



VISITOR EXIT SURVEY RESULTS
2015
HIGHLIGHTS

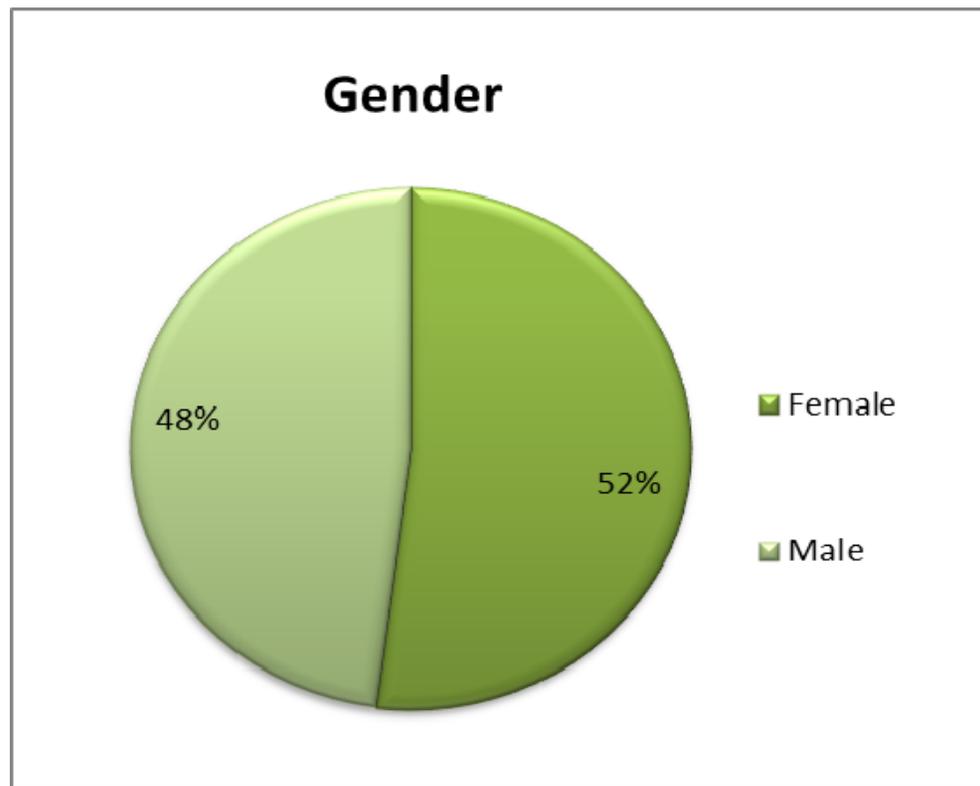
Exit Survey Results

- ~7,600 people attended (public, staff, volunteers, exhibitors, presenters, vendors.)
- Interviewers obtained 786 completed or partially completed exit surveys from respondents.
- Overall survey response rate was approximately 10%



