

New Jersey
WILD
OUTDOOR^{EXPO}
Explore. Experience. Enjoy!

2011 Visitor Survey Summary Report



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TABLE OF CONTENTS

I.	INTRODUCTION	3
II.	EVENT DESCRIPTION	3
III.	VISITOR EXIT SURVEY HIGHLIGHTS	4
IV.	ESTIMATED ATTENDANCE	6
V.	HIGHLIGHTS OF SURVEY RESULTS	7
VI.	CONCLUSION	29
VII.	APPENDIX A	30
VIII.	APPENDIX B	32
IX.	APPENDIX C	36
X.	APPENDIX D	37

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I. INTRODUCTION

The New Jersey Department of Environmental Protection Division of Fish and Wildlife, Division of Parks and Forestry, and the Green Acres Program, as well as the Conserve Wildlife Foundation of New Jersey hosted the second annual New Jersey Wild Outdoor Expo on September 17 and 18, 2011. The event was held at the Colliers Mills Wildlife Management Area, located within Central New Jersey, which is now the permanent site of the annual Outdoor Expo. Approximately 5,300 people from throughout New Jersey, six other states and Puerto Rico attended the event over the course of the weekend. This was a 32.5 percent increase in participation from the 2010 Outdoor Expo.



The Expo helped people connect with the natural world by providing a unique blend of conservation information, education and hands-on opportunities to learn outdoor skills and activities. The event encompassed a broad spectrum of outdoor activities such as shooting sports, fishing, kayaking, hiking, camping, rock climbing, orienteering and wildlife watching.

In order to enhance future Outdoor Expos, a visitor exit survey was conducted on random people as they left the event to obtain feedback from participants. Commentary was also obtained after the Expo from exhibitors, presenters and volunteers in order to improve on all aspects of the event.

II. EVENT DESCRIPTION

New Jersey's second annual Wild Outdoor Expo was held on Saturday and Sunday, September 17 and 18, 2011, from 10 a.m. to 5 p.m. Eighty-six different organizations participated in the event to provide hands-on activities, informative seminars, educational exhibits or to participate in the outdoors-supplies market. Groups included conservation, recreation, non-profit and government organizations, environmental clubs, wildlife rehabilitators, historical re-enactors and commercial vendors. In addition, ten different Divisions and Offices from within the New Jersey Department of Environmental Protection were represented at the event. **(Appendix A)**

The Expo provided hands-on activities and demonstrations geared toward avid outdoorsmen and women, as well as to novices who wanted to learn skills to venture into the outdoors. Experts were on hand to provide tips and insights on shooting, archery, fishing, camping, hiking, kayaking, wildlife watching and much more.



Hundreds of new shooters were introduced to shotgun shooting, .22 caliber rimfire shooting, and archery at the Expo. More than 10,900 shotgun shells and .22 rimfire rounds were fired over the two days. Hunter education classes conducted at the Expo added more than 150 hunters to the

total number of hunter education graduates for this year.

Camping, backpacking and outdoor cooking demonstrations were held for families looking to get outdoors together. Orienteering "Treasure Hunts" were offered to test participants' directional skills. Families had the opportunity to watch retrieving demonstrations by various sporting dog clubs and learn about wilderness search and rescues.



Participants could also learn to fish and identify the state's game fish which were on display in a giant mobile aquarium. Children could create WILD crafts and carve a miniature duck decoy. Visitors could watch wild game processing and birds of prey demonstrations along with developing bird and tree identification skills. Kayak workshops were available to participants along with a rock climbing wall. Conservation organizations provided a wide array of exhibits and displays about the state's natural resources. A variety of additional activities, demonstrations and seminars were offered to the public as well on a variety of fish and wildlife conservation and recreation topics including snakes of New Jersey, scuba diving, turkey hunting and calling and forestry stewardship.

This event successfully exposed participants to a host of outdoor activities that are available within the state's forests, parks and natural areas. The demonstrations and activities held throughout the weekend helped to foster an appreciation for New Jersey's bountiful natural resources and build the confidence for people to enjoy them safely.

The complete schedule of events appears in **Appendix B**.

III. VISITOR EXIT SURVEY HIGHLIGHTS

Methods

The participant survey was administered as an onsite exit interview, which was modeled after survey recommendations made by the Weatherby Foundation International's Expo Technical Team. The survey included 30 scripted questions, which appear in **Appendix C**. Highlights from the exit survey results are contained below.

In order to conduct the exit survey on random attendees leaving the Expo, volunteers were recruited from the New Jersey Department of Environmental Protection, the New Jersey Wildlife Conservation Corps program, and the Department's AmeriCorps New Jersey Watershed Ambassador Program. The volunteer interviewers used two approaches to complete the exit surveys. The interviewers were also informed that the target over the course of the two-day event was to collect 500 surveys. Volunteers were able to collect 701 completed or partially completed surveys from participants.

The volunteer interviewers were placed at the main exit, in order to intercept visitors as they walked back to the parking field to leave. The interviewers were instructed to randomly select

participants by turning their back to the attendees, counting to 10, turning back around and approaching the first person they saw that appeared over the age of 18 years old.

The volunteers then used two approaches to collect exit surveys from respondents. Volunteers were encouraged to first offer to walk with visitors toward their vehicle, using a clipboard to record answers to the scripted questions. They could also offer the respondent the option to complete the exit survey themselves, if they preferred. However, there were drawbacks to having respondents fill out the surveys on their own, in that answers to the survey questions were not always complete.

The two forms of survey collection used did result in data being collected in a haphazard fashion rather than truly at random.



In addition to conducting the exit survey on participants, all of the Expo exhibitors, presenters, vendors and volunteers were e-mailed a brief questionnaire after the event, which requested their comments and suggestions for how the Expo could be improved. The following questions were asked of all exhibitors and those volunteers who provided their e-mail contact information.

1. Did you feel that participating in the Expo was a worthwhile experience? Why or why not?
2. Would you be interested in participating in the Expo again next year?
3. What were the best and worst parts about participating in/volunteering at the Expo?
4. How can we improve the event for participating organizations/volunteers and the public?

There were twenty-five responses received from exhibitors, presenters and vendors. Nine responses were received from volunteers. Samples of the questionnaire's exhibitor and volunteer responses are located within **Appendix D**.



IV. ESTIMATED ATTENDANCE

Approximately 5,300 people, including the general public, Expo staff, volunteers, exhibitors, presenters and vendors, attended the second annual New Jersey Wild Outdoor Expo. The event staff calculated that 4,955 visitors came to the event by using handheld tally counters at the Expo entrance.



All vehicles entering the Expo grounds were directed through one main entranceway to the parking field. Expo staff members were stationed at the car entrance in order to visually assess the vehicles and use the tally counters to record the number of people in each vehicle. Once the event attendees drove past the staff members collecting the counts of people per vehicle, they were directed to the parking field. Expo staff did not count the more than 300 volunteers, presenters and exhibitors that were already stationed on the event grounds before the general public arrived.

Event staff was onsite at the vehicle entrance for the entire duration of the event in order to tally participants entering the Expo. This approach was manageable for this Expo, due to the crowd size. However, if event participation significantly increases at future Expos, a different approach will need to be taken to calculate attendance. This may include a pre-registration process, or taking a vehicle count and averaging the number of people per car.

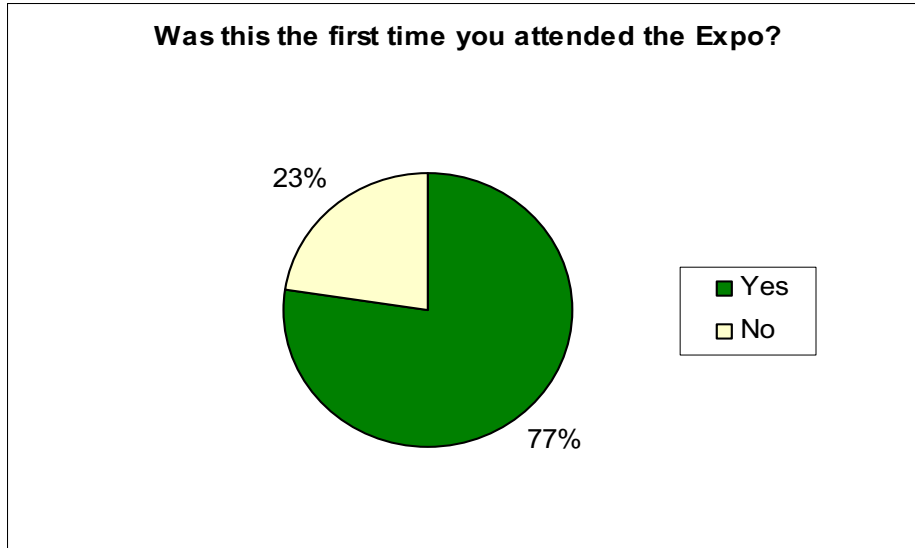
Overall attendance on both days of the event was fairly consistent. Approximately 2,500 visitors were recorded with the tally counters entering through the main gate each day, for a total attendance of nearly 4,955 people, not including event staff, volunteers, exhibitors and vendors.



V. HIGHLIGHTS OF SURVEY RESULTS

The volunteer interviewers obtained 701 completed or partially completed exit surveys from respondents. With 4,955 visitors in attendance over the course of the weekend, the overall survey response rate was 14 percent. Only 23 percent of respondents attended the previous Expo in 2010, so 77 percent of survey respondents were first time participants (**Figure 1.**)

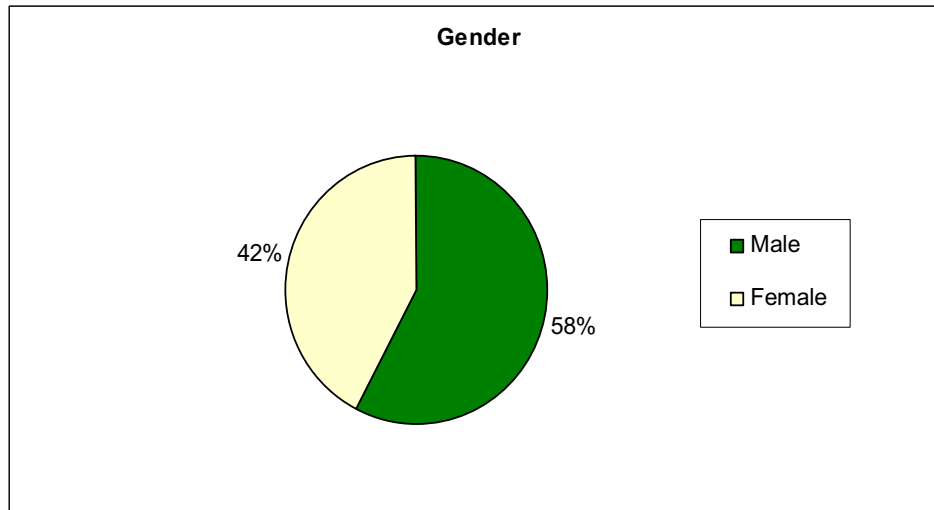
Figure 1. Respondent first time attendance at the Expo (n=690; 11 missing.)



Respondent Demographics

The volunteer interviewers were asked to record the gender of the respondents over 18 years of age that they approached. The data indicated that adult attendance was 58 percent male and 42 percent female (**Figure 2.**)

Figure 2. Gender of individual more than 18 years old (n=599; 102 missing.)



Survey respondents were asked to state their ethnicity and the year in which they were born. The majority of survey respondents were Caucasian males between the ages of 36 and 50 years old (**Figures 3 and 4.**)

Figure 3. Distribution of respondents ethnicity (n=664; 37 missing.)

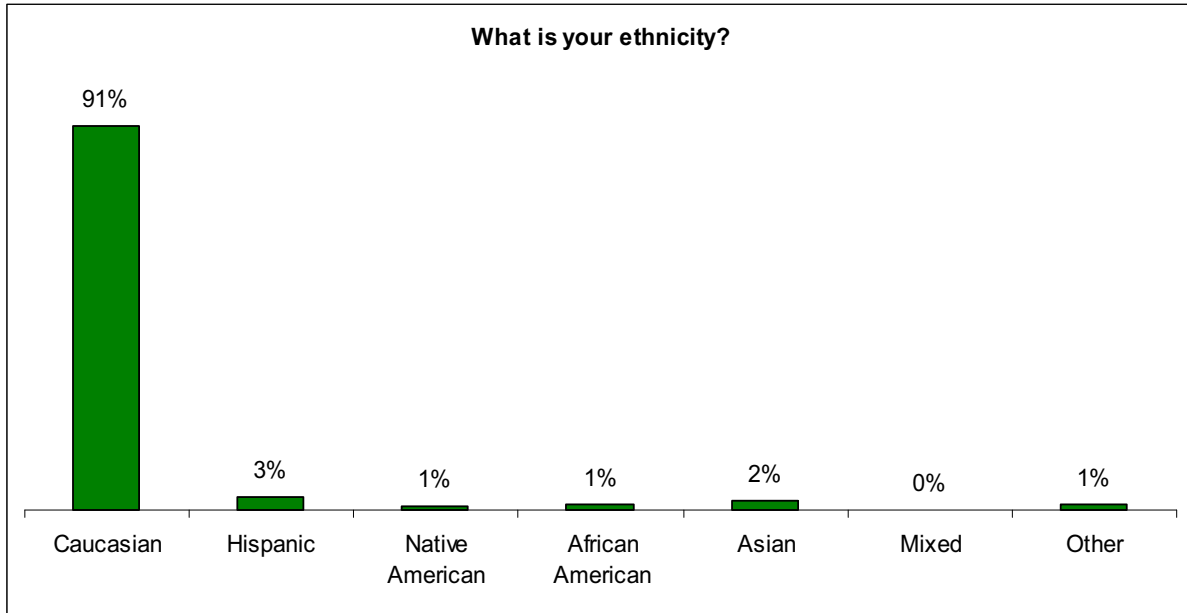
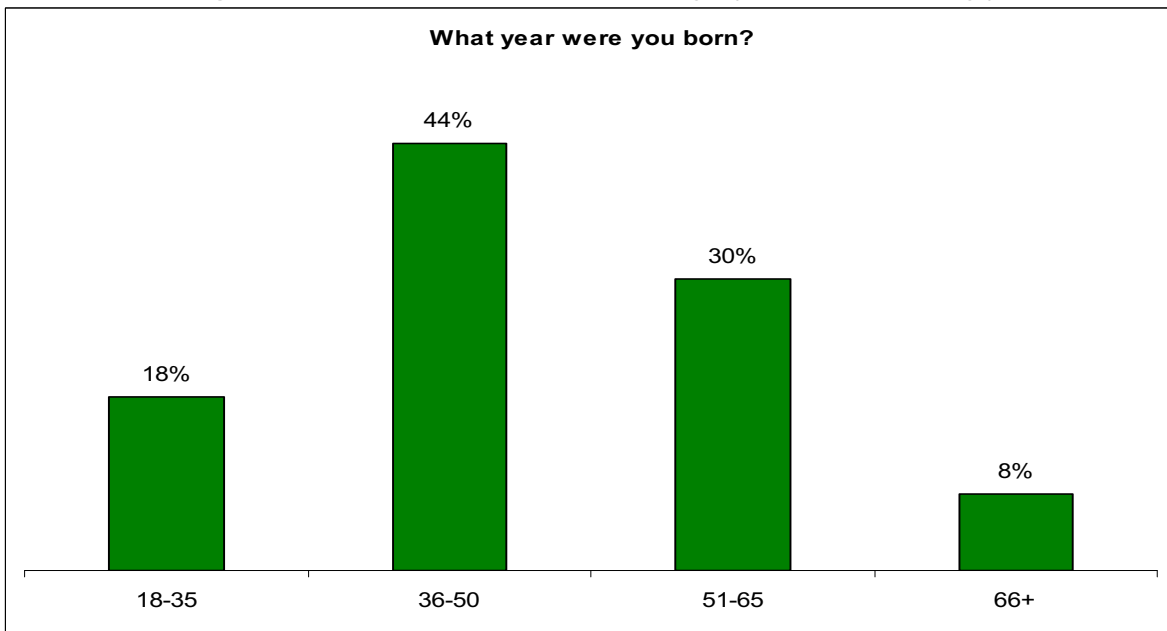


