

New Jersey

WILD



OUTDOOR EXPO

Explore. Experience. Enjoy!

VISITOR EXIT SURVEY RESULTS

2016

HIGHLIGHTS

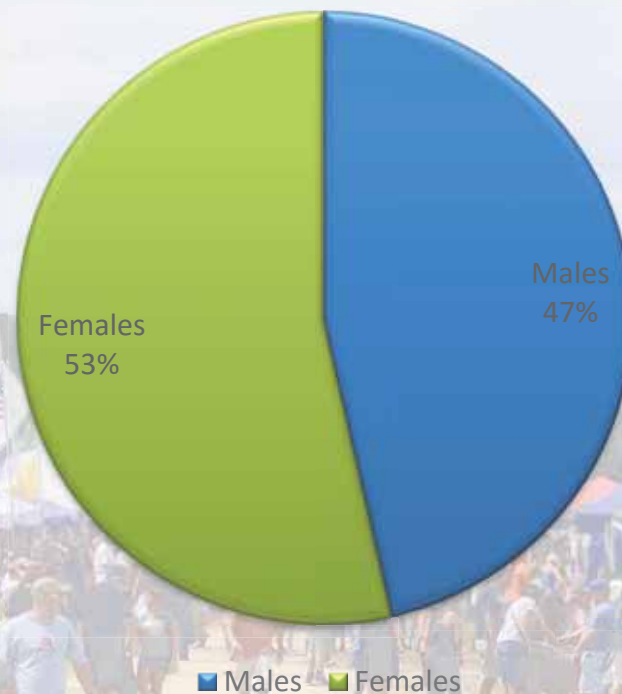
Exit Survey Results

- ~7,000 people attended (public, staff, volunteers, exhibitors, presenters, vendors.)
- Interviewers obtained 430 completed or partially completed exit surveys from respondents.
- Overall survey response rate was approximately 7%.



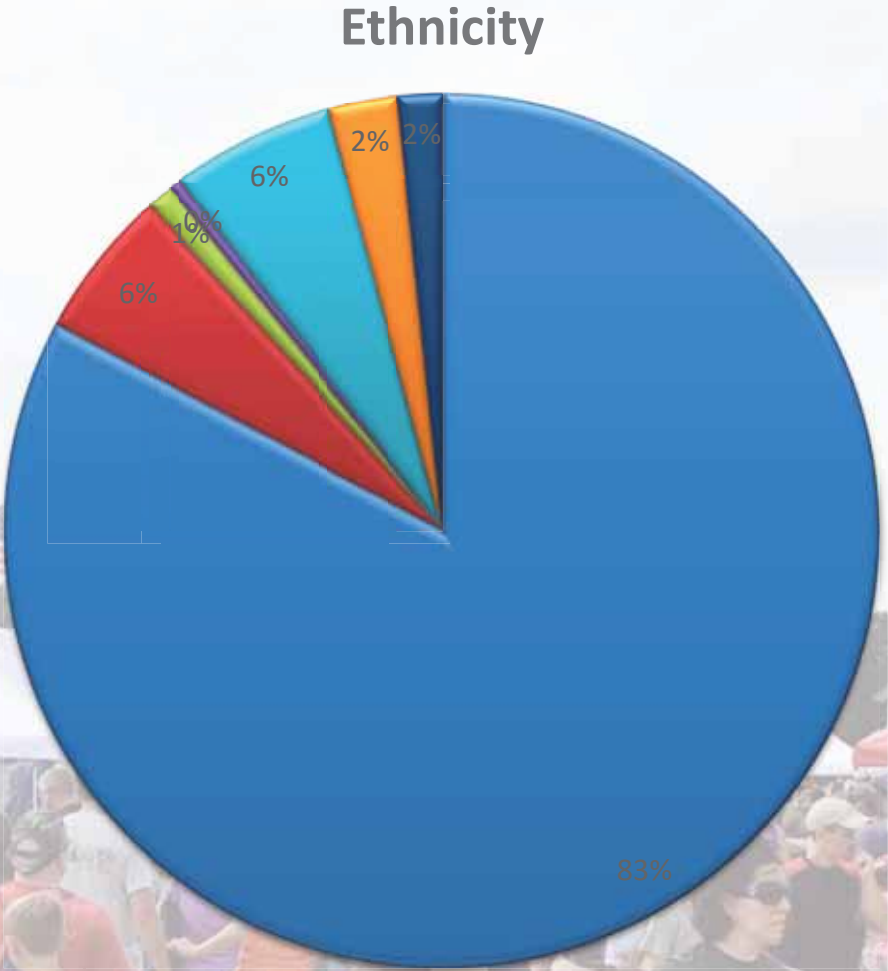
Respondent Demographics

Gender of individual more than 18 years old



- Attendance was 53% female and 47% male.

