

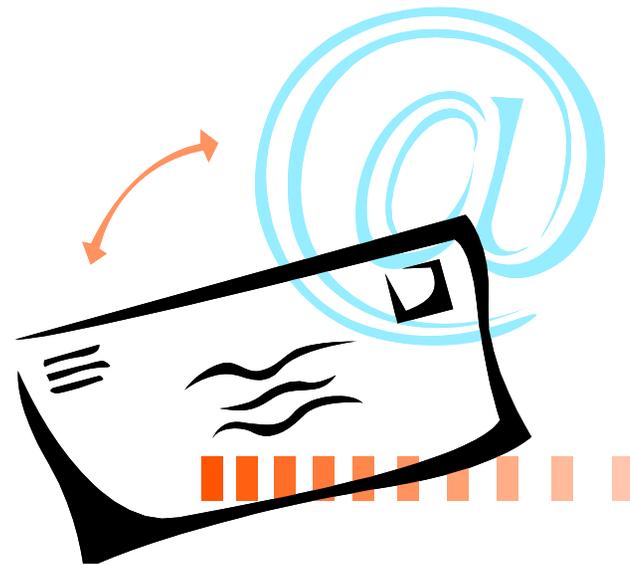
2012 Event Survey Data



*Presented by Doug Burt, AZGFD
Winter 2012 HAWHG Meeting*

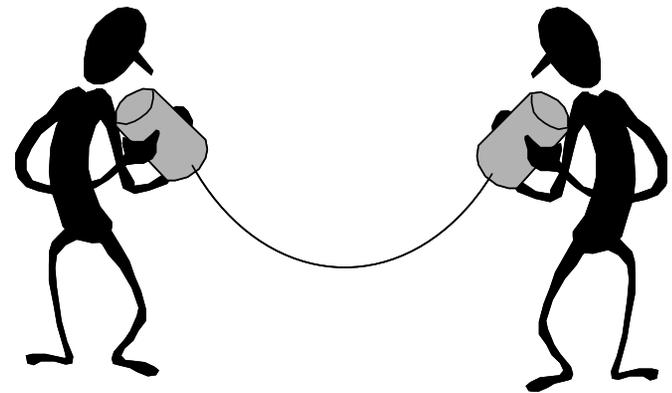
Process

- Four Part Survey
 - Prior to Event Experience
 - 3-6 Months After Event
 - 1 Year After Event
 - 2 Years After Event
- Primary Participants
 - Directly Participating in Event
 - Participating and NOT in a Guardian Role



Goals & Objectives

- Learn about New Hunters
 - Demographics
 - Preferences
 - Methods of Communication
 - Experience
- Improve
 - Event Procedures, Activities
 - Wildlife, Hunting, Angling Opportunities



Survey Summary

- Section A
 - Personal Contact Information
- Section B
 - Previous Experience Hunting and Fishing
 - Personal
 - Immediate and Extended Family
- Section C
 - Previous Event Attendance
- Section D
 - Opinions
 - Hunting and Fishing
 - Personal Skills and Abilities
 - Future Plans to Hunt or Fish
- Section E
 - Event Awareness
 - Current and Future Events
 - Future Purchase of Equipment
 - Event Experience
 - Demographic Data

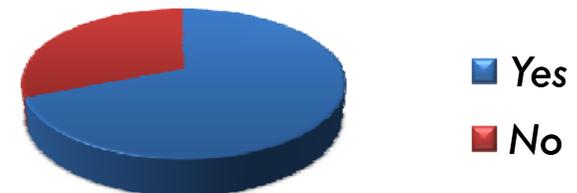
Results – Prior Experience

- 9 Camps Completed and Entered
- 187 Surveys/Primary Participants

- Question 8

- “Have you been hunting before this camp?”
 - 69 “Yes”
 - 31 “No”

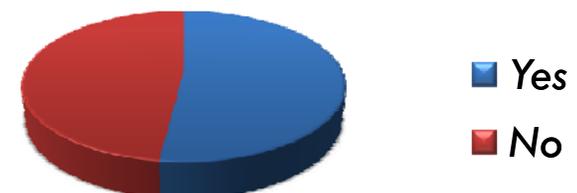
Question 8



- Question 14

- “Have you been to an event like this before?”
 - 52 “Yes
 - Average 2.1 times

Question 14



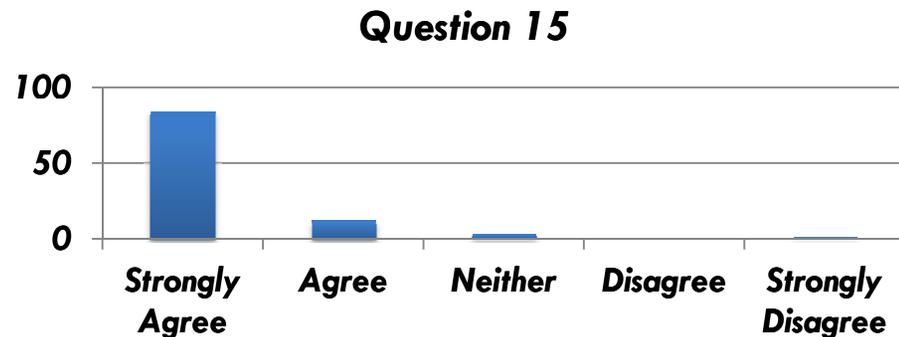
Results - Communication

- Question 27
 - “How did you or your family hear about this camp?”
 - 37 Other
 - Hunter Ed
 - AZGFD Website
 - Family
 - Friends
 - 33 Direct Mail
 - 22 Word of Mouth
 - 17 Email
 - 2 Facebook