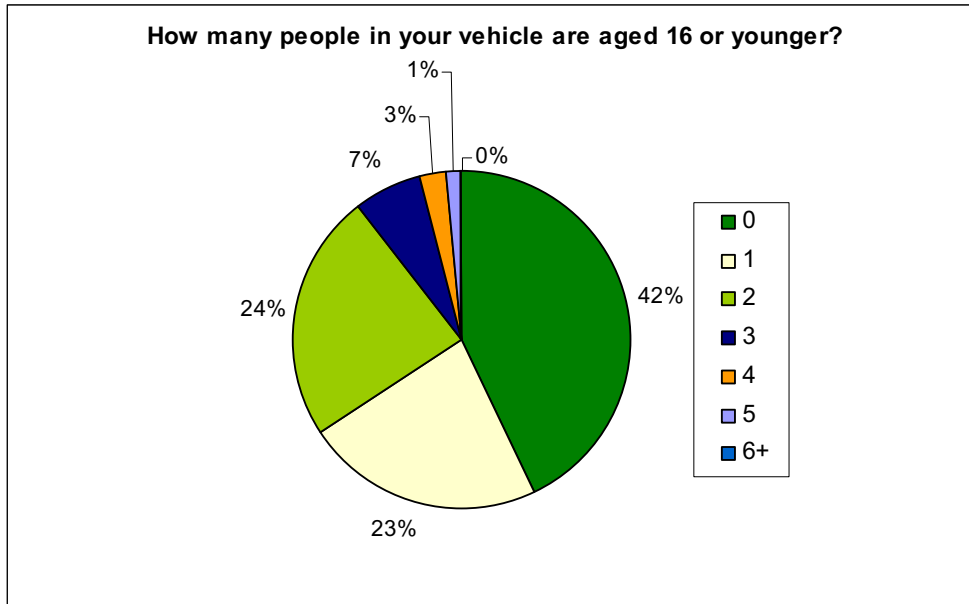
Figure 4. Distribution of respondents age (n=670; 31 missing.)



Respondents were asked how many people came to the Expo in their vehicle that were aged 16 years or younger. There were 683 respondents who answered this survey question,

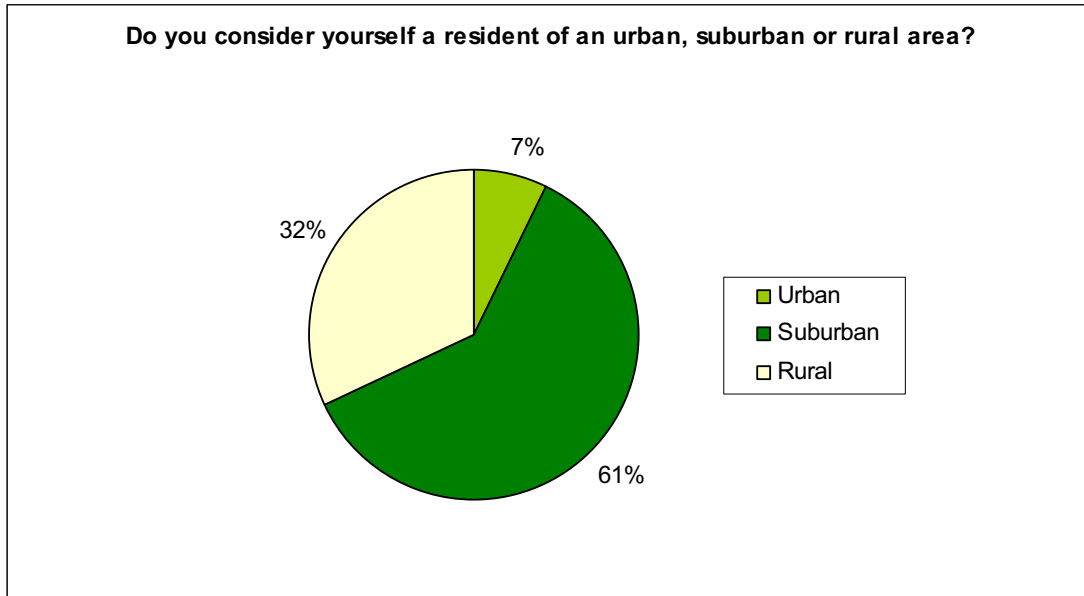
representing close to 14 percent of total participants. Approximately 58 percent of those respondents had one or more people in their group who were aged 16 years old or younger (Figure 5.)

Figure 5. Respondent classification of age of participants in vehicle (n=683; 18 missing.)



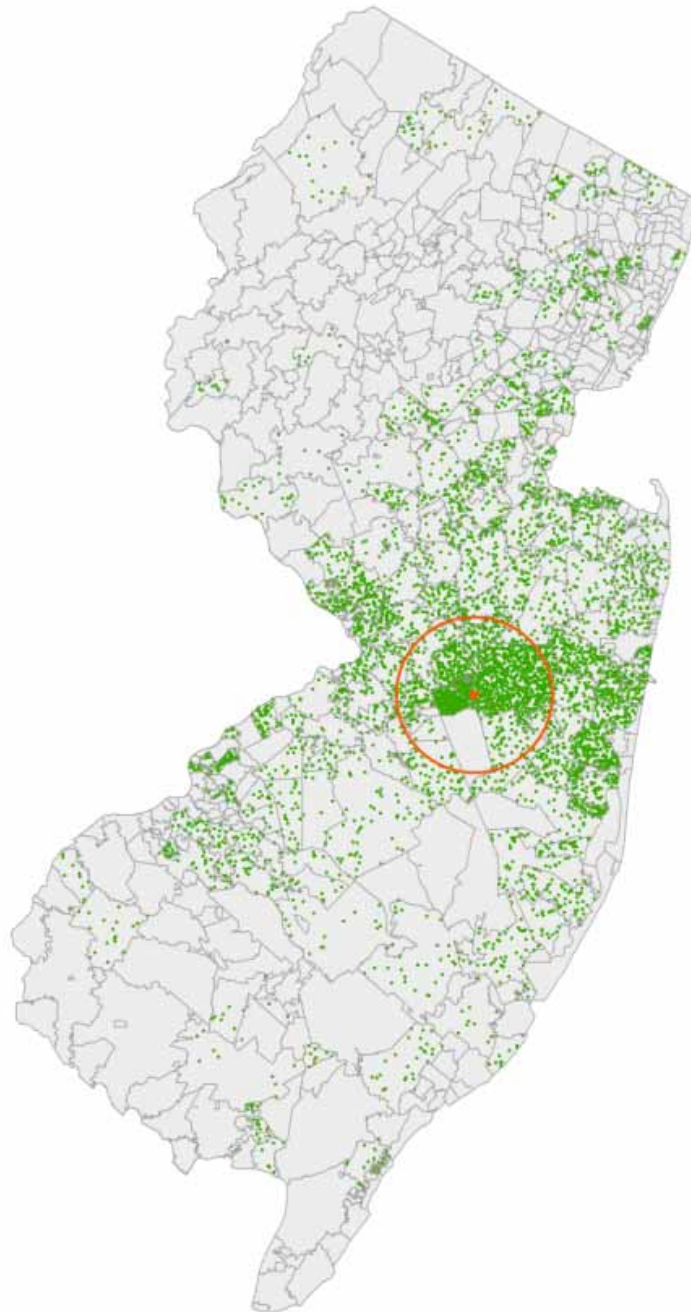
Respondents were asked if they considered themselves to be residents of an urban, suburban or rural area. The majority of respondents considered themselves residents of a suburban area (Figure 6.)

Figure 6. Respondent classification of area in which they live (n=680; 21 missing.)



Survey respondents were asked to provide the zip code where they live. Using Geographic Information System (GIS) software, zip codes of respondents were mapped to understand the density of visitors by zip code (Figure 7.) The Colliers Mills Wildlife Management Area and a 10-mile buffer area are indicated on the map for reference. An additional 27 Expo visitors lived in other states or another country.

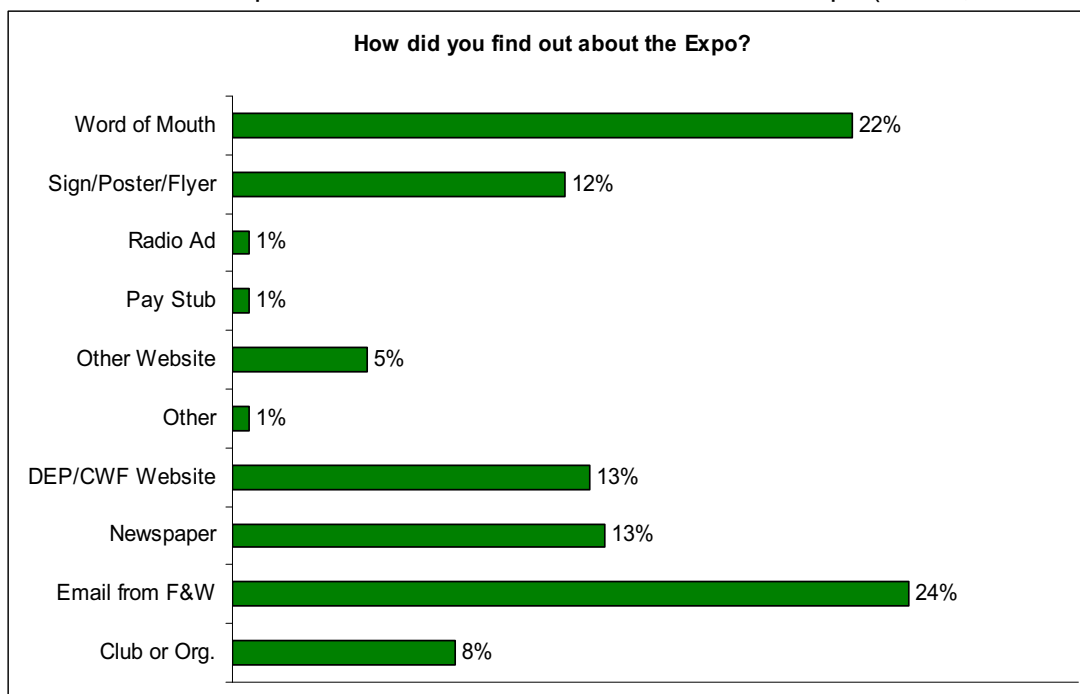
Figure 7. Density of respondents by zip code of residence (n=690; 11 missing.)



Information about the Expo

Survey respondents were asked about how they heard about the Expo. The most common sources of information about the Expo were e-mails from the New Jersey Division of Fish and Wildlife, word-of-mouth, the host organizations' websites, newspapers and Expo signs, posters or flyers (**Figure 8.**)

Figure 8. Distribution of respondent sources of information about the Expo (n=684; 17 missing.)



Visitor Satisfaction

Respondents were asked to rate their overall satisfaction with attending the Expo, on a scale from one to five. Based on the scale, the number one corresponded with “Poor” and the number five corresponded with “Excellent.”

Respondents were overwhelmingly satisfied with their experience. Approximately 65 percent of respondents rated their satisfaction level as number five for excellent, followed by 31 percent selecting the number four. Visitor satisfaction increased slightly from 2010.



Respondents were also asked to identify their favorite activity at the Expo. Activities were not listed on the survey for respondents to select, so random responses were received. Some responses were general while others were specific to an activity. A number of respondents also noted more than one favorite activity. Most respondents listed the following responses for their favorite activity at the Expo: “shooting”, “archery”, “fishing”, “sporting dogs, rescue dogs and forest fire dogs” and “everything.” Some activities, such as kayaking, orienteering, bat house building, and decoy carving were only available to a limited number of participants. (**Figures 9 and 10.**)

Figure 9. Distribution of respondent satisfaction with the Expo (2011: n=688, 13 missing; 2010: n=526, 31 missing)