Distribution of respondents ethnicity

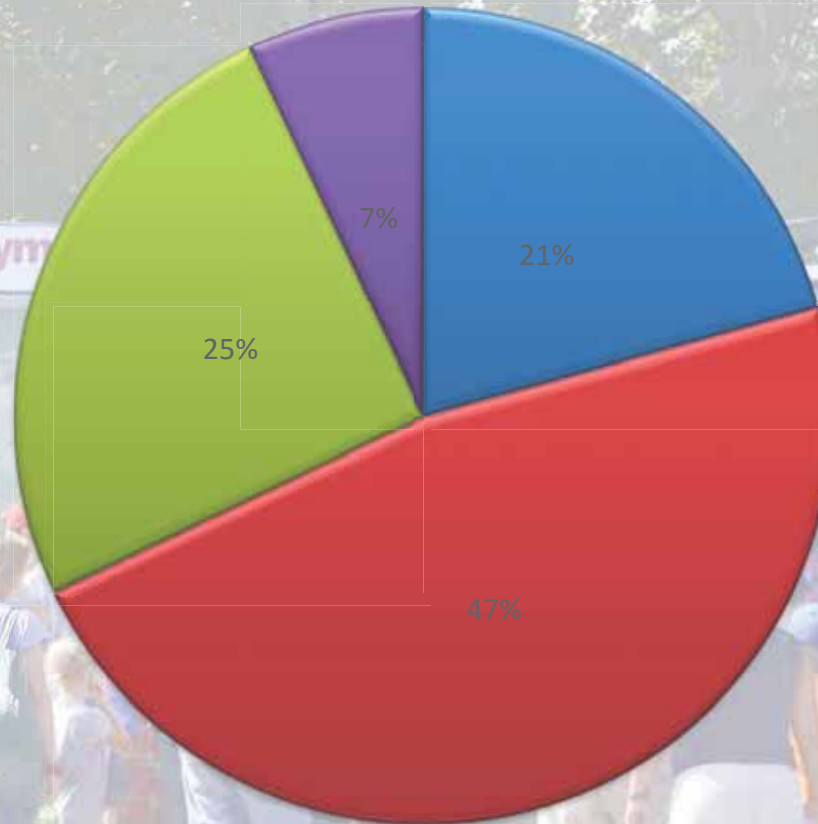


■ Caucasian ■ Hispanic ■ Native American ■ African American ■ Asian ■ Mixed ■ Other

The majority of survey respondents were females and Caucasians between the ages of 36 and 50 years old.