Respondent Demographics

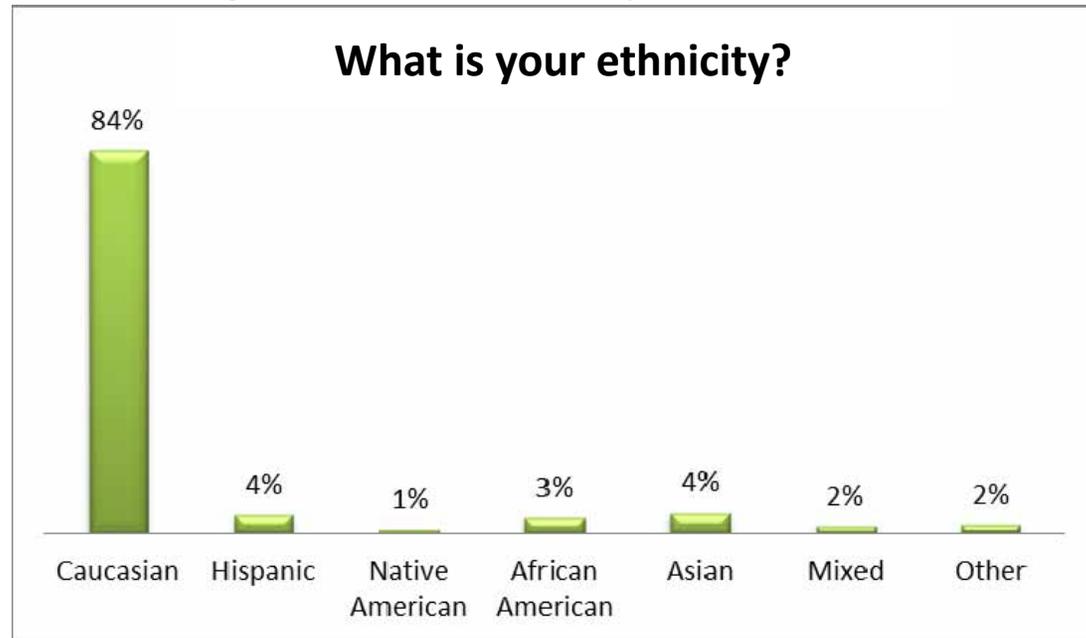
Gender of individual more than 18 years old (n=664; 122 missing.)



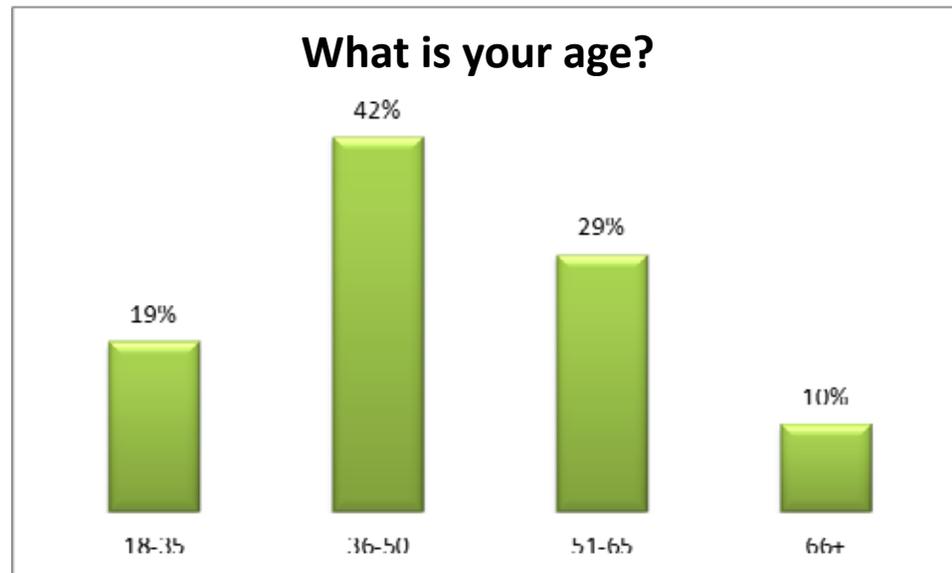
- Attendance was 48% male and 52% female.

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

Distribution of respondents ethnicity (n=762; 24 missing.)