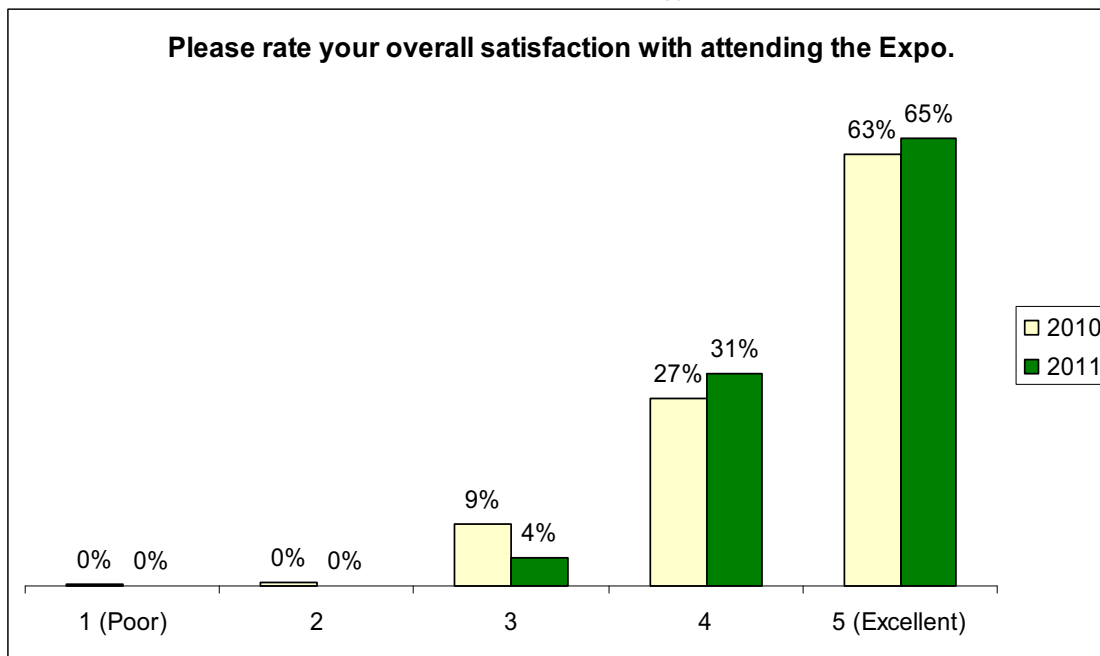
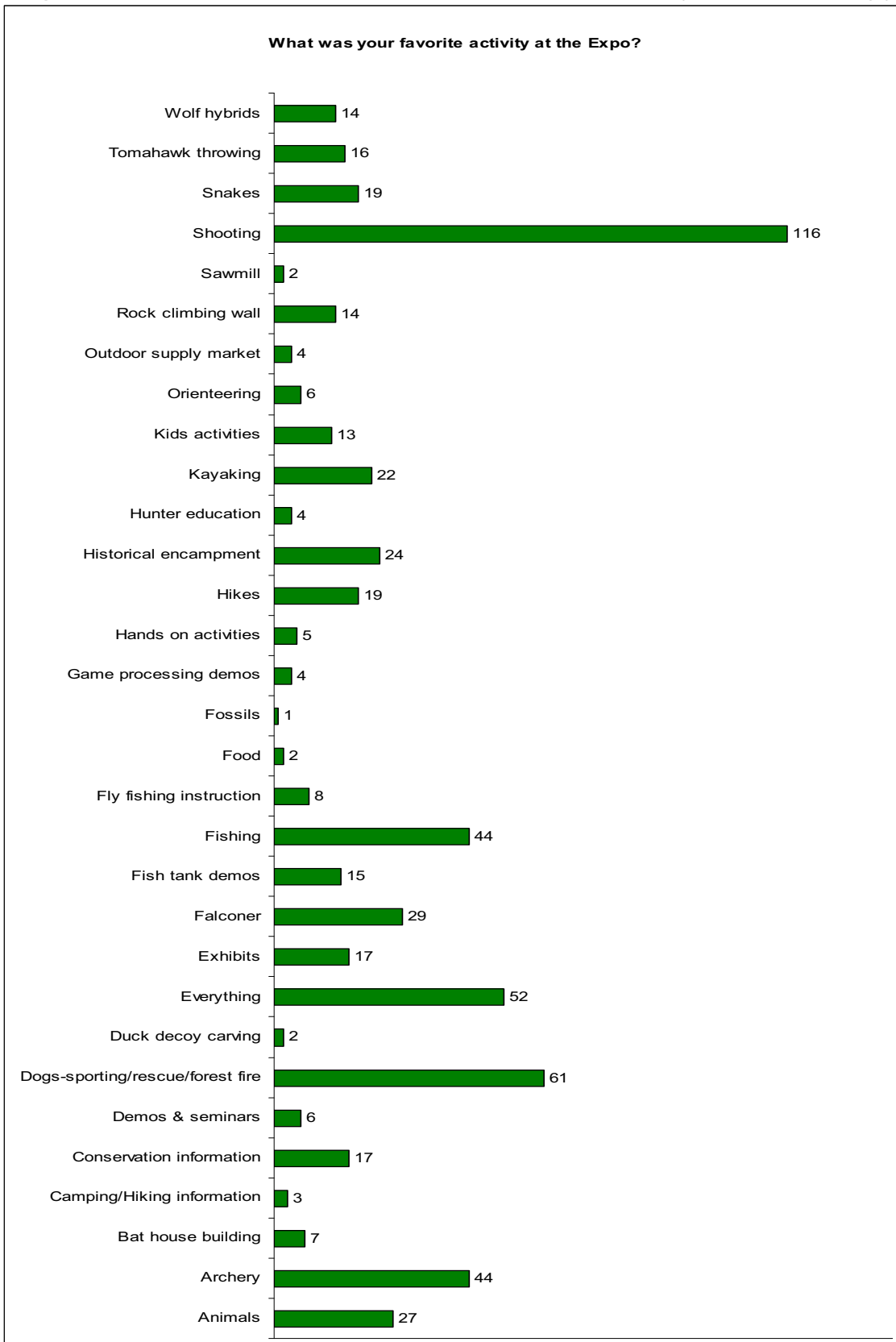


Figure 10. Distribution of respondents' favorite Expo attraction (n=617; 84 missing.)

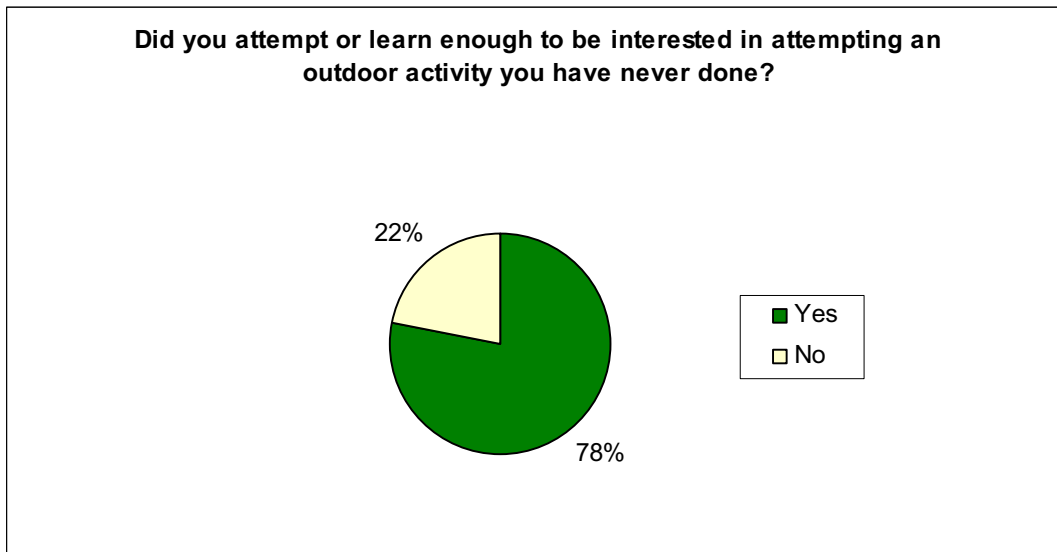


Recruitment and Retention

One of the main goals of the New Jersey Wild Outdoor Expo is to reach new audiences in an effort to get more people outdoors enjoying all that New Jersey has to offer, while building a conservation ethic and sense of stewardship in participants for the state's wildlife and outdoors.

The survey instrument was used to examine possible recruitment and retention potential from the Expo. Respondents were asked if at the Expo they attempted or learned enough to be interested in trying any outdoor activity they have never done. Nearly 80 percent of respondents did generate an interest in attempting a new outdoor activity (**Figure 11.**)

Figure 11. Distribution of respondent likelihood of participation in new activities (n=645; 56 missing)



Respondents were also asked if prior to 2011 they ever had a fishing and/or hunting license and if in the future they would like to have a hunting and/or fishing license (**Figures 12 and 13.**)

The percentage of respondents who would like to acquire a fishing and/or hunting license in the future showed an increase from those that had licenses prior to 2011.

Figure 12. Distribution of respondents with a fishing/hunting license prior to 2011 (Fishing, n=672; 29 missing. Hunting, n=631; 70 missing.)

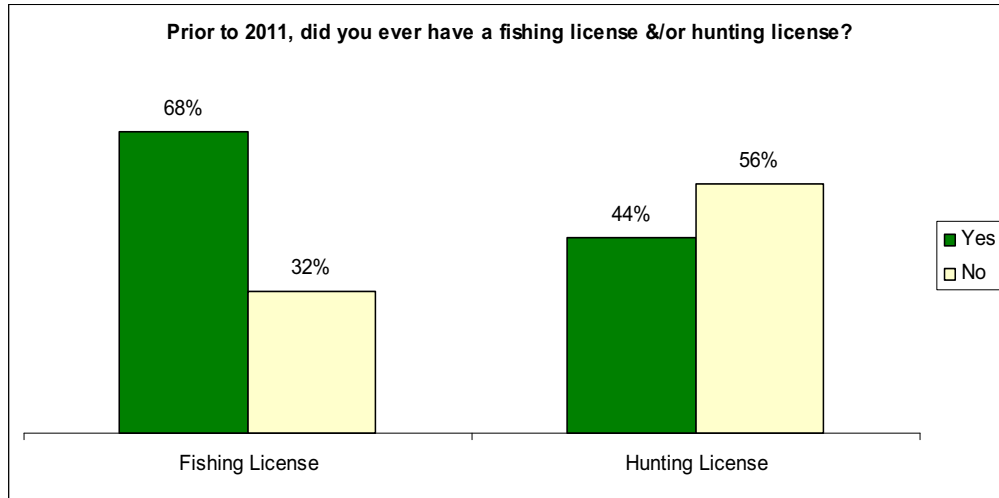
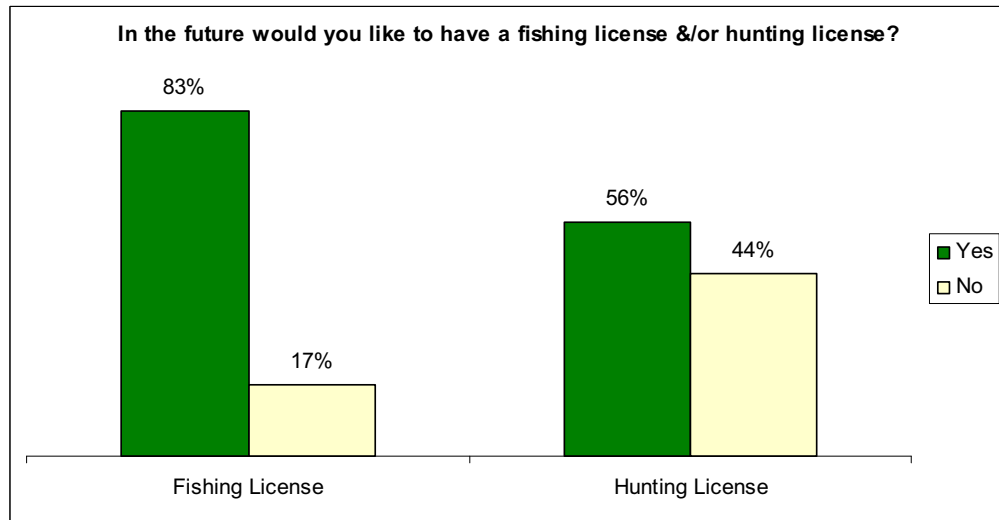


Figure 13. Distribution of respondents who would like a fishing/hunting license in the future (Fishing, n=633; 68 missing. Hunting, n=603; 98 missing.)



The Expo introduced hundreds of new shooters to shotgun shooting, .22 caliber rim fire shooting and archery, with more than 10,900 shotgun shells and .22 rimfire rounds fired over the two days. Hunter education classes in shotgun and archery were also conducted at the Expo and added more than 150 hunters to the total number of hunter education graduates for the year.

Respondents were asked directly if they personally attempted shotgun shooting at the Expo and if so, was it the first time. Of the survey respondents that did attempt shotgun shooting and noted that it was their first time

shooting, almost 40 percent of the respondents were new shooters (**Figures 14 and 15.**) Note that the shotgun and rifle ranges attracted many children, rather than adults and more children than adults tried their hand at shooting sports.

Figure 14. Respondent participation in shotgun shooting (n=680; 21 missing)

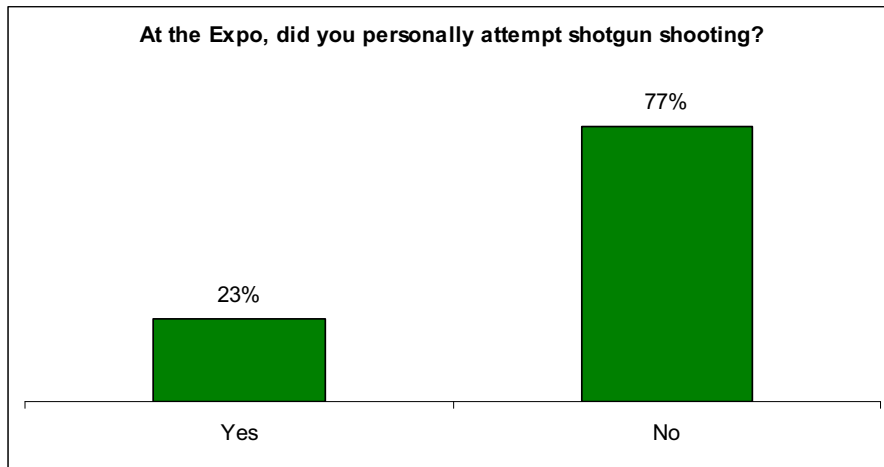
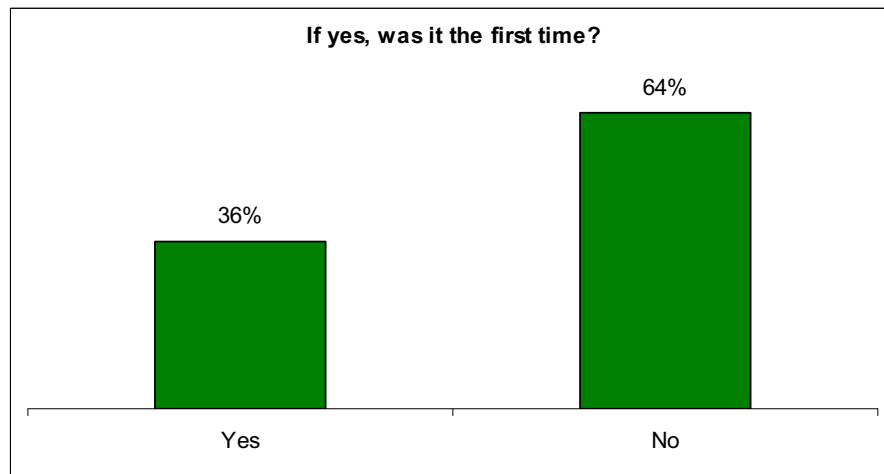


Figure 15. Respondent first-time participation in shotgun shooting (n=165)



Respondents were asked if they personally attempted archery at the Expo and if so, was it the first time. Of the survey respondents that did attempt archery at the compound or crossbow ranges and noted if it was their first time, 37 percent of those that did attempt archery participated for the first time (**Figures 16 and 17.**) Note that the archery ranges attracted many children, rather than adults and more children than adults tried archery.

Figure 16. Respondent participation in archery (n= 682; 19 missing)

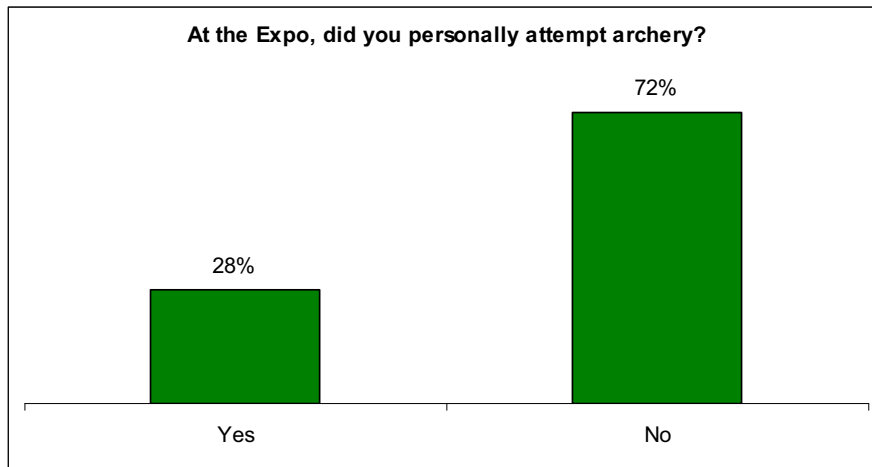
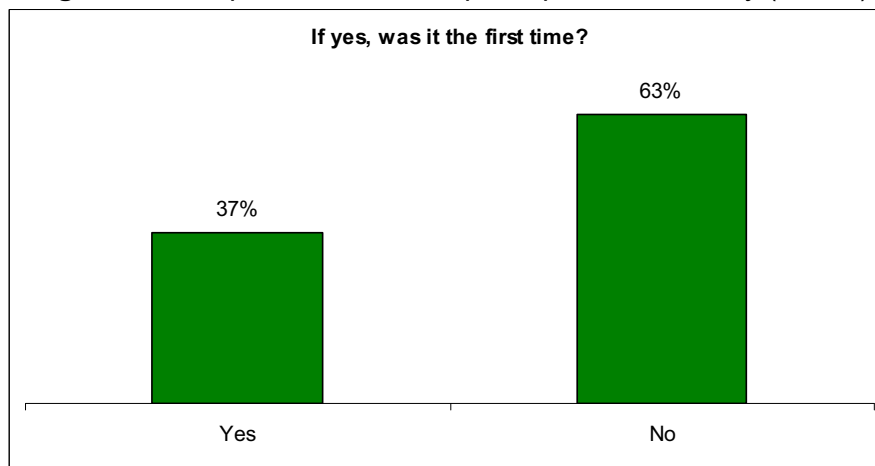


Figure 17. Respondent first-time participation in archery (n=190)



Societal Impacts on Recruitment and Retention

The survey instrument was used to examine if respondents who were raised in a family that hunted, fished and/or did things together outdoors, or grew up with friends who did so, were more or less likely to acquire a hunting license and/or fishing license in the future, when compared to respondents who were not raised with these conditions.