Distribution of respondents age

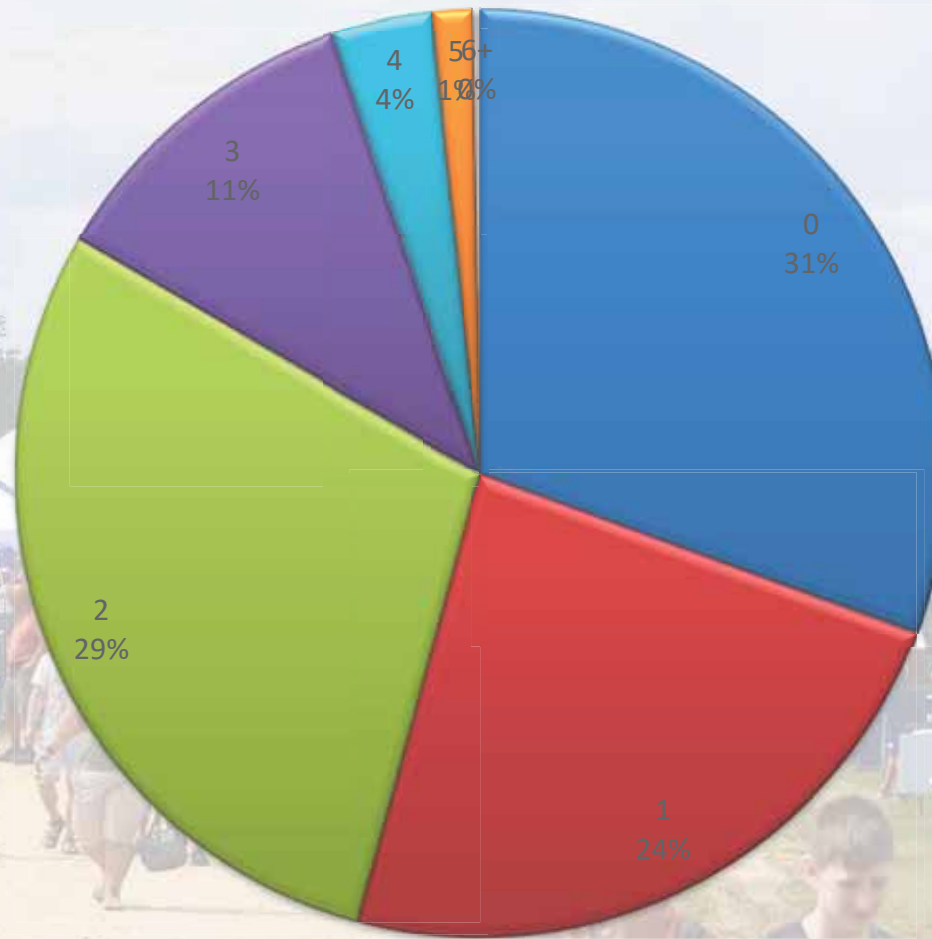
What year were you born



■ 18-35 ■ 36-50 ■ 51-65 ■ 66+

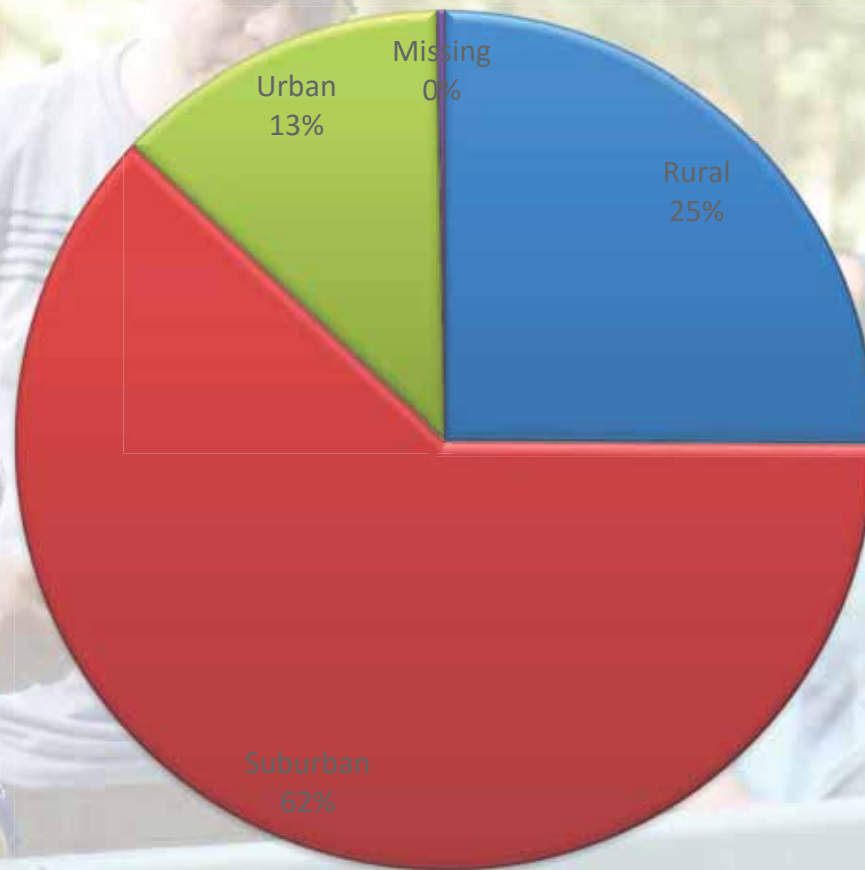
- Nearly 70% of respondents had one or more people in their group who were aged 18 or younger.

How many people in your vehicle are aged 18 or younger?



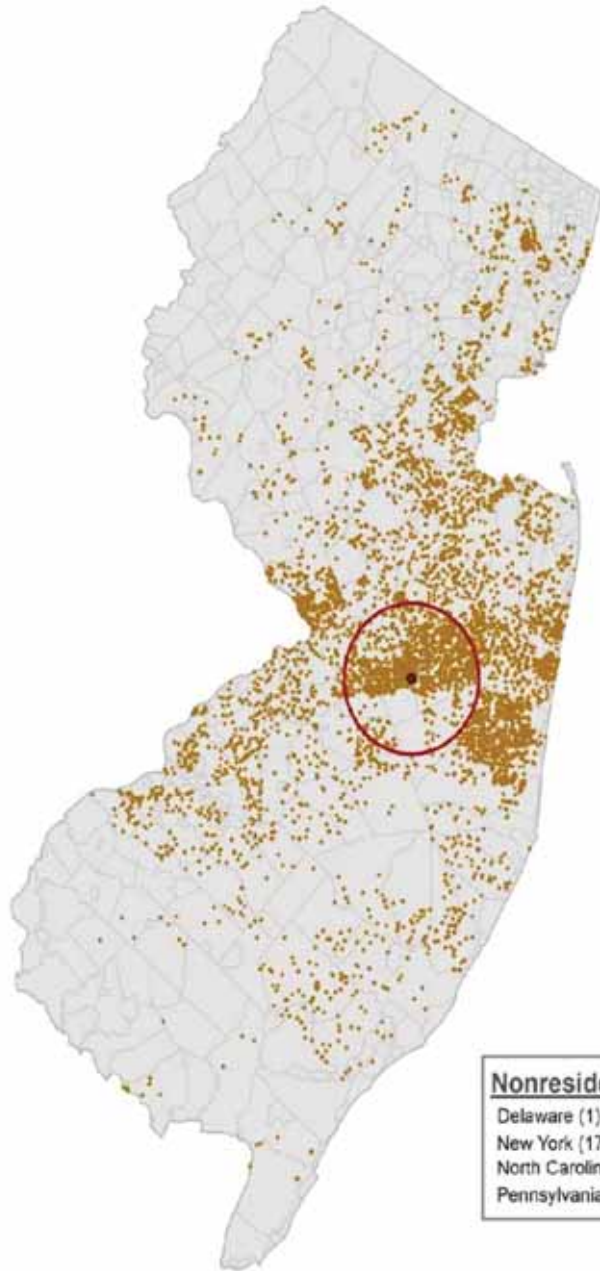
0 1 2 3 4 5 6+

- Respondents were asked if they considered themselves to be residents of an urban, suburban or rural area. The majority considered themselves residents of suburban areas.



■ Rural ■ Suburban ■ Urban ■ Missing

2015 Outdoor Expo Visitors by Zip Code



Nonresidents
Delaware (1)
New York (17)
North Carolina (1)
Pennsylvania (44)

2016 Outdoor Expo Visitors by Zip Code



Nonresidents
Georgia (1)
New York (8)
Pennsylvania (7)
Texas (1)
Virginia (1)

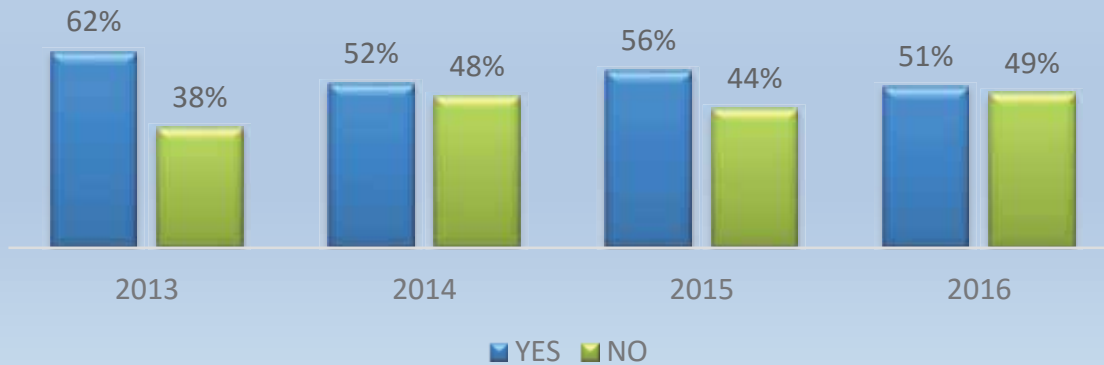


Respondent first time attendance at the Expo.