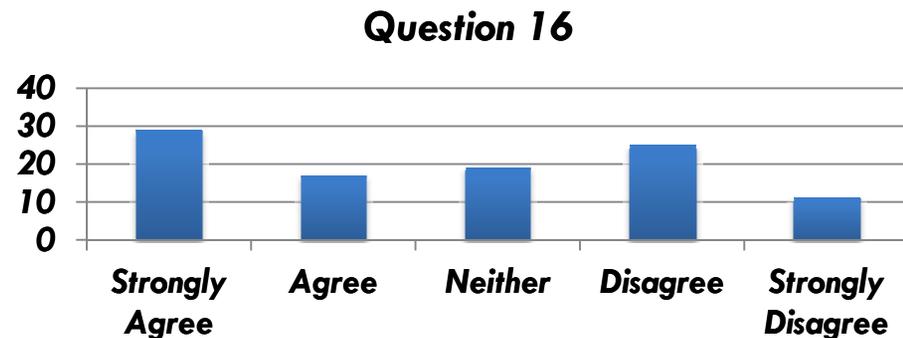


Results – Skills & Abilities

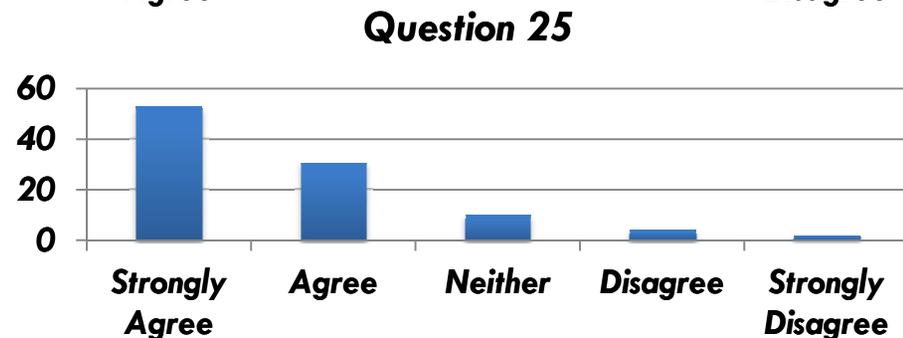
- Question 15
 - “I intend to hunt in the future.”
 - 84 Strongly Agree
 - 12 Agree
 - 3 Neither
 - 0 Disagree
 - 1 Strongly Disagree



- Question 16
 - “I feel comfortable enough with hunting to go on my own.”
 - 29 Strongly Agree
 - 17 Agree
 - 19 Neither
 - 25 Disagree
 - 11 Strongly Disagree

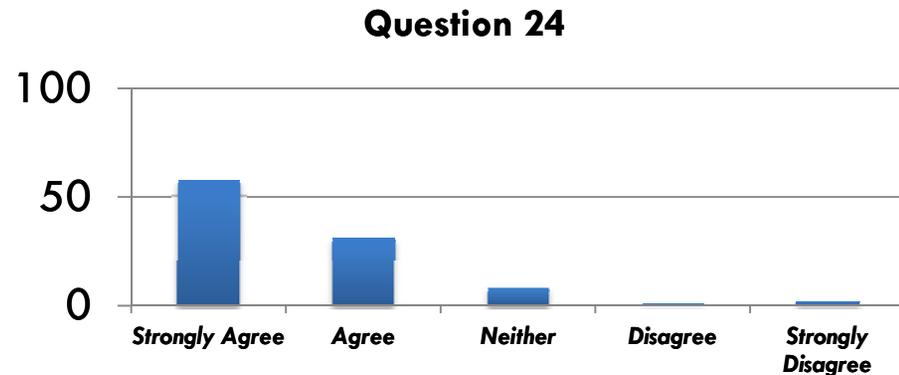


- Question 25
 - “I have a lot of confidence in my ability to hunt.”
 - 53 Strongly Agree
 - 31 Agree
 - 10 Neither
 - 4 Disagree
 - 2 Strongly Disagree



Results - Purchases

- Question 24
 - “I plan to get hunting equipment in the next year.”
 - 58 Strongly Agree
 - 31 Agree
 - 8 Neither
 - 1 Disagree
 - 2 Strongly Disagree



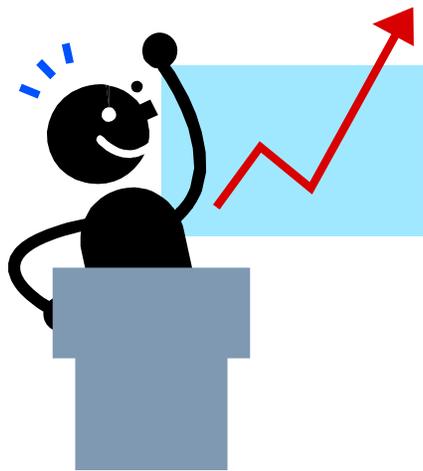
- Question 29
 - “Do you plan to get equipment you would not otherwise have gotten if you hadn’t attended this event?”
 - 61 “Yes”



Conclusion

- Work In Progress
 - Continuing Data Collection and Entry
 - Insights
 - Track Attendance
 - Working on drafting second survey
 - Some revisions
 - Clarify some questions
 - Restructure questions
 - Adapted for event exposure





Your Thoughts?