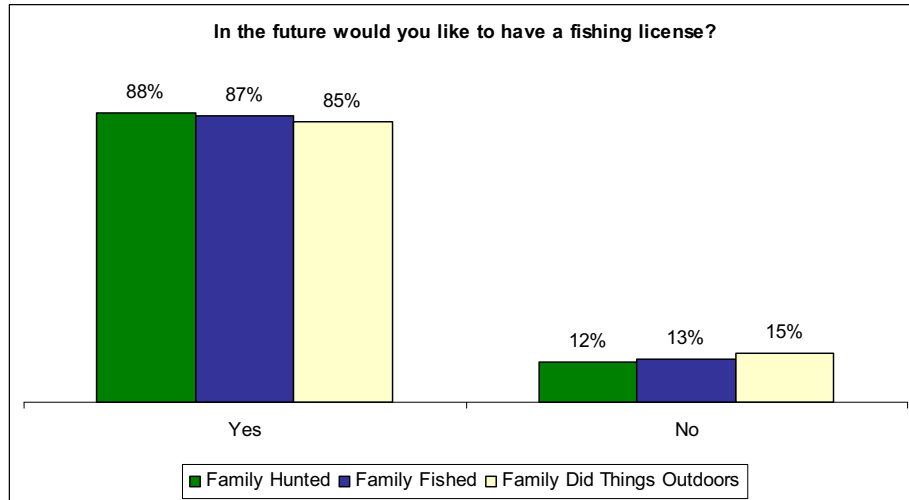
Respondents were asked: if they were raised in a family that hunted, fished, and/or did things together outdoors, if they grew up with friends who hunted, fished, and/or did things together outdoors, and if in the future they would like to have a fishing license and/or a hunting license.



Fishing License Information

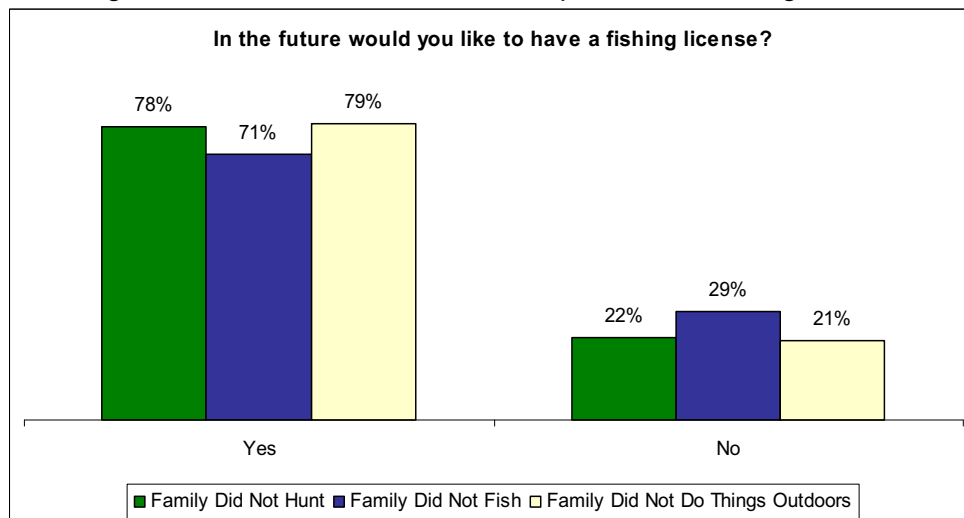
Out of the respondents that were raised in a family that hunted, fished, and/or did things together outdoors, who would like to have a fishing license in the future, 88 percent of respondents were raised in a family that hunted, 87 percent of respondents were raised in a family that fished, and 85 percent of respondents were raised in a family that did things together outdoors. **(Figure 18.)**

Figure 18. Percent of respondents raised in a **family** that hunted, fished, &/or did things together outdoors, who would like to purchase a fishing license.



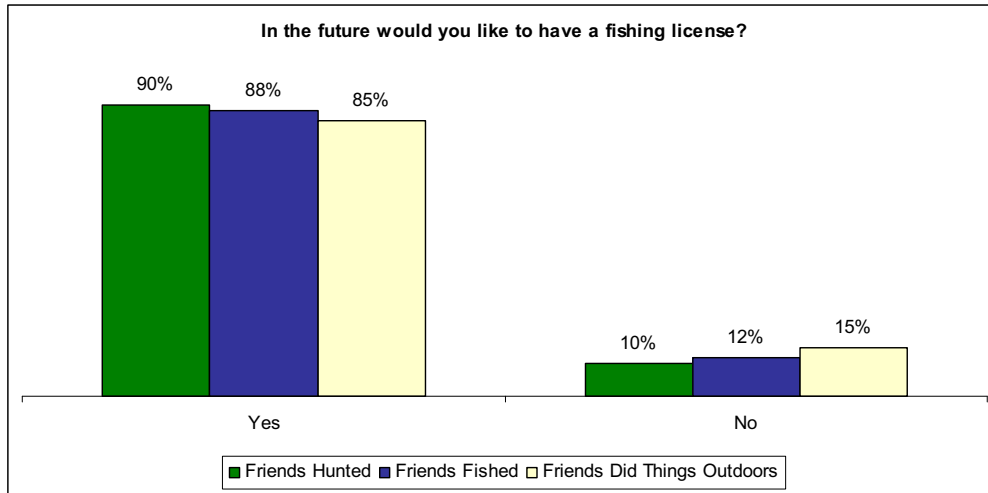
Out of the respondents that were raised in a family that did not hunt, fish, and/or do things together outdoors, who would still like to have a fishing license in the future, 78 percent of respondents were raised in a family that did not hunt, 71 percent of respondents were raised in a family that did not fish, and 79 percent of respondents were raised in a family that did not do things together outdoors. **(Figure 19.)**

Figure 19. Percent of respondents raised in a **family** that **did not** hunt, fish, &/or do things together outdoors, who would like to purchase a fishing license.



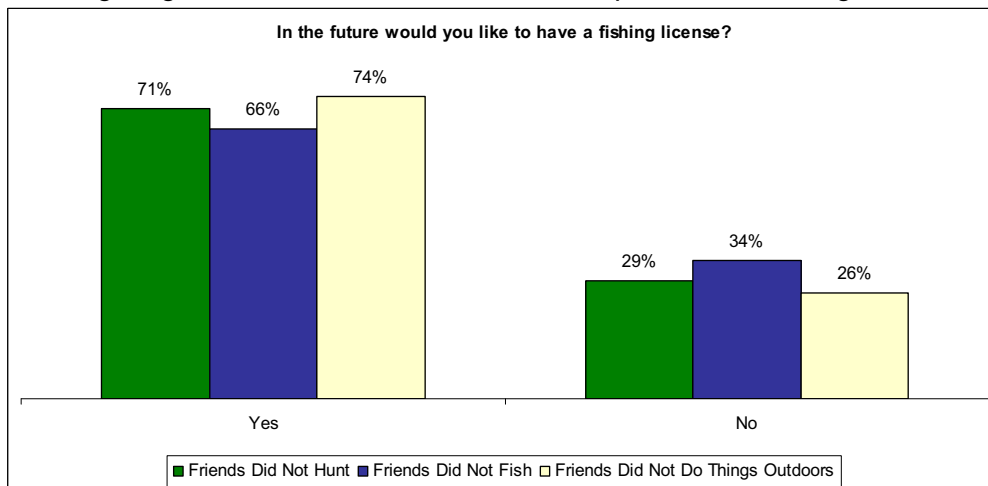
Out of the respondents that grew up with friends who hunted, fished, and/or did things together outdoors, who would like to have a fishing license in the future, 90 percent of respondents grew up with friends that hunted, 88 percent of respondents grew up with friends that fished, and 85 percent of respondents grew up with friends that did things together outdoors. **(Figure 20.)**

Figure 20. Percent of respondents that grew up with **friends** who hunted, fished, &/or did things together outdoors, who would like to purchase a fishing license.



Out of the respondents that grew up with friends who did not hunt, fish, and/or do things together outdoors, who would still like to have a fishing license in the future, 71 percent of respondents were raised in a family that hunted, 66 percent of respondents were raised in a family that fished, and 74 percent of respondents were raised in a family that did things together outdoors. **(Figure 21.)**

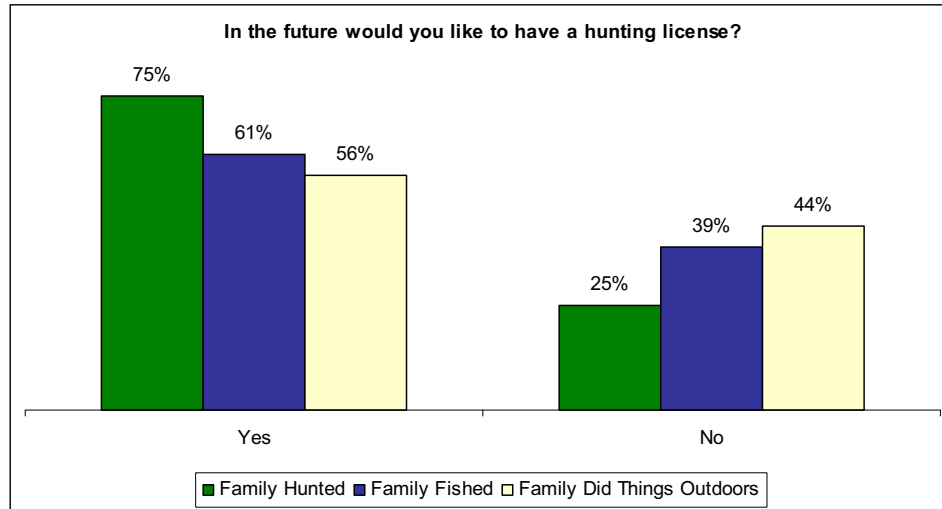
Figure 21. Percent of respondents who grew up with **friends** who **did not** hunt, fish, &/or do things together outdoors, who would like to purchase a fishing license.



Hunting License Information

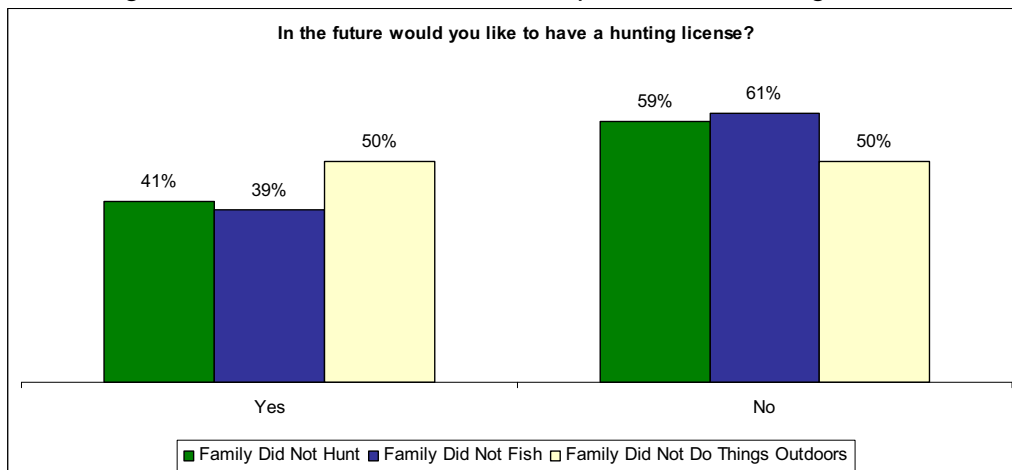
Out of the respondents that were raised in a family that hunted, fished, and/or did things together outdoors, who would like to have a hunting license in the future, 75 percent of respondents were raised in a family that hunted, 61 percent of respondents were raised in a family that fished, and 56 percent of respondents were raised in a family that did things together outdoors. **(Figure 22.)**

Figure 22. Percent of respondents raised in a **family** that hunted, fished, &/or did things together outdoors, who would like to purchase a hunting license.



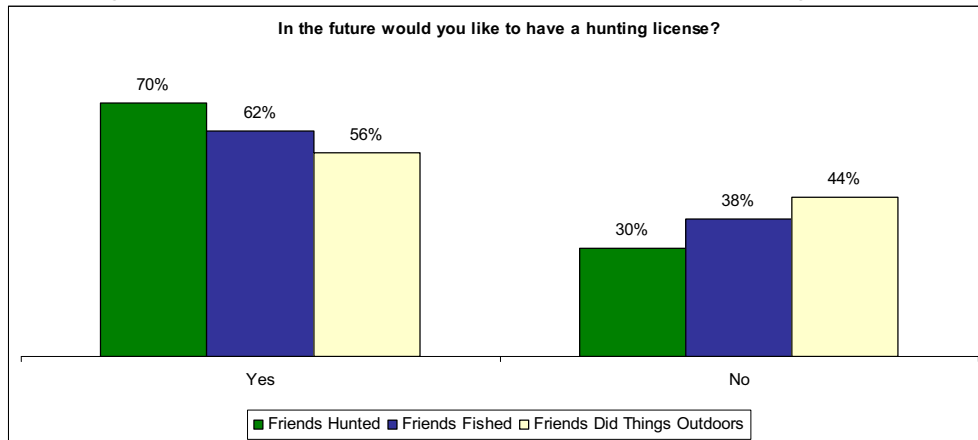
Out of the respondents that were raised in a family that did not hunt, fish, and/or do things together outdoors, who would still like to have a hunting license in the future, 41 percent of respondents were raised in a family that did not hunt, 39 percent were raised in a family that did not fish, and 50 percent of respondents were raised in a family that did not do things together outdoors. **(Figure 23.)**

Figure 23. Percent of respondents raised in a **family** that **did not** hunt, fish, &/or do things together outdoors, who would like to purchase a hunting license.