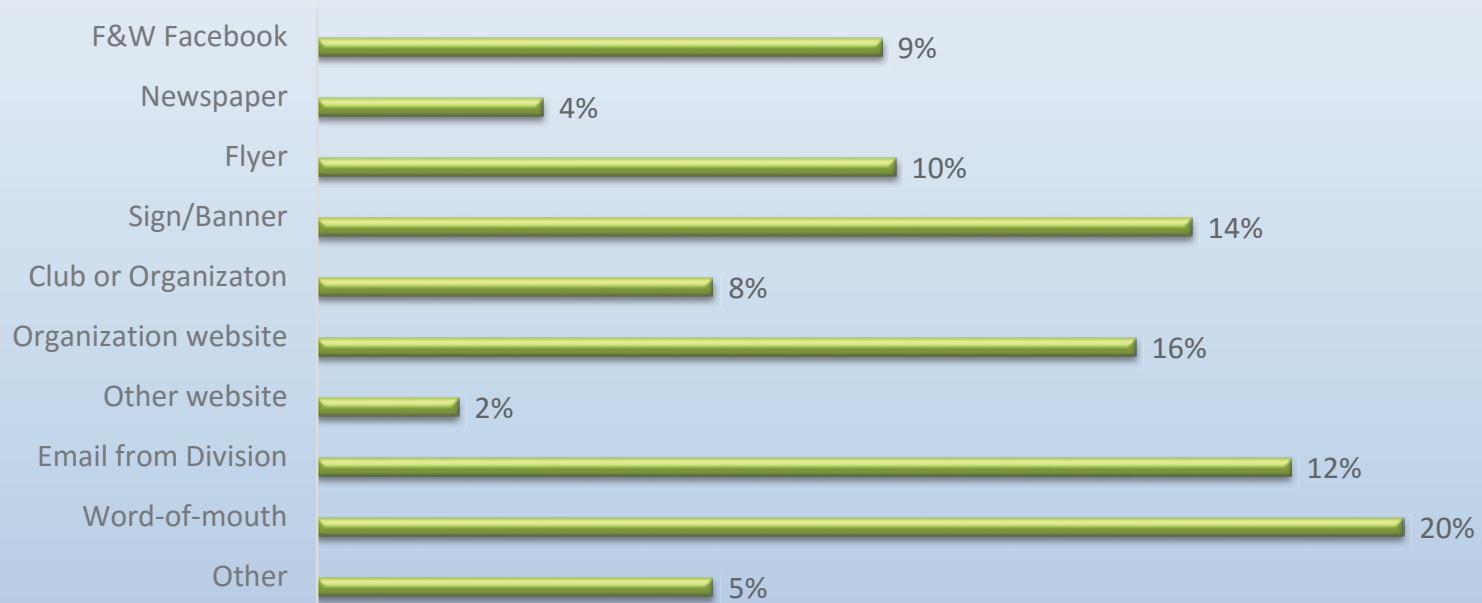
■ YES ■ NO

Respondent first time attendance at the Expo.



Information about the Expo

How did you hear about the Expo?



The most common sources of Expo information were word-of-mouth, e-mails from NJ Division of Fish & Wildlife, host organizations' websites, Expo signs or banners, various clubs or organizations and the Fish and Wildlife Facebook page.

Visitor Satisfaction



In 2016, 66% rated their satisfaction level as #5 for excellent, followed by 32% selecting #4.

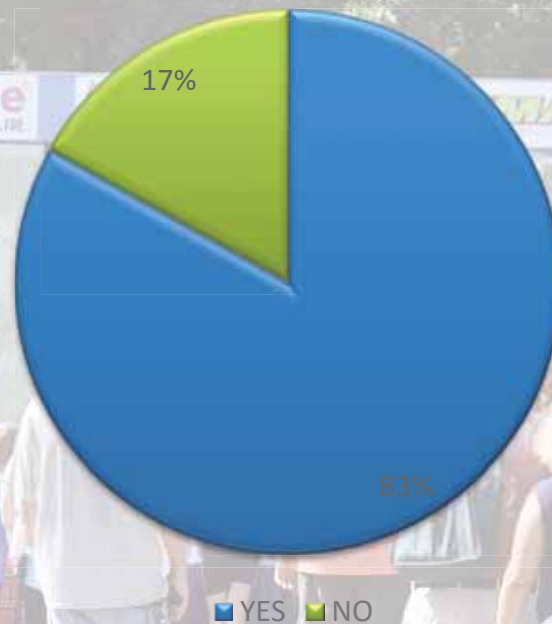


The most popular activities enjoyed at the Expo were “shooting,” “fishing,” “archery”, “kayaking” and “everything”.



