each one, please rate that statement on a scale of 0-10 where 10 is that statement gives you a much more favorable impression and 0 is it makes no difference in your opinion.

Mountain Area Land Trust exercises strategic leadership to identify long-term, overall interests of conservation efforts and to identify the means to accomplish them.

29%	10
66%	8-10
27%	5-7
7%	0-4
15%	9
22%	8
14%	7
3%	6
9%	5
1%	4
1%	3
2%	2
*	1
2%	0
7.8	MEAN

Question 26

The following are a number of things which you might hear about Mountain Area Land Trust. For each one, please rate that statement on a scale of 0-10 where 10 is that statement gives you a much more favorable impression and 0 is it makes no difference in your opinion.

Mountain Area Land Trust produces real conservation results in active partnership with all sectors of society using a collaborative, science-based, non-partisan and transparent approach.

43%	10
81%	8-10
14%	5-7
5%	0-4
19%	9
19%	8
8%	7
3%	6
3%	5
*	4
1%	3
1%	2
*	1
2%	0
8.5	MEAN

Question 27

The following are a number of things which you might hear about Mountain Area Land Trust. For each one, please rate that statement on a scale of 0-10 where 10 is that statement gives you a much more favorable impression and 0 is it makes no difference in your opinion.

Mountain Area Land Trust commits to building a stable and sustainable organization that will endure in perpetuity to ensure continuous, responsible stewardship of the lands and waters entrusted to MALT.

36%	10
79%	8-10
16%	5-7
5%	0-4
20%	9
24%	8
8%	7
2%	6
6%	5
*	4
1%	3
*	2
*	1
2%	0
8.3	MEAN

Question 28

Thinking about outreach from Mountain Area Land Trust, would you say that the number of e-mails you get from MALT is:

- 5% TOO FEW
- 90% ABOUT RIGHT
- 2% TOO MANY
- 2% NOT SURE

Question 29

Would you say that the number of outreach activities, such as hikes, lectures or social gatherings is:

- 10% TOO FEW
- 63% ABOUT RIGHT
- 1% TOO MANY
- 26% NOT SURE

Question 30

Would you say that the number of letters or mailings you get from MALT is:

- 2% TOO FEW
- 79% ABOUT RIGHT
- 8% TOO MANY
- 10% NOT SURE

Question 31

Do you happen to follow MALT on social media such as Facebook or Twitter?

- 22% YES
- 51% NO
- 28% I AM NOT ON SOCIAL MEDIA

Question 32

Are you on any of the following social media sites? Please check all that apply.

86% TOTAL YES
79% FACEBOOK
38% LINKEDIN
29% INSTAGRAM
16% TWITTER
13% PINTEREST
1% REDDIT
0% TUMBLR
3% ANOTHER SITE
14% NONE OF THESE

Question 33

Which of the following conservation organizations do you support, in addition to MALT, if any?

69% TOTAL YES
40% THE NATURE CONSERVANCY
24% THE AUDUBON SOCIETY
21% THE SIERRA CLUB
14% THE TRUST FOR PUBLIC LAND
13% COLORADO OPEN LANDS
8% COLORADO ENVIRONMENTAL COALITION
33% OTHER
31% NONE

Question 34

And if you had to guess, would you anticipate that in the year ahead the amount of your charitable giving will:

12% TOTAL INCREASE
20% TOTAL DECREASE
1% INCREASE A LOT
11% INCREASE SOME
15% DECREASE SOME
5% DECREASE A LOT
67% STAY ABOUT THE SAME

Question 35

Which of the following types of organizations have you tended to donate to over the past few years, if any?

- 72% CONSERVATION/ENVIRONMENTAL
- 69% POVERTY/FOOD BANKS/HOMELESS
- 51% ANIMALS AND WILDLIFE
- 47% ARTS AND CULTURE
- 30% HIGHER EDUCATION/UNIVERSITIES
- 25% HOSPITAL AND HOSPICE
- 24% HEALTH AND MEDICAL RESEARCH
- 18% K-12 EDUCATION
- 26% SOMETHING ELSE

Question 36

In which of the following outdoor recreational activities have you participated in the past year, if any?

- 99% TOTAL YES**
- 92% HIKING
- 49% SNOWSHOEING/CROSS-COUNTRY SKIING
- 48% BIRDING/WILDLIFE WATCHING
- 44% DOWNHILL SKIING
- 44% CAMPING
- 35% OUTDOOR PHOTOGRAPHY
- 30% OTHER CYCLING/ROAD
- 28% MOUNTAIN BIKING
- 28% KAYAKING/BOATING
- 24% FISHING
- 13% OFF-ROAD VEHICLE/SNOWMOBILING
- 9% HORSEBACK RIDING
- 6% HUNTING
- 13% OTHER
- 1% NONE OF THESE

Question 37

For statistical purposes only, please choose the category which fits your age:

- 3% 18-34
- 3% 35-44
- 14% 45-54
- 30% 55-64
- 39% 65-74
- 10% 75+

Question 38
Gender.

44% MALE
56% FEMALE

6% MEN 18-54
37% MEN 55+
14% WOMEN 18-54
42% WOMEN 55+

Question 39

What is your zip code?

- * 14850
- * 22152
- * 49010
- * 65203
- * 66044
- * 80003
- * 80015
- * 80033
- * 80125
- * 80126
- * 80134
- * 80135
- * 80202
- * 80205
- * 80209
- 1% 80211
- * 80212
- 1% 80214
- 1% 80215
- 1% 80220
- * 80226
- * 80228
- * 80232
- * 80247
- * 80303
- 5% 80401
- 3% 80403
- 1% 80420
- 2% 80421
- * 80422
- * 80432
- 6% 80433
- 3% 80437
- * 80438
- 42% 80439
- * 80440
- * 80443
- * 80452
- 1% 80454
- 3% 80465
- 1% 80470
- * 80475
- * 80476
- 1% 80503
- * 80504

- * 80537
- * 80904
- * 80923
- * 85646
- * 92646
- 13% NOT ASSIGNED

Question 40

What was the highest level of education you have completed?

- 3% HIGH SCHOOL GRADUATE OR LESS
- 8% SOME COLLEGE**
- 89% COLLEGE+**
- 2% TECHNICAL OR VOCATIONAL SCHOOL
- 6% SOME COLLEGE
- 36% GRADUATED COLLEGE
- 53% GRADUATE/PROFESSIONAL SCHOOL