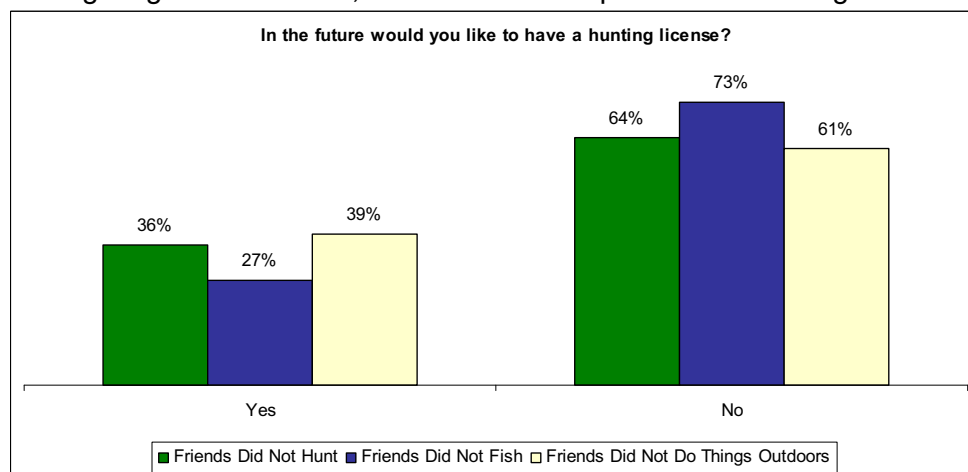
Out of the respondents that grew up with friends who hunted, fished, and/or did things together outdoors, and would like to have a hunting license in the future, 70 percent of respondents grew up with friends that hunted, 62 percent of respondents grew up with friends that fished, and 56 percent of respondents grew up with friends that did things together outdoors. **(Figure 24.)**

Figure 24. Percent of respondents who grew up with **friends** that hunted, fished, &/or did things together outdoors, who would like to purchase a hunting license.



Out of the respondents that grew up with friends who did not hunt, fish, and/or do things together outdoors, and would still like to have a hunting license in the future, 36 percent of respondents did not grow up with friends that hunted, 27 percent of respondents did not grow up with friends that fished, and 39 percent of respondents did not grow up with friends that did things together outdoors. **(Figure 25.)**

Figure 25. Percent of respondents who grew up with **friends** that **did not** hunt, fish, &/or do things together outdoors, who would like to purchase a hunting license.



Conservation Awareness

Survey respondents were asked about how the Expo impacted their motivation to participate in outdoor activities. They were also asked about some of their general attitudes toward outdoor recreation. The survey questions were based on a scale of one to five, where “1” meant strongly disagrees and “5” meant strongly agrees with the statement asked.

More than 80 percent of respondents agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities, compared to 77 percent at the 2010 Expo. Seventy-eight percent of respondents agreed or strongly agreed that the Expo gave them information or motivation to participate in new outdoor activities, compared to 71 percent at the 2010 Expo.



Eighty-two percent of respondents agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal or land and wildlife conservation, compared to 76 percent at the 2010 Expo. Ninety percent of respondents agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves, compared to 84 percent at the 2010 Expo. (Figures 26-29.)

Figure 26. Respondents’ attitude toward Expo providing information or motivation to participate in outdoor activities (2011: n=680, 21 missing; 2010: n=529, 28 missing)

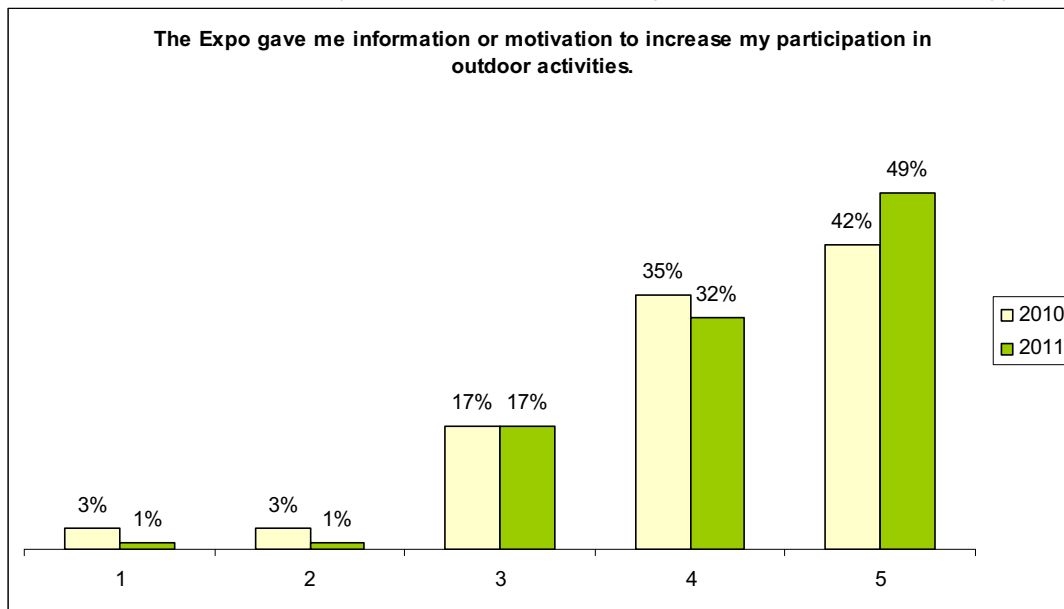


Figure 27. Respondents' attitude toward Expo providing information or motivation to participate in new outdoor activities (2011: n=677, 24 missing; 2010: n=528, 29 missing)

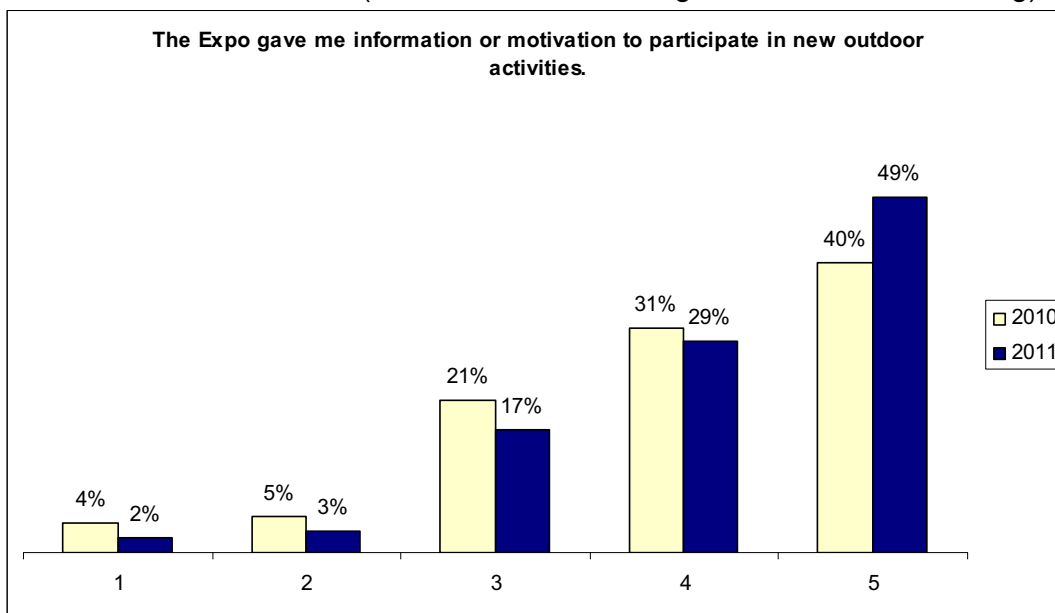


Figure 28. Respondents' attitude toward outdoor recreation and conservation (2011: n=683, 18 missing; 2010: n=527, 30 missing)

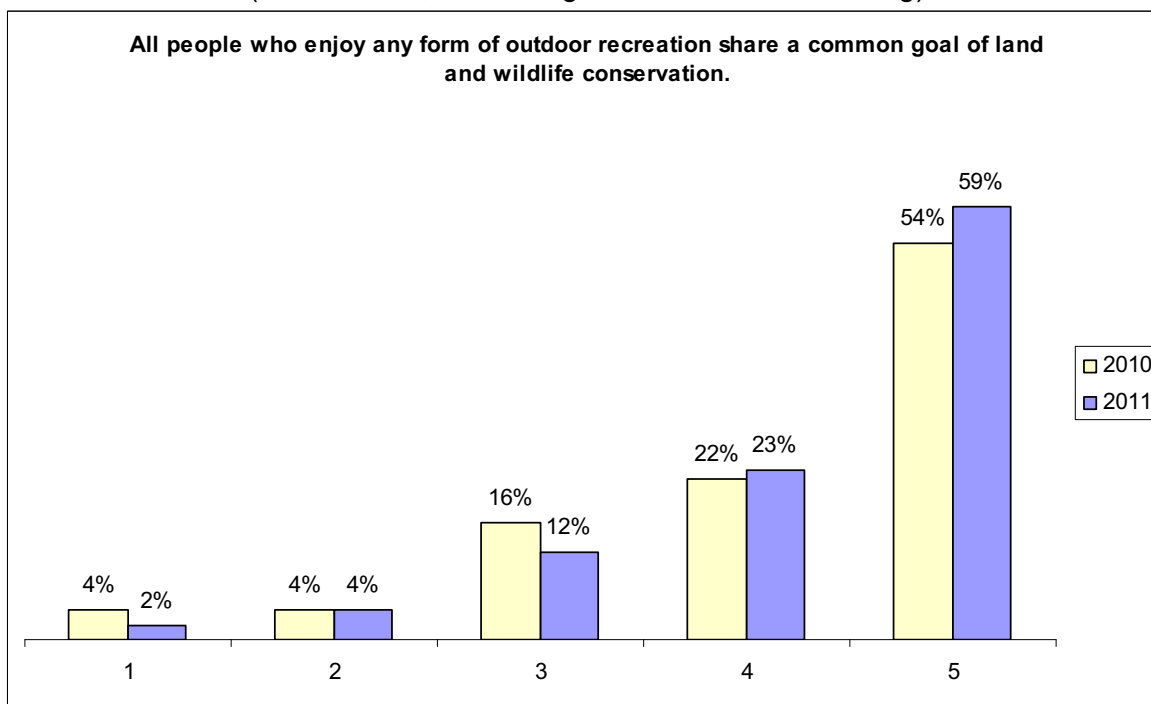
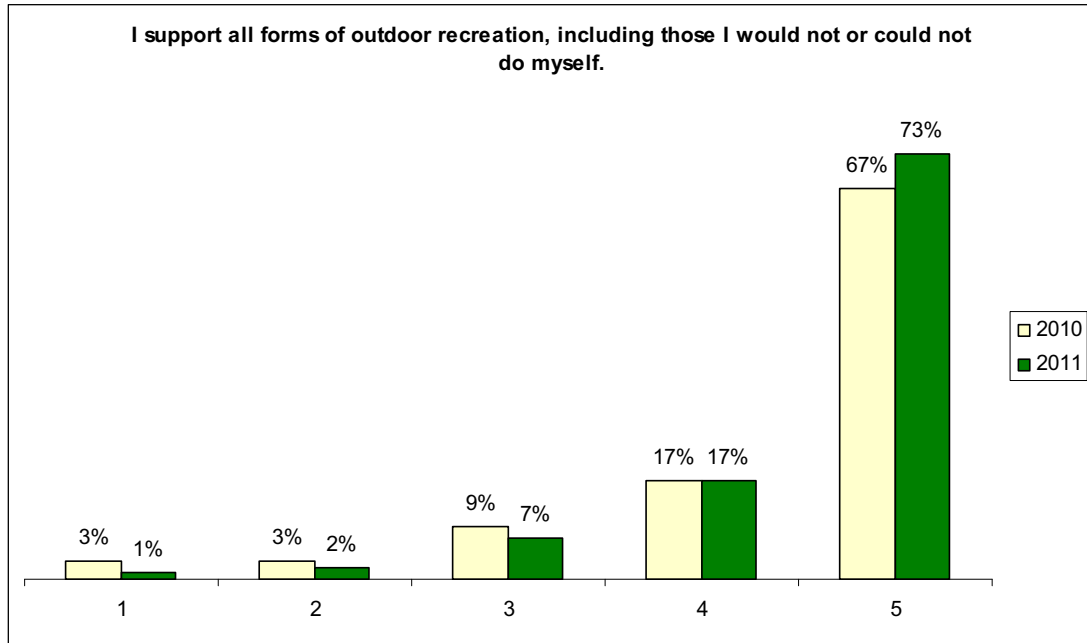


Figure 29. Respondents' attitude toward supporting outdoor recreation (2011: n=682, 19 missing; 2010: n=525, 32 missing)



Expo respondents were asked to rate their current level of outdoor recreation as “none,” “low,” “moderate,” or “extensive.” There were 84 respondents who rated their current level of outdoor recreation as “none” or “low.” Out of the 84 respondents who rated their level of current outdoor recreation as “none” to “low,” 71 percent of these respondents agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities, compared to 80 percent at the 2010 Expo. Sixty-nine percent of these respondents also agreed or strongly agreed that the Expo gave them information or motivation to participate in new outdoor activities, compared to 80 percent at the 2010 Expo. (Figures 30 and 31)



Figure 30. Respondents' (with no level to low levels of outdoor recreation) attitude toward the Expo providing information or motivation to increase participation in outdoor activities (2011: n=83; 2010: n=149)

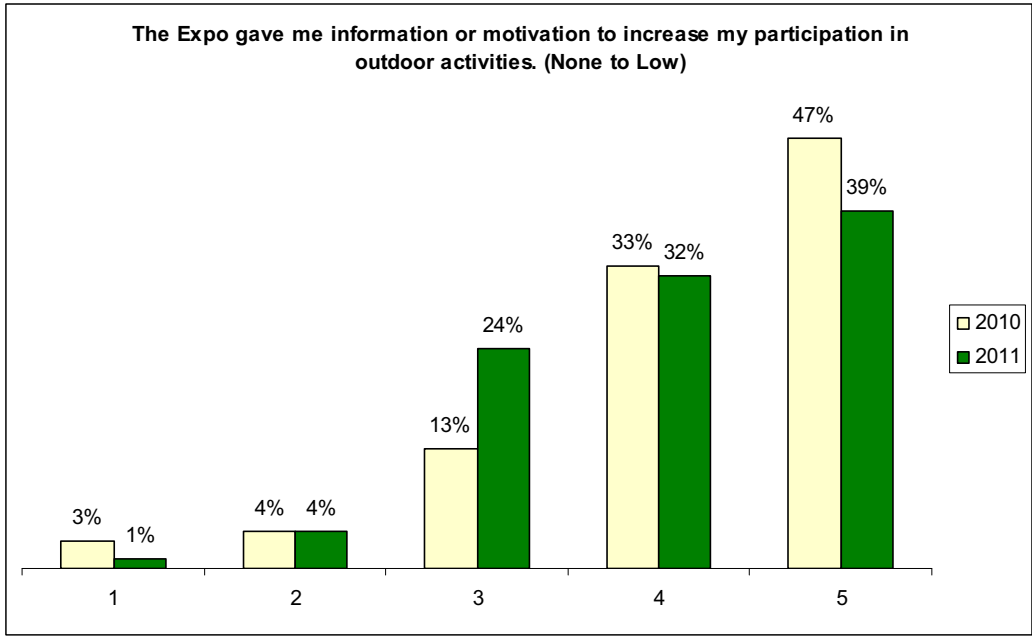
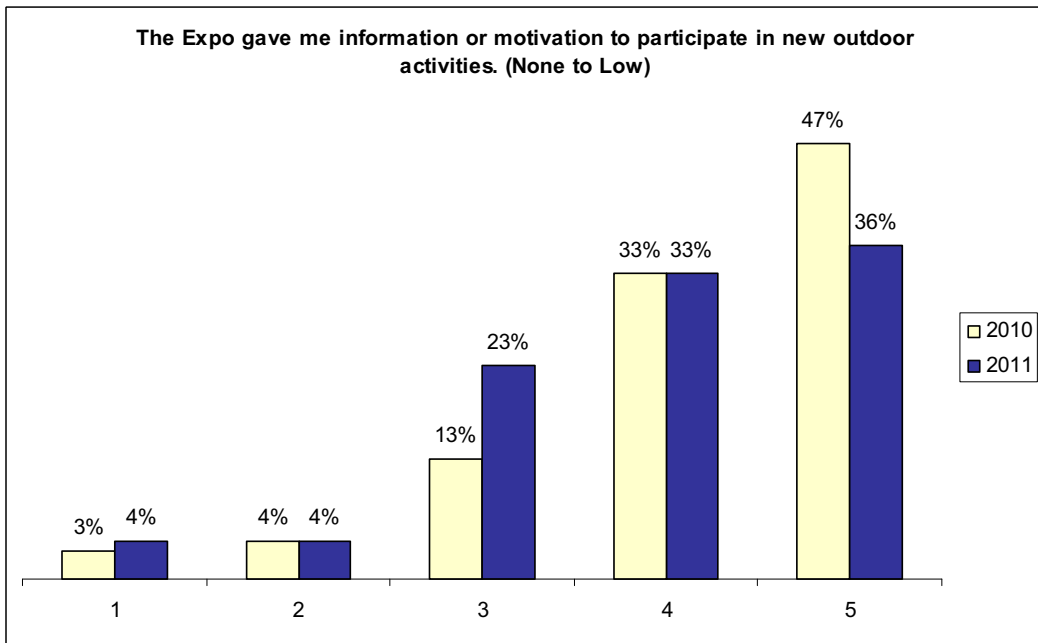