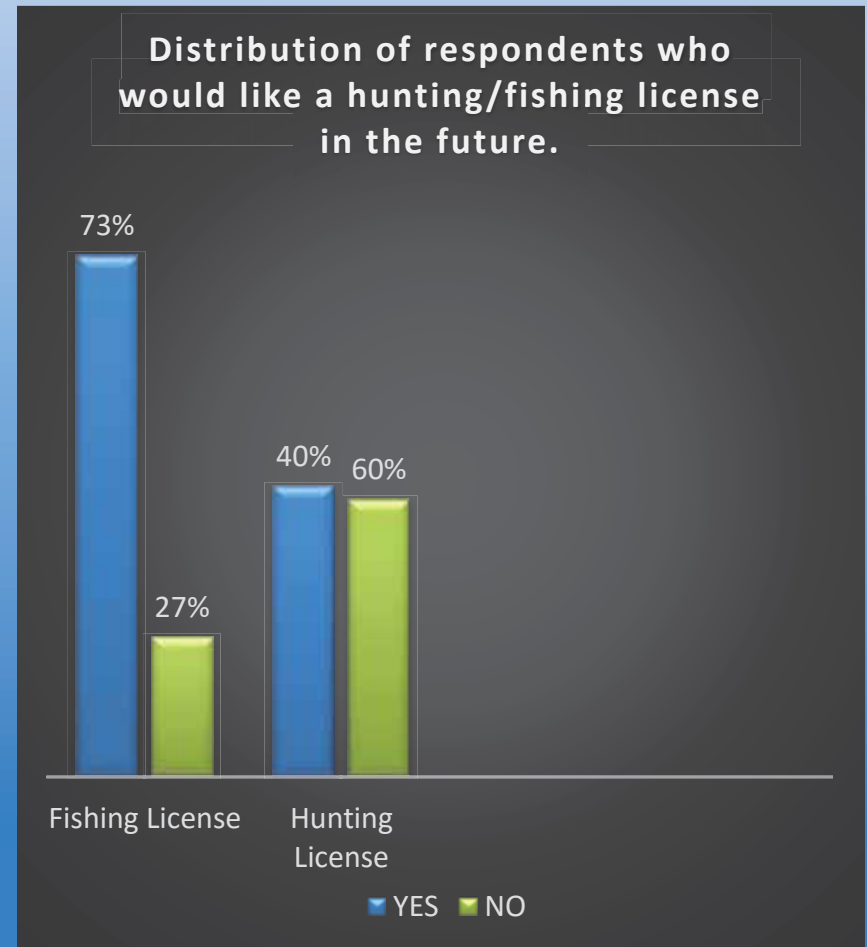
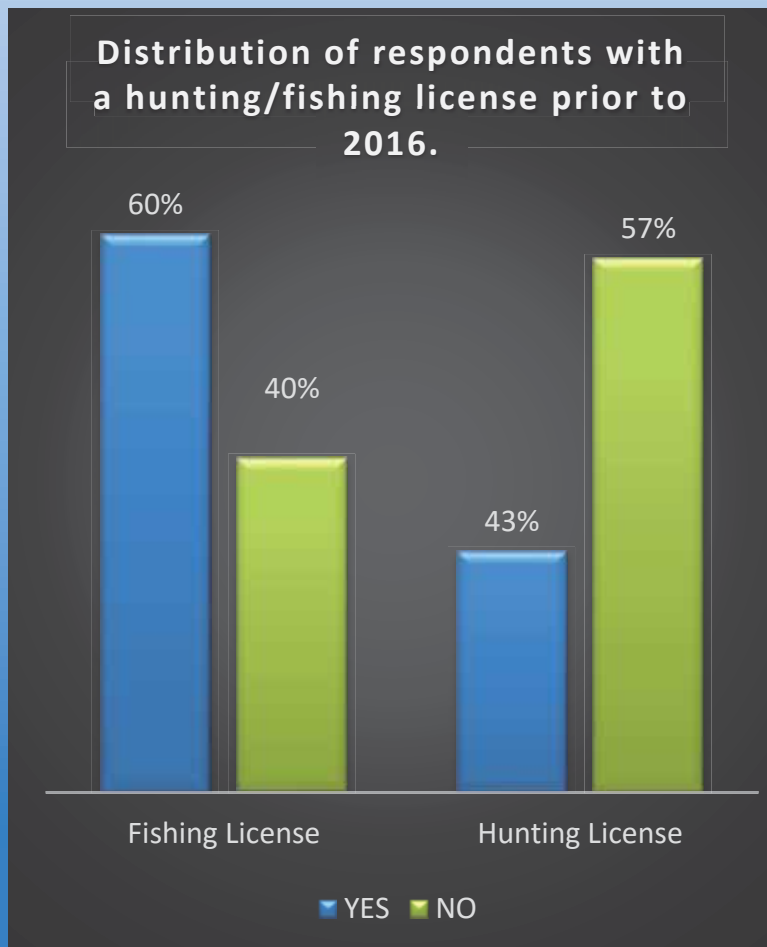
Recruitment and Retention

Did you attempt or learn enough to be interested in attempting an outdoor activity you have never done?



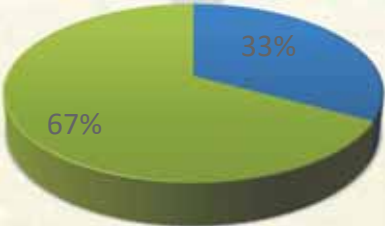
- 83% of respondents generated an interest in attempting a new outdoor activity.

Respondents were asked if prior to 2016 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.



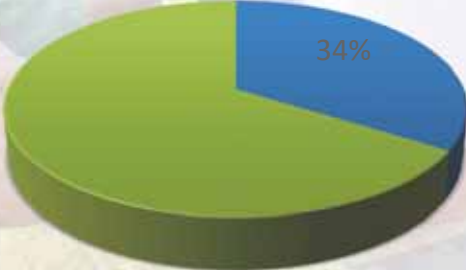
Respondents were asked if they personally attempted shotgun shooting and if so, was it the first time. Of those that attempted shooting, 33% were new shooters. (2015: 38%; 2014: 34% were new shooters.)