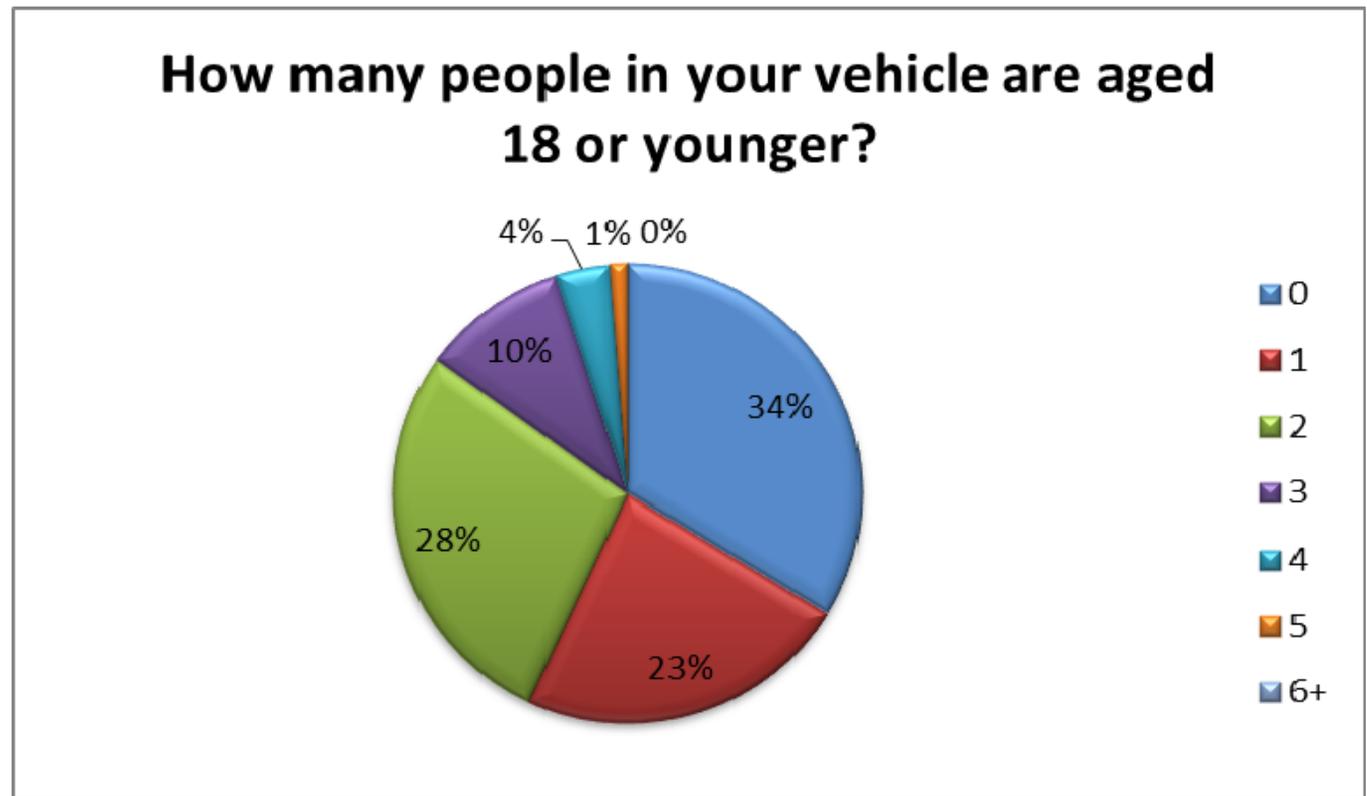


Distribution of respondents age (n=764; 22 missing.)



- 66% of respondents had one or more people in their group who were aged 18 or younger. 751 respondents answered, representing about 10% of total participants.

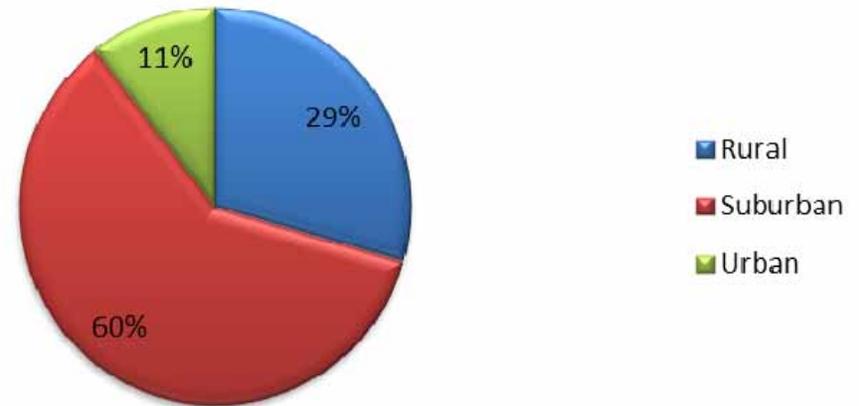
Respondent classification of age of participants in vehicle (n=751; 35 missing.)