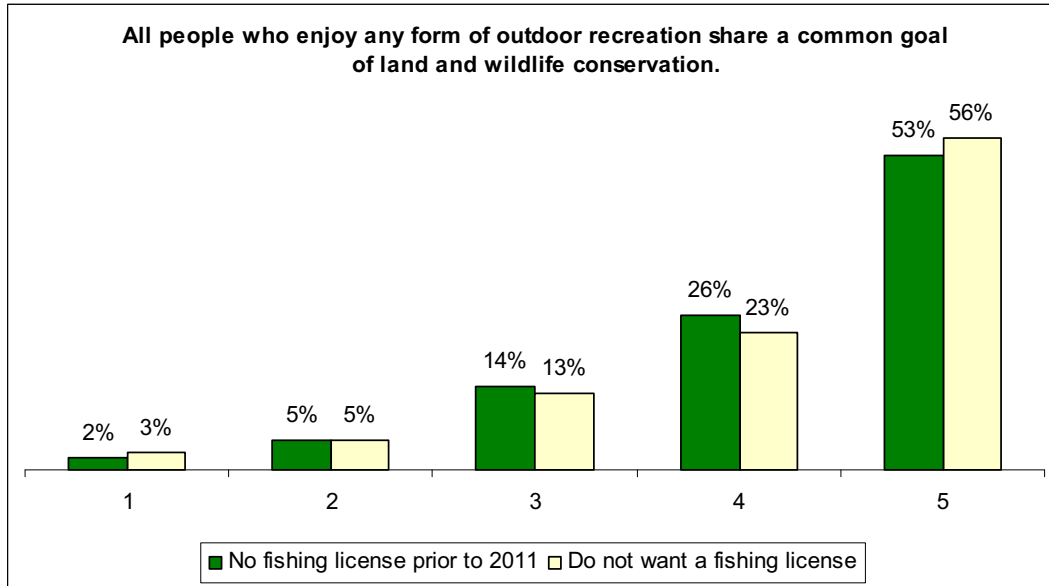
Figure 31. Respondents' (with no level to low levels of outdoor recreation) attitude toward the Expo providing information or motivation to participate in new outdoor activities (2011: n=83; 2010: n=149)



Expo respondents were asked if prior to 2011, they ever had a fishing license or hunting license. Respondents were asked if in the future, they would like to have a fishing license or a hunting license. **(Figures 10 and 11.)** Out of the respondents who never had a fishing license and who do not want a fishing license in the future, 79 percent of respondents agreed or strongly agreed

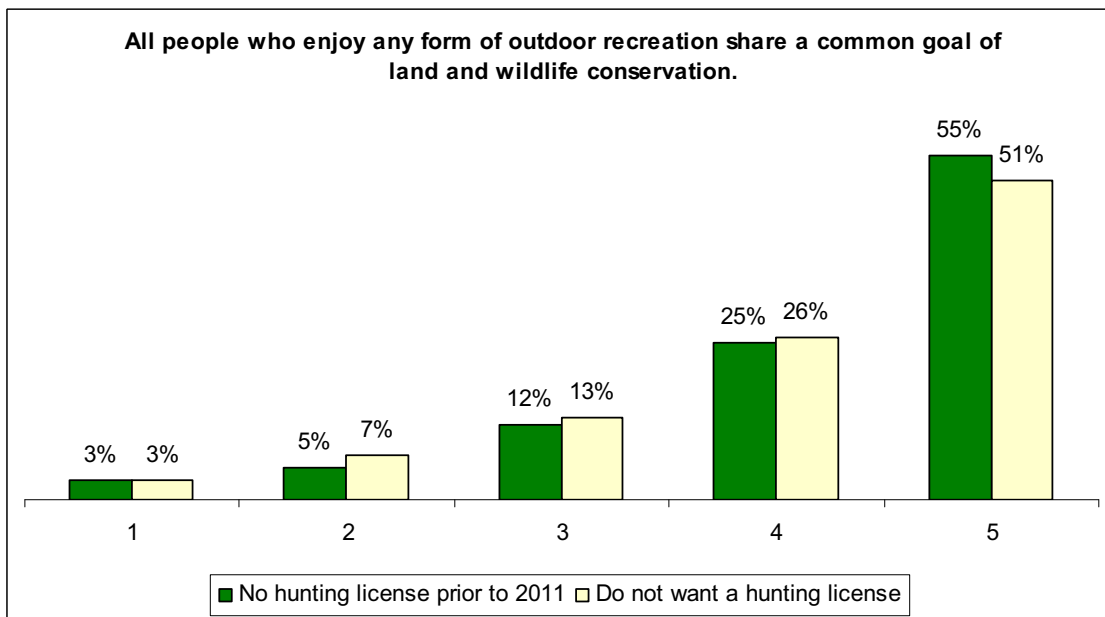
that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation. **(Figure 32.)**

Figure 32. Respondents' (who do not have or want a fishing license) attitude toward outdoor recreation and conservation



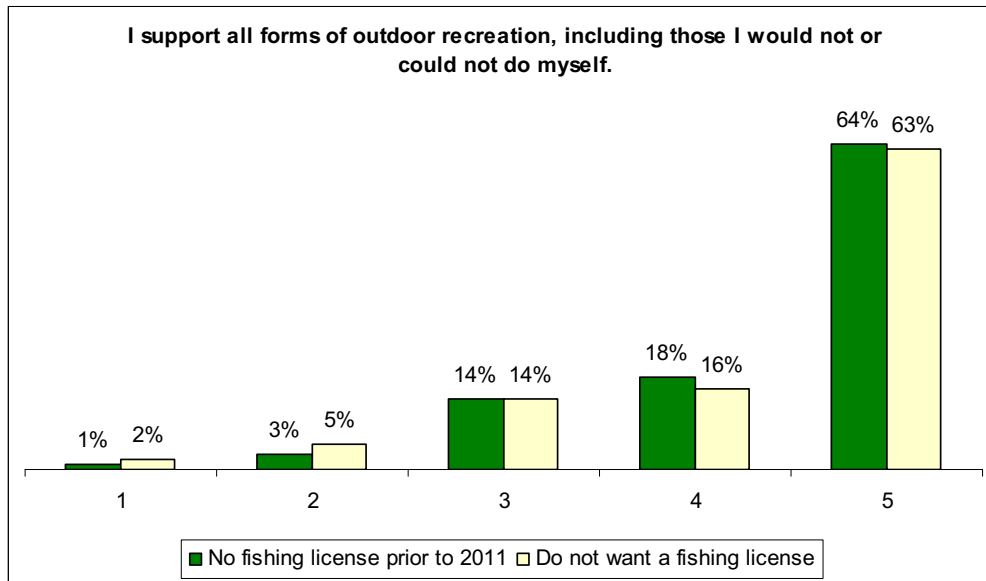
Out of the respondents who never had a hunting license and who do not want a hunting license in the future, about 79 percent of respondents agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation. **(Figure 33.)**

Figure 33. Respondents' (who do not have or want a hunting license) attitude toward outdoor recreation and conservation



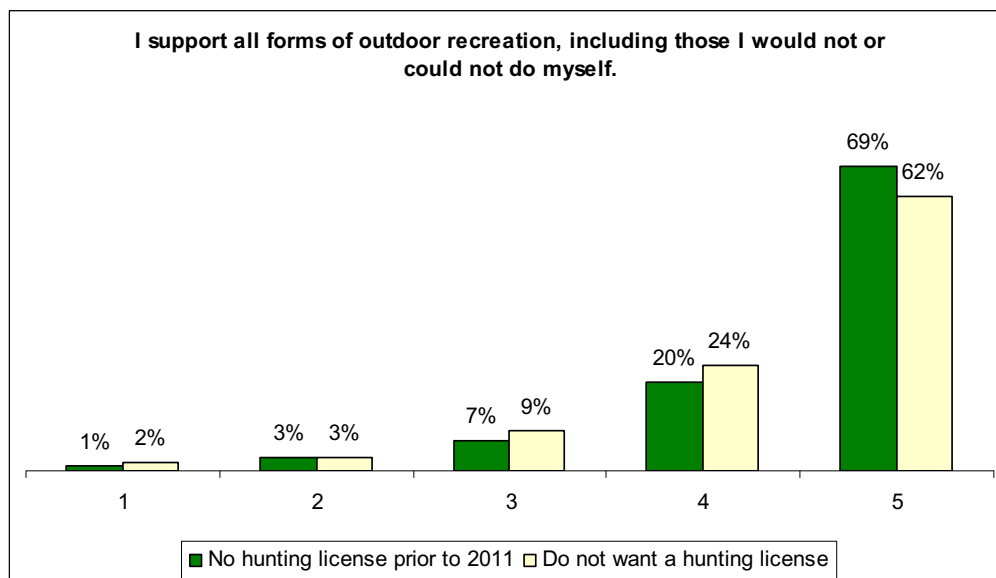
Out of the respondents who never had a fishing license, 82 percent of them agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves. Seventy-nine percent of respondents that do not want a fishing license in the future agreed or strongly agreed with the statement as well (**Figure 34.**)

Figure 34. Respondents' (who do not have or want a fishing license) attitude toward supporting outdoor recreation



Out of the respondents who never had a hunting license, 89 percent of them agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves. Eighty-six percent of respondents that do not want a hunting license in the future agreed or strongly agreed with the statement as well (**Figure 35.**)

Figure 35. Respondents' (who do not have or want a hunting license) attitude toward supporting outdoor recreation



VI. CONCLUSION

The second annual New Jersey Wild Outdoor Expo was another successful event that afforded visitors the opportunity to learn about and experience a wide array of outdoor activities available within New Jersey. The event organizers received overwhelmingly positive comments and valuable feedback from visitors through the exit survey instrument, the questionnaire for exhibitors and volunteers, and from participants' general comments. Some of the logistical challenges that were faced at the first Expo event, including the expansive event layout and parking concerns, were addressed successfully at this year's Expo. The Expo Planning Committee and event hosts look forward to continuing to enhance this exciting event for New Jersey's residents and all participating organizations. It is our hope that thousands more people will attend the third annual New Jersey Wild Outdoor Expo, which is scheduled for September 15 and 16, 2012, and that this event continues to grow as a highly successful annual tradition.

Some of the general comments that respondents added to the visitor exit surveys follow.

"Outstanding!!! Very enjoyable family outing. THANKS!"

"The show is very educational."

"Please do it again. This is great and we are so pleased with the experience."

"As a family we enjoyed it, especially our 4 year old daughter."

"Great event but not enough time to do it all."

"Liked everything. Well organized, great speakers. Had a great time!"

"So much better than last year. Keep it up!!"

"My 4 year old son who is already interested in outdoor activities loved the show, friendly people & exhibits. Gave me props to teach him about stuff. Thank you!"

"Archery and gun instructors were very good and patient!"

"Excellent. Make it bigger and better next year!"

"This was great- can't wait for next year!"

"Best day ever :)"

"I had a great day with my family. We had so much fun on Saturday that we came back on Sunday. I was so excited to try kayaking with my kids. My children had a wonderful time too and we can't wait to come back next year! Thank you!"



VII. APPENDIX A

2011 NJ Wild Outdoor Expo's Participating Organizations (Listed Alphabetically)

Alaska Wilderness League
American Fly Fishing Schools
Arcadia Bird Sanctuary
Association of NJ Rifle & Pistol Clubs / NRA
Barnegat Bay Partnership
Bent Creek Game Farm, LLC
Central Jersey Friends of the NRA
Central Jersey Rifle & Pistol Club
Charles Witmer Fishing Tackle
Conserve Wildlife Foundation of NJ
Cookstown Saltwater Anglers Fishing Club
David F. Gianetto, Author of *The Decoy Artist, America's Last Hunter-Carver*
Deer Heads Unlimited Taxidermy
Deppen Wood Products
Edwin B. Forsythe National Wildlife Refuge
Federation Nation of NJ
Fernbrook Farms Education Center
FishTek Inc.
Flight of the Raptor
Fly Fishing Instruction by Peter Patterson
Freehold Soil Conservation District Soil Tunnel
Gamebutchers LLC
Garden State Black Powder Association
Hawg Trough by J.V. Enterprises
Howling Woods Farm
Hunters Helping the Hungry
Indian Rock Campground
JBMDL Natural Resources
Jenkinson's Aquarium
JerNet Enterprises
John Drulle, MD Memorial Lyme Fund, Inc
Karen Riley – Pine Barrens of NJ Books
Kelly Cole Photographic Arts – Wildlife Photography
Mercer County Wildlife Center
Mom's Food Concessionaires
Monmouth County Park System
Monroe Township's Enviro-Mobile
Navesink Hunting Retriever's Club
NJ Audubon
NJ Bass Federation
NJ Beach Buggy Association
NJ Chapter of the National Wild Turkey Federation
NJ Council of Diving Clubs
NJ Conservation Officers Association

NJ Department of Agriculture
NJDEP AmeriCorps NJ Watershed Ambassador Program
NJDEP Division of Fish and Wildlife
NJDEP Division of Parks and Forestry
NJDEP Environmental Education – NJ Rocks!
NJDEP Forest Fire Service
NJDEP Green Acres Program
NJDEP H2O Home to Outdoors
NJDEP State Park Service
NJDEP State Mosquito Control Commission
NJDEP Water Monitoring and Standards
NJ Gun Dog Hunting Club, LLC
NJ Outdoor Alliance Conservation Foundation
NJ Rescue and Recovery K-9 Unit
NJ SnakeMan
NJ Trackers
NJ Trappers Association
NJ Waterfowlers Association
Ocean County Federation of Sportsmen
Ocean County Mosquito Commission
Ocean County Parks Department
Oceanic Decoys
On A Mission Fishing Adventures LLC
Orienteering Unlimited
Paddlerscove
Reel Time Designs
Round Valley Trout Association
Save the Fishermen Sportswear
Shoot NJ, LLC
Solar Mite Solutions
Somerset County Park Commission
Tasty Kettle Corn
The Nature Conservancy
The Pond Hopper
Traditional Archers of NJ
Traditional Earth Skills
Trail Blazer Camps
Tri State Weimaraner Rescue Inc.
Wild Birds Unlimited
Wolf Visions
Wounded Warrior Project

VIII. APPENDIX B

2011 NJ Wild Outdoor Expo Schedule of Events



New Jersey
WILD
OUTDOOR EXPO
Explore. Experience. Enjoy!