At the Expo, did you personally attempt shooting shotgun?



■ YES ■ NO

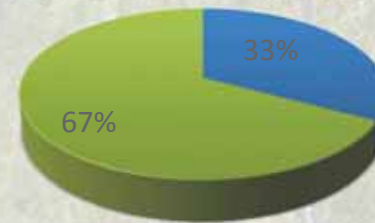
If yes, was it your first time?



■ YES ■ NO

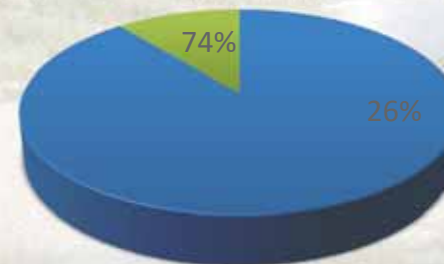
Respondents were asked if they personally attempted archery and if so, was it the first time. Of those that attempted archery, 26% participated for the first time. (2015: 38%; 2014: 32% were new to archery.)

At the Expo, did you personally attempt archery?



■ YES ■ NO

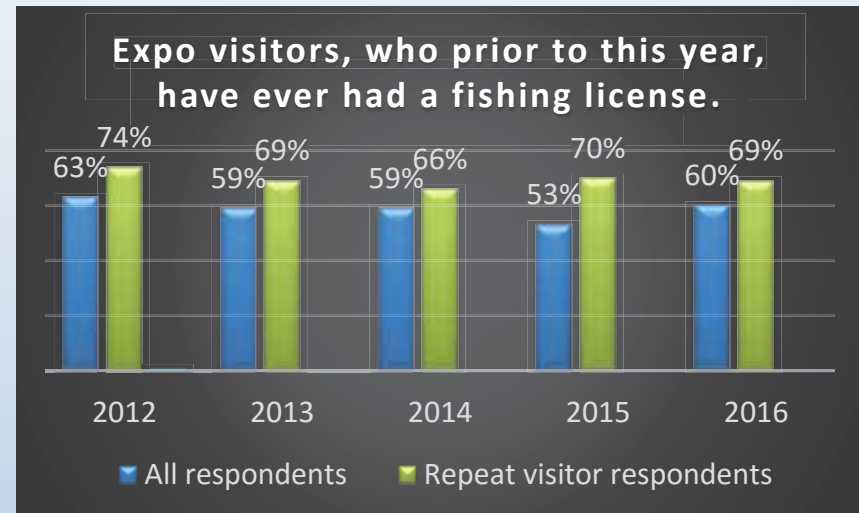
If yes, was it your first time?



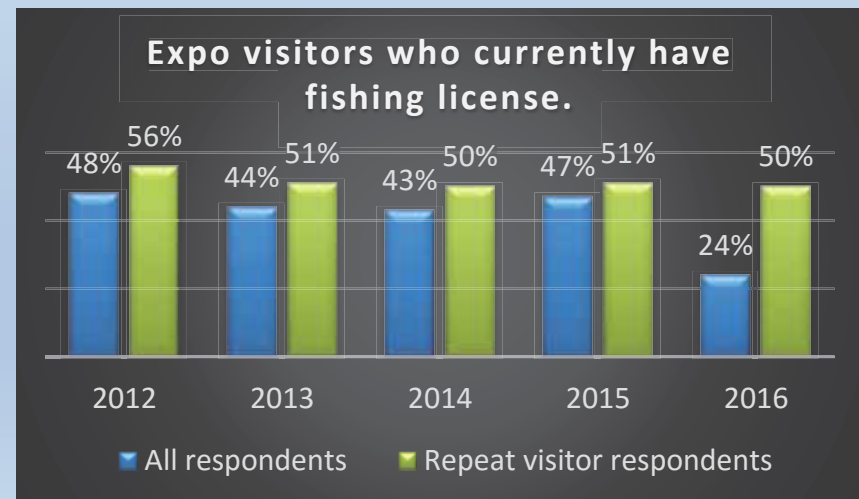
■ YES ■ NO

Fishing License Sales

- The number of repeat visitors who had a fishing license prior to the current Expo year has stayed consistent over the past four Expos.



- The number of repeat visitors with a current fishing license has stayed consistent at the past four Expos.



