

TO: Duane L. Shroufe, Director

FROM: Bob Broscheid, Assistant Director *BB*
Wildlife Management Division

PRESENTER: Leonard L. Ordway, Game Branch Chief

TITLE: A Briefing on the Results from the Hunter Opinion Survey Conducted after the 2006 Fall Hunt Draw

DESCRIPTION: The Commission will be briefed on the results from the hunter opinion survey conducted shortly following the 2006 fall draw (distributed on August 15, 2006). The Commission may vote to take action on, or provide the Department direction on, items covered in the briefing.

DATE: March 19, 2007

Summary:

The Department conducted a 53-question survey in late summer 2006 post fall draw period to determine hunter opinion on facets relating to hunter recruitment and retention. Responsive Management assisted in the development of the survey to remove biases associated with Department drafted questions. The electronic survey was sent to 59,967 email addresses provided by the Department's online vendor from applicants to the 2006 fall hunts. In all, 15,156 respondents completed the survey during August 15 to September 10, 2006. Responsive Management conducted a non-response check using a telephone survey of about 200 individuals (randomly selected from 43,967) that had provided telephone contact numbers on their application. The Commission has already been provided with a written briefing on this survey and the full survey report is attached to this memo. The full report was posted on the Department website on January 9, 2007. The Department will present and discuss the key findings of this report with the Commission.

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Attachment