Schedule of Events

Ongoing Activities..... Page 2
Scheduled Activities & Seminars..... Page 3
Expo Site Map..... Page 4
Event Supporters..... Page 4

September 17 and 18, 2011
10 am - 5 pm daily
Colliers Mills Wildlife Management Area
Jackson Township, NJ

Sponsored by:


Hosted by:






New Jersey
WILD
OUTDOOR EXPO
 Explore. Experience. Enjoy!

The Wild Outdoor Expo is a free event designed to build appreciation for New Jersey's bountiful natural resources and to encourage increased participation in outdoor recreation through a unique blend of conservation information, education and hands-on opportunities to learn about and experience a wide range of outdoor skills and activities. Attendees are encouraged to try their hand at fishing, hiking, shooting sports, kayaking, camping skills, wildlife watching and more. This event is hosted by the NJDEP Division of Fish and Wildlife, Parks and Forestry, the Green Acres Program and the Conserve Wildlife Foundation of New Jersey.

ONGOING ACTIVITIES

Please note that all programs, exhibits and activities are subject to change.

Ongoing Activities and Exhibits	Location (see map)
General Information Tent	Main Entrance
New Jersey Department of Environmental Protection Exhibits and Activities	NJDEP Tent
Environmental, Recreation, Wildlife Rehab, and Nature Photography Exhibits and Activities	Environmental Tent
Conservation Exhibits and Decoy Carving Demos	Conservation Tent
WILD Crafts for Kids	Conservation Tent
Additional Environmental, Conservation and Recreation Exhibits	Exhibitor Area
Historical Encampment and Re-enactment	Historical Encampment
Forestry Stewardship Demonstrations (Seedling Potting on 9/18)	Tree ID Walks and Sawmill
NJ Forest Fire Service's Tracks Dogs and Smokey Bear	NJDEP Tent
Hunting & Fishing Regulations Q&A with NJ Conservation Officers	NJDEP Tent
"Open House" Family Campsite: Camping & Cooking Demos at 11 am, 1 pm, 3:30 pm	"Open House" Campsite
Mobile Aquarium and Fishing Demos at 11 am, 12 pm, 2 pm, 3 pm	Fish Tank
Kiddle Fishing Tank: (Ages 4-7)	Kiddle Tank
Kids Fishing: (Ages 8-16) 10:30 am-4:30 pm. Register at Kids Fishing Area.	Kids Fishing Area
Fly Fishing Instruction & Demos: Sessions run for 45 minutes from 10 am to 4:45 pm. Register at fly casting station.	Casting Area
NJ Bass Federation Casting Instruction	Casting Area
Inflatable Soil Tunnel	Soil Tunnel
Rock Climbing (\$3 fee per climb)	Climbing Wall
Kayaking for Beginners: (Ages 12+) Sessions last 2 hours and begin at 10:15 am, 1:00 pm, 3:00 pm. Registration required at Kayak Workshop Area. Appropriate attire is encouraged.	Kayak Workshops Area
Howling Woods Animal Rescue & NJ Rescue and Recovery Canine Missing Person Search	Howling Woods/Rescue Dog
"Build a Bat House" Workshops at 11 am and 1:30 pm (\$5 fee to build a bat house)	Conservation Tent
Outdoor Supply Flea Market	Commercial Vendor Area
Food Vendors and Picnic Area	Picnic Area
Archery Fun-Shoot & Traditional Archery Skills	Shooting Range
Introduction to Archery, Shotgun and .22 Rifle Ranges (Ages 10+)	Shooting Range, .22 Range
3-D Archery Range (Ages 10+ with an adult) Users must provide their own equipment.	3-D Archery Range
Hunter Education Classes start at 8:00 AM. Must pre-register at www.wildlifelicenses.com/nj/	Hunter Education Tent

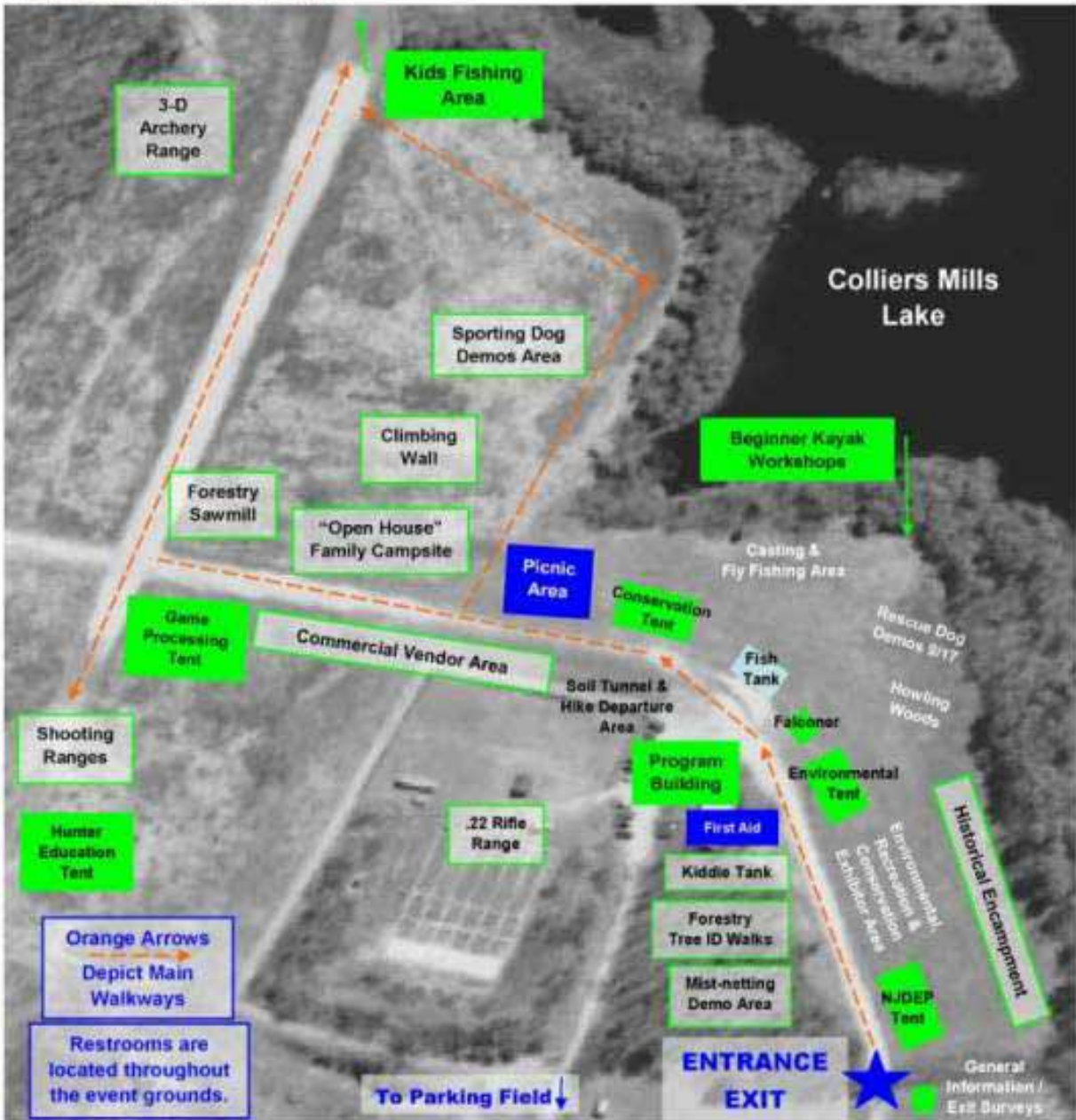
SCHEDULED ACTIVITIES, SEMINARS & DEMOS

Time	Activity or Seminar	Location (see map)	
10 AM	10:15 - 10:45	"Backpacking Basics" Program	Program Building
	10:15	NJ Trackers Deer Tracking Dog Demo	Sporting Dog Demos Area
	10:15	Songbird Mist-Netting Demo	Mist-Netting Demo Area
	10:30	Beginner Birding Walks	Depart at Mist-Netting Demo Area
	10:30	Orienteering Treasure Hunt (\$3 fee for a map, \$1 for extra group maps)	Environmental Tent
	10:45	Wildlife Research! Scat Detection Dog Demo	Sporting Dog Demos Area
11 AM	11:00	Archery Trick Shooting Show by Chris Hurt - SATURDAY ONLY	In 22 Rifle Range
	11:00 - 11:45	The true story of old-time waterfowlers & legendary decoy carvers from Author of <i>The Decoy Artist, America's Last Hunter-Carver</i>	Program Building
	11:00	Hunting Dog Water Retrieving Demo	Sporting Dog Demos Area
	11:30	Orienteering Treasure Hunt (\$3 fee for a map, \$1 for extra group maps)	Environmental Tent
	11:30	Tree Identification Walks	Forestry Tree ID Walks
	11:30	Fernbrook Farms: Beginner Compass Reading Course for Kids	Environmental Tent
	11:30	NJ K-9 Search and Rescue Missing Person Demos - SATURDAY ONLY	Rescue Dog Demo Area
	11:45	Songbird Mist-Netting Demo	Mist-Netting Demo Area
12 PM	12:00	Beginner Birding Walks	Depart at Mist-Netting Demo Area
	12:00	Walk on the WILD Side Conservation Education Hike	Hike Departure Area
	12:00 - 12:45	Dispelling the Myth of the Big Bad Wolf	Program Building
	12:30	"Animal Tracking" Walk - SATURDAY ONLY	Hike Departure Area
	12:30	Wildlife Research! Scat Detection Dog Demo	Sporting Dog Demos Area
1 PM	1:00 - 1:45	"Snakes of NJ" Program with LIVE REPTILES	Program Building
	1:00	Hunting Dog Water Retrieving Demos	Sporting Dog Demos Area
	1:00	Turkey Calling/Hunting Demos by NJ Chapter of the NWTF	NWTF Booth in Exhibitor Area
	1:00 - 1:45	Gamebutcher's Deer Processing Demo - SATURDAY ONLY	Game Processing Tent
	1:00 - 1:45	NJ Trappers Fur Handling Demo - SUNDAY ONLY	Game Processing Tent
	1:30	Tree Identification Walks	Forestry Tree ID Walks
	1:30	Orienteering Treasure Hunt (\$3 fee for a map, \$1 for extra group maps)	Environmental Tent
	1:30 - 2:30	Carve a Mini Duck Decoy - Open to first 20 children with parents	Conservation Tent - Crafts Table
2 PM	2:00	Archery Trick Shooting Show by Chris Hurt - SATURDAY ONLY	In 22 Rifle Range
	2:00	NJ Trackers Deer Tracking Dog Demo	Sporting Dog Demos Area
	2:00 - 2:30	"Kayak Fishing in NJ's Lakes" Program	Program Building
	2:00	Flight of the Raptor Program	Falconer Tent
	2:30	Orienteering Treasure Hunt (\$3 fee for a map, \$1 for extra group maps)	Environmental Tent
	2:30 - 3:30	Flying WILD Activities for Kids	Program Building
	2:30	Beginner Birding Walks	Depart at Mist-Netting Demo Area
	2:30	NJ K-9 Search and Rescue Missing Person Demos - SATURDAY ONLY	Rescue Dog Demo Area
3 PM	3:00	Hunting Dog Water Retrieving Demos	Sporting Dog Demos Area
	3:00	Fernbrook Farms: Beginner Compass Reading Course for Kids	Environmental Tent
	3:00 - 3:30	A Day in the Life of a NJ Conservation Officer	NJDEP Tent - CO Exhibit
	3:30 - 4:30	"NJ's Bald Eagle Project" on SATURDAY, "Bats of NJ" on SUNDAY	Program Building
4 PM	4:00	Turkey Calling/Hunting Demos by NJ Chapter of the NWTF	NWTF Booth in Exhibitor Area
	4:00	Flight of the Raptor Program	Falconer Tent

Please complete an Exit Survey as you leave the Outdoor Expo so the hosts can gather information to improve this event. Exit surveys are available by the General Information tent.

*NJ WILD OUTDOOR EXPO
 SITE MAP*

*This is a representational map.
 It is not to scale and it is subject to change.*



Event Supporters: Freedom Fest State Fair, Inc., Monmouth County Park System, Paddlerscove, People Papers, Six Flags Great Adventure, Solar Mite Solutions, Traditional Archers of New Jersey, Union-Green.com, U.S. Fish and Wildlife Service's Wildlife Restoration Program

IX. APPENDIX C - 2011 Visitor Exit Survey Instrument

2011 NJ WILD OUTDOOR EXPO EXIT SURVEY

"Hi! I'm helping the NJ Division of Fish and Wildlife gather information that will help improve this event. Would you mind answering a few questions as you're walking to the parking lot?"

1. Interviewer _____ 2. Time: 11 12 1 2 3 4 5 3. Day (circle): Sat / Sun
4. Gender of individual over 18 (circle): Male / Female 5. Participate in survey (circle): Yes No
6. How many people came in your vehicle? 1 2 3 4 5 6+
7. How many are aged 16 or younger? 0 1 2 3 4 5 6+
8. Was this the first time you've been to the NJ Wild Outdoor Expo? (Y N)
9. How did you find out about the Expo? (Do not read - Circle all that apply)
- Newspaper (name) _____ Organization website (NJDEP/CWF)
- Sign/Poster/Flyer (location) _____ Other website (name) _____
- Club or organization (name) _____ Email from Division of Fish & Wildlife
- Word-of-mouth (you were told of the Expo) Postcard
10. Do you consider yourself a resident of an (circle response) **URBAN** **SUBURBAN** or **RURAL** area?
11. What is the zip code where you live? _____
12. What year were you born? 19 _____
13. What is your ethnicity? (do not read - circle what they indicate)
- Caucasian** **Hispanic** **Native American** **African American** **Asian** **Mixed** **Other**
14. Please rate your overall satisfaction with attending the EXPO: (1=Poor) 1 2 3 4 5 (5=Excellent)
15. What was your favorite activity at Expo? _____
16. At the expo did you attempt or learn enough to be interested in attempting any outdoor activity you have never done? (Y N)
17. At the expo did you personally attempt shotgun shooting? (Y N) If yes, was it the first time? (Y N)
18. At the expo did you personally attempt archery? (Y N) If yes, was it the first time? (Y N)
19. List any outdoor activities that were not at the Expo that you would have liked to see. _____
20. Please rate your current level of outdoor recreation as (circle response) **None** **Low** **Moderate** **Extensive**
21. Were you raised in a family that hunted (Y N) fished (Y N) did things together outdoors (Y N)
22. Did you grow up with friends who hunted (Y N) fished (Y N) did things together outdoors (Y N)
23. Do you currently have a 2011 fishing license (Y N) hunting license (Y N)
24. Prior to 2011, did you ever have a fishing license (Y N) hunting license (Y N)
25. In the future would you like to have a fishing license (Y N) hunting license (Y N)
- Using a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree please rate your level of agreement with these statements*
26. Attending Expo gave me information or motivation to increase my participation in outdoor activities 1 2 3 4 5
27. Attending Expo gave me information or motivation to participate in new outdoor activities 1 2 3 4 5
28. All people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation 1 2 3 4 5
29. I support all forms of outdoor recreation, including those I would not or could not do myself 1 2 3 4 5
30. Would you like the NJ DEP Division of Fish and Wildlife to provide you with more information about fishing / hunting / wildlife viewing in NJ? (circle which one) If so, would you provide email or mailing address? (write on line below)
-
31. Include any additional written comments on the back.