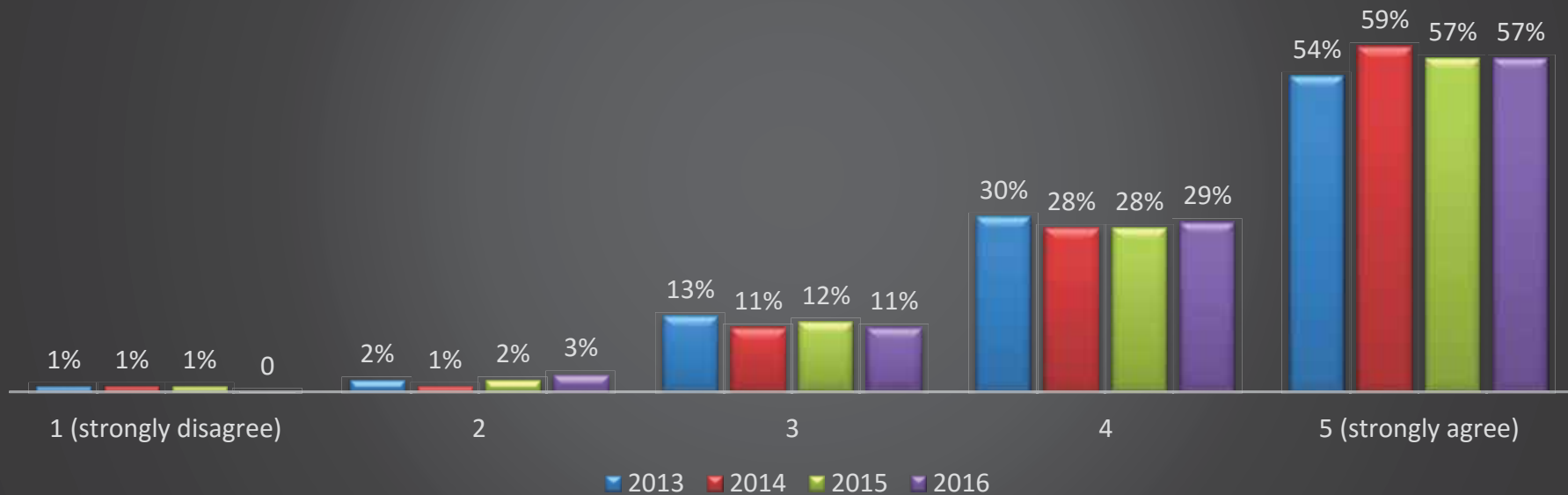
Hunting License Sales

- The number of repeat visitors who had a hunting license prior to the current Expo year has declined since the second Expo year.
- The number of repeat visitors with a current hunting license has declined since the second Expo year.



Conservation Awareness

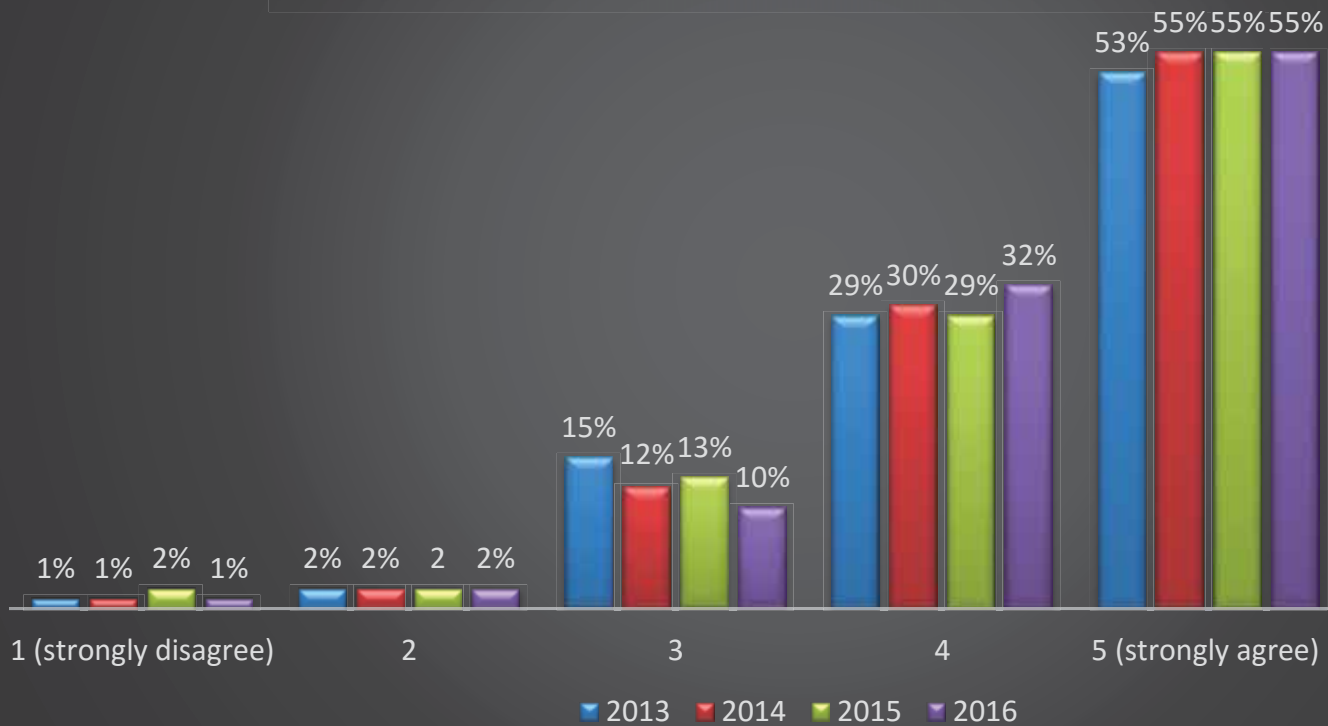
The Expo gave me information and motivation to increase my participation in outdoor activities.



85% agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities.

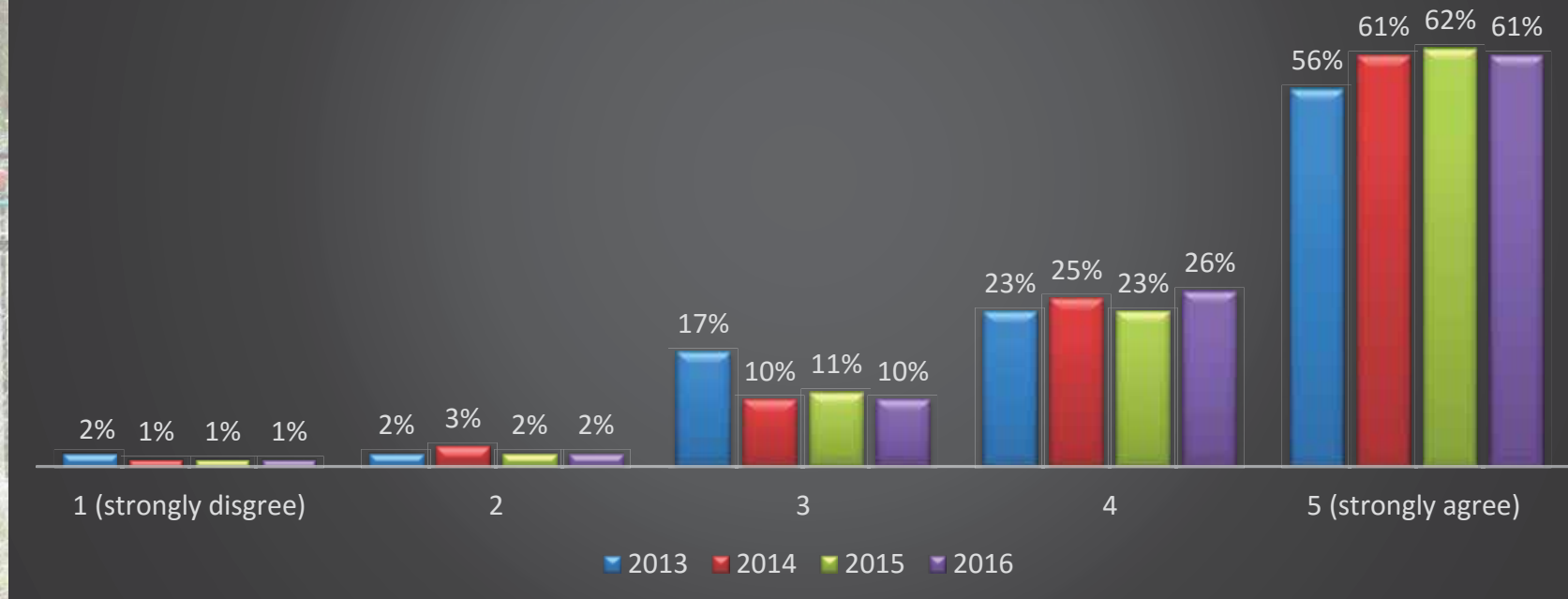
Respondents' attitude toward Expo providing information or motivation to participate in new outdoor activities

The Expo gave me information or motivation to participate in new outdoor activities.



Respondents' attitude toward outdoor recreation and conservation

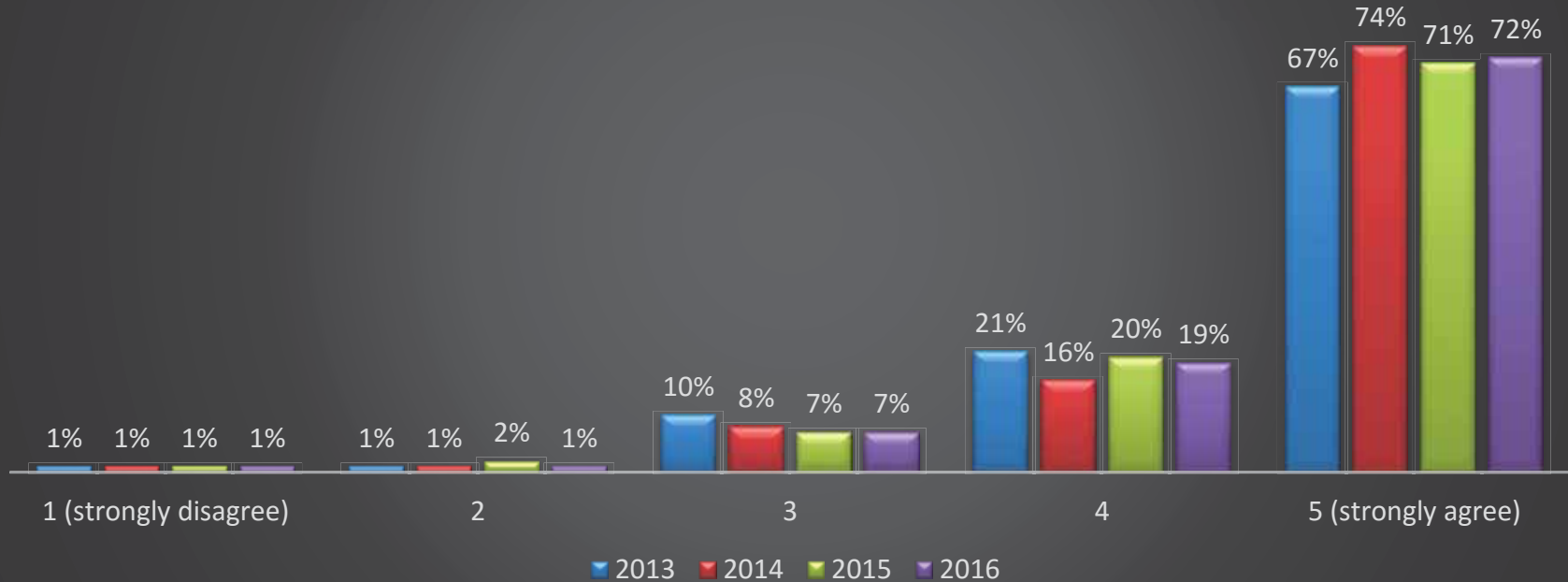
All people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation.



In 2016, 87% of respondents agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation.

Respondents' attitude toward supporting outdoor recreation

I support all forms of outdoor recreation, including those I would not or could do myself.



In 2016, 91% of respondents agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves.

Areas of Improvement

More road signs leading to event

Move the event to a different location

Better use of space

GPS coordinates in advertisements

More food vendors with variety

More variety with exhibitors and new activities

Adult fishing opportunities and hunter ed

More volunteer help needed

More seating along the paths