Thank you for participating and have a nice day.

X. APPENDIX D

2011 Exhibitor and Volunteer Questionnaire and Sample Responses

All of the Expo exhibitors, presenters, vendors and volunteers were e-mailed a brief questionnaire after the event. The questionnaire and sample responses are listed below.

Questionnaire

Expo Exhibitors & Vendors/Volunteers,

The 2011 NJ WILD Outdoor Expo drew 4,955 visitors to the Colliers Mills Wildlife Management Area to learn about and experience a wide array of outdoor activities available within our state. Together with exhibitors and vendors, more than 5,300 people participated in this very successful and much-acclaimed event. A 10-year old participant declared, "This is the best day I ever had!" I hope that you felt like the Expo was a worthwhile experience for your organization.

The Expo hosts are considering holding this event again next year at the Colliers Mills WMA and we'd like to make it even better for all participating organizations and the public. I'd appreciate it if you'd take a moment to send me your comments and responses to the following questions.

1. Did you feel that participating in the Expo was a worthwhile experience? Why or why not?
2. Would you be interested in participating in the Expo again next year?
3. What were the best and worst parts about participating in the Expo?
4. How can we improve the event for participating organizations/volunteers and the public?

I sincerely hope that you will be able to participate in next year's Expo. I'll send out a save the date e-mail when a date is selected. Thank you again for all of your support, which makes this exciting educational and experiential opportunity possible for our state's residents. -Michelle

Highlights of Exhibitors, Presenters and Vendors Responses

Question 1.

Yes, it helps us get our message out in a non-intimidating way while everyone is having fun.
It was very worthwhile. It was the perfect demographic for us: families who were passionate about the outdoors.
The expo was a great time. We talked to a lot of people walking through and feel we educated some of them. The other vendors and participants were fun to talk to and knowledgeable. Very, very worthwhile to work.
Yes! The NJOA-CF got a lot of exposure and we found that there are still many sports people who don't know about us and what we have achieved in less than four years.
Yes, this has been my second year participating in the Expo. I had met people with the same interests in the outdoors and that I was able to develop a new customer base thru my display at the expo. This was a great experience for all that enjoy the outdoors and the wildlife experience.
Yes, we got to meet a lot of new people. It was a great opportunity not only for On A Mission

Fishing, but Cookstown Anglers to get our names out to the public. On A Mission Fishing began receiving calls the next day!
Yes. Our goal is to educate the public and eliminate fear and we get to reach many, many people that might otherwise never hear our message. Also, we almost always have a number of follow-ups for private parties which makes the expo; likewise, a good marketing opportunity for us.
Yes, we had a good time at the expo and I feel that our organization benefited from the 2 days that we where their a lot of people didn't know about us and what we do and they where very interested in what we do I feel this was a plus.
For us being there is the best way we can get exposure to the public. This is the best way to get new members to join our youth and adult clubs, and to expose Bass Fishing to the public.
The Expo was fantastic, many people interested in wildlife and the outdoors.
Participating was definitely a worthwhile experience. Aside from working at our table, I learned a lot from the tables set up around us. I also liked that all of the guests at the Expo were already interested in the out doors, so I got to talk to a lot of fun and interesting people. Most of the people I spoke with had already been to our aquarium. However, there was a large amount of people who had never been there and were very excited to learn about it.
It was real good to show visitors what the encampment is about and how our forefathers lived in the past. It was also good advertising for the club and plus, we made a few bucks to offset the costs of doing educational events like this.
It was a very worthwhile experience because of the number of people we spoke with and the value of*making sportsmen and families aware of tick borne illnesses and their consequences along with prevention education was great.* We can always gauge our impact by the activity on our website because we give out business cards with the website address instead of wasting resources and time with paper materials.* I can tell you the response was quite high for an event such as this and our staff feels that they spoke with a great many people on site.
Yes, the event was a worthwhile experience because it drew a broad range of people, lots of kids, scouts, families and generally outdoor oriented people with is great for an environmental education center on a farm to publicize to.
Yes, I felt that being part of the EXPO was worthwhile because it gave the public a chance to see what the DEP does for them each and every day.
Yes, I feel it was worthwhile. We were able to hand out informational materials and talk with people who were not familiar with our programs.

Question 2.

Yes, we participate in several shows per year. The more participation that occurs, the larger it will grow. We would love to be invited back.
Absolutely! We would also love to participate in any other similar events through the year as well in other parts of the state.
Definitely
JBMDL would be more than happy to participate next year. We don't know year to year who will be here but I am sure anyone here would enjoy it.
Yes, I would like to participate in the expo next year and that you could consider me as I will be there again next year.
Absolutely! We would do twice a year.
Absolutely! We can't wait to do it again!*
Yes we would like to be ask back next year
We would love to be able to participate again next year.
Absolutely
Yes I would be interested in participating in the Expo again next year! It was a fun weekend!
Yes, we'd love to do this again next year. We had a great time.
We definitely would like to participate in this event again if it is held next year.
We will definitely be willing to attend next year.
Yes, we would be very interested in participating next year and now that we have more understanding of the overall feel of the event, we'd do a better job at planning a more in-depth activity to contribute to the schedule.

Yes, I will participate in next year's EXPO.

Question 3.

Best: met people that did not already know about our organization and will become supporters. There were people who lived nearby and did not even know that area existed at all. Worst: People moving between tables were knocking things off the table with each pass. Strollers were especially difficult. It was also difficult for some vendors to watch their inventory.
The best part was talking to the people we wanted to talk to. The worst part was finding out about the event only a few weeks before.
Loved that it was spaced out, a few suggestions would be to have more of a variety of food vendors (prices were somewhat expensive too) and more garbage cans around the space. Overall the event was very well organized with helpful attendants and plenty of room to move around. Parking was easy, both getting in and getting out was a breeze.
The best part was the kids enjoying themselves. You could use a coffee & donut set up especially for the AM hours.
There would be no worse part in the expo. The overall experience with interacting with visitors, merchants and display tables were a worthwhile experience for all of the people that share the same experience with the wildlife.
Best part was the atmosphere, you had a friendly professional staff which makes all the difference at functions like this. Worst part, placement of our tents on an incline.
We loved that it was so close to home, the cost was just right and the fact that an "outdoor" expo was held "OUTSIDE" was fantastic! The hours are just right, not too long, not too short, not too early and not too late. Very well organized.
Best - The people, the F&W people are great, very accommodating, willing to help, etc. The patrons are all very enthusiastic and engaged which makes our job easy. Worst - This year was probably the wind, but nothing anyone can do about that. Table size, we had too many animals and too many people at our booth to accommodate them all in the space we were allotted, which is a good problem really, but next year we'll probably ask for two tables if possible.
There was nothing that we seen that was bad, The good part was all the Exhibitors and Vendors where close by one another
For the people that helped us the best thing is seeing a young kid learning to be able to make a cast and have it land on the target. Nothing beats that smile on there face. The worst part was not being able to get there till Sunday.
Best part was meeting and talking to all the people in attendance, many did not know many facts about the wolf. Worst part - not enough food or coffee
Best part was the number of people we were able to reach. Also, the organization that went into the event made things run very smoothly. The location is an excellent venue, with plenty of room and parking. Great idea to have it there again next year.
The best part about the Expo was the atmosphere. I loved that everyone who went had a common interest in nature, so everyone was very friendly toward one another. It was also a very laid back atmosphere which I liked very much. In addition, the impression that it gave off was that it was simply an event to help people learn more about nature, rather than a money-making scheme (like so many outdoor festivals are). The worst part about participating was probably the lack of real bathrooms (although on the second day I found one!).
The best part was camping with my friends and putting on a good event for the public to see and be involved in. There wasn't really a bad part. If you advertised this more, you'd get more visitors and more vendors. More food vendors would add to it also. I loved the falconer that was there. Her birds were magnificent. The huge fish tank truck was great as well. And the butterfly and moth collection was awesome. We didn't get away from the encampment much but I did once. It was a real good weekend. The mosquitoes were bad.in the evening. You really have to spray up.
The best parts were the diversity of environmental and sportsmen exhibitors and the layout was very efficient and the public was attentive and had many great questions for us.
The best part was that the attending public was exactly the target audience for publicizing our programs and events. As far as the worst part, the only thing that comes to mind was the challenge in staffing our table at a time when we are busy organizing our own event the following

weekend

Question 4.

I have no suggestions.
Other than expanding the food choices the event was great.
Most events that I attend that use a "big top tent" have all the exhibitors set up in the center like an Island and the visitors walk around the island. Congrats to all the Division people who worked so hard on this Expo. Job well done!
I thought the whole layout was great and I can not think of anything that would make the event any more enjoyable! The event of this year's location was great and the people that were part of the event made enjoyable.
Some ideas to draw more people, NJ Firefighting helicopter (in Andover I think) NJ Guard Rescue Helicopters (Trenton) on display maybe even a demo with a bambi bucket. Live music. Farm equipment, tractors, plows, combines all goes with soil conservation and environmental issues (NJ is the Garden State). If SHOOT NJ can be of any assistance please contact us. You have a wonderful vehicle to bring the outdoors to "city folk" moving to NJ and those that are clueless as to what NJ has to offer.
More advertisement or bigger signage. A coffee vendor would be a great hit, if you stick with Collier's Mills maybe Dunkin Donuts (Cream Ridge) would be interested in taking part. We definitely thought this years location was much better than 2010. Everything seemed to flow better without too many huge gaps in between. Not only did we think this, but we heard this from vendors and attendees that had been to the expo last year as well.
I think a better program handout would be beneficial to everyone.
WELL-ORGANIZED EVENT You did a fantastic job!!
We feel everything was very good and we had enough room for our display
From what I saw from where we were there was not much more you need to do. The groups around us were very accommodating to each other. it was easy to work with everyone there. Being next to the Bass Tub is the best spot for us to do what we do. After he does his demonstration at the tank we were able to show the tackle and casting one on one. That was good for him and us, and more so for the people that stopped by.
More food vendors especially breakfast. I thought the entire Expo was well worth it, there were many types of vendors available for every type of person.
My only suggestion would be to have food vendors whose prices are more reasonable. As I see it, the Expo is already a great event, so it is hard to imagine what could be done to improve it.
If you could add an Indian (Native American) pow-wow to this, it would be a bigger event and sound cool to. I guess we could've had better water near the gate for the camp to use. Also there wasn't any way for us to get ice. Maybe if there was an ice machine to use (at the shop?) or if there was an ice delivery on Saturday. Not sure what choices there'll be for the water and ice. But, we have no complaints.
The only improvement in my mind would be that there be a better PA system because announcements were inaudible and we were in the tent right across from the table.* The attendance is always dependent on what else is going on in the area and family commitments but I think the two day format should be kept as is.
More food options, healthier food, trying to add a few new exhibitors each year, more nature crafts, birdhouses, eco-products for sale; musical entertainment (a few bluegrass bands, kids bands, nature puppet shows); add a few larger signs or publicity to new places each year to build the event; woodsman's competition :)
I thought the schedule and map were really helpful. I think some vegetarian/healthier food options would be good. Otherwise, I can't think of any improvements. Great job!

Highlights of Volunteer Responses

Question 1.

Extremely worthwhile. I was located in the Kids Crafts section and really enjoyed helping the kids

make their bird nests and bear on a stick. It was a lot of fun and a joy to see the kids so proud of what they made with their own hands and not from a computer!!!
YES!! Not only did I find a new, conveniently located place for recreation (as did many others), but it was a great feeling to help people connect with "classic" outdoor activities.
It was a wonderful experience to see so many kids and adults enjoys themselves. This can be one of NJ's biggest highlights to promote itself.
yes, met some really nice people , and from what i saw of the event it was very educational* and fun.
Yes, very much so. This was my first event participating and found it to be different than expected.
The event itself was very enjoyable and I plan on bringing my grand kids next year.*There were enough activities that interested people with diverse experiences from city dwellers in the field for the first time to dedicated birdwatchers. Everyone seemed to have a great time.
I did feel participating in the expo was a great experience for a number of reason. I got to interact with people who enjoy and care about our environment as I do. I learned some interesting facts about the environment and shared some things I did know with others. It also gave me an opportunity to give back with my personally time and effort, not always take as so many of us do.

Question 2.

Absolutely positively yes
Heck Yeah!! I hope to have a greater role and participate on both days. I did tell friends and family (and FaceBook) of this event but not soon enough! I didn't put forth enough personal marketing effort.
YES!
YES
Yes, definitely would.
I would be happy to volunteer again next year and also for any other activity that I could help with.
I would definitely be interested in the expo next year.

Question 3.

BEST: I totally enjoyed what I was helping out with WORST: I didn't like the bear skins in the corner of our tent which seemed to be focused on saving animals in their natural habitat.
The novelty was the best part: The fish tank, kayaking some place new, seeing a bird dog in action, seeing fire arms being treated with respect instead of demonization, learning to cast, vendors selling natural products. The worst part was that I didn't come on both days.
Best - Hearing all the people talk about the event as they were filling out the survey.
this was my first , so I REALLY DID NOT SEE MANY ISSUES.
Best part was seeing small children having a good time doing things that they wouldn't normally do, such as fishing, archery, and just walking around taking in the sights. Worst part I guess is that it could have been a little more organized for the volunteers. Having hats or t shirts with " Wildlife Volunteer" on it would have provided the public with the ability to identify event volunteers from the general public.
Sorry for not responding before now but I had a lot on my plate lately.*We were pretty busy soliciting exit surveys and could have used more help. We did not get a break during the 3 hour time slot, Maybe increasing the work hours and adding more volunteers would allow for a sustained data collection effort with some break time. I found that most people were very willing to complete a survey. I hope you obtained the necessary numbers.
The best part was getting outdoors for the day, visiting a place I have never been before and meeting new people. It was also great feeling for visitor to thank you for a job well done. At first I said to myself, I had nothing to do with all this. Then I began to relies that the fact that I was there doing what I was doing made me apart of it all. There really was no worst thing for me. It was what I expect and a bit more.

Question 4.

Have more materials available to build the bat houses. I think they ended up turning people

away.
No input, although I should have brought my bicycle for post-event exploration. Maybe include mountain biking activities?
More volunteers and shifts of 3-4 hours. Expand Saturday only events to include Sunday as well.
I would have like to have been given a volunteer badge with my name so I could respond to the other volunteer by there name, im* old and have a hard time with names.
Having a small tent or tables available for the volunteers to take a break or eat lunch away from their event area is a good idea. Maybe even provide coffee?? For the public, some more signage - the larger fishing pond area was on the map but we still got questions from people as to where it was exactly.
What can we do to improve. Maybe have some coffee and bun for the volunteers. and have a concession that sold coffee and such to visitors. Probably a few more food vendors would be helpful. The vendors that were there actually did a very good job for the amount of people they were dealing with. and I thought their price were fair. OVER ALL I THOUGHT IT WAS A VERY WORTHWHILE AND SUCCESSFUL EVENT!