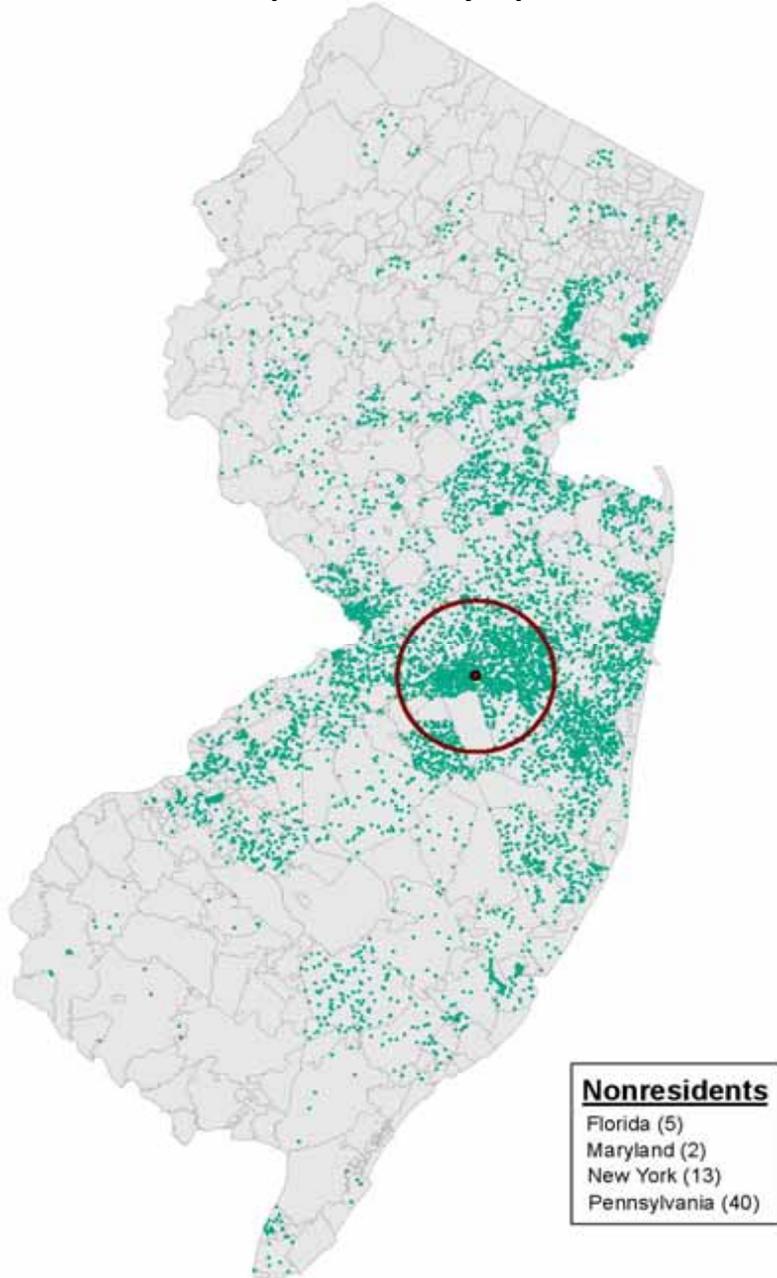
- Respondents were asked if they considered themselves to be residents of an urban, suburban or rural area. The majority considered themselves residents of suburban areas.

Respondent
classification of area
in which they live
(n=754; 32 missing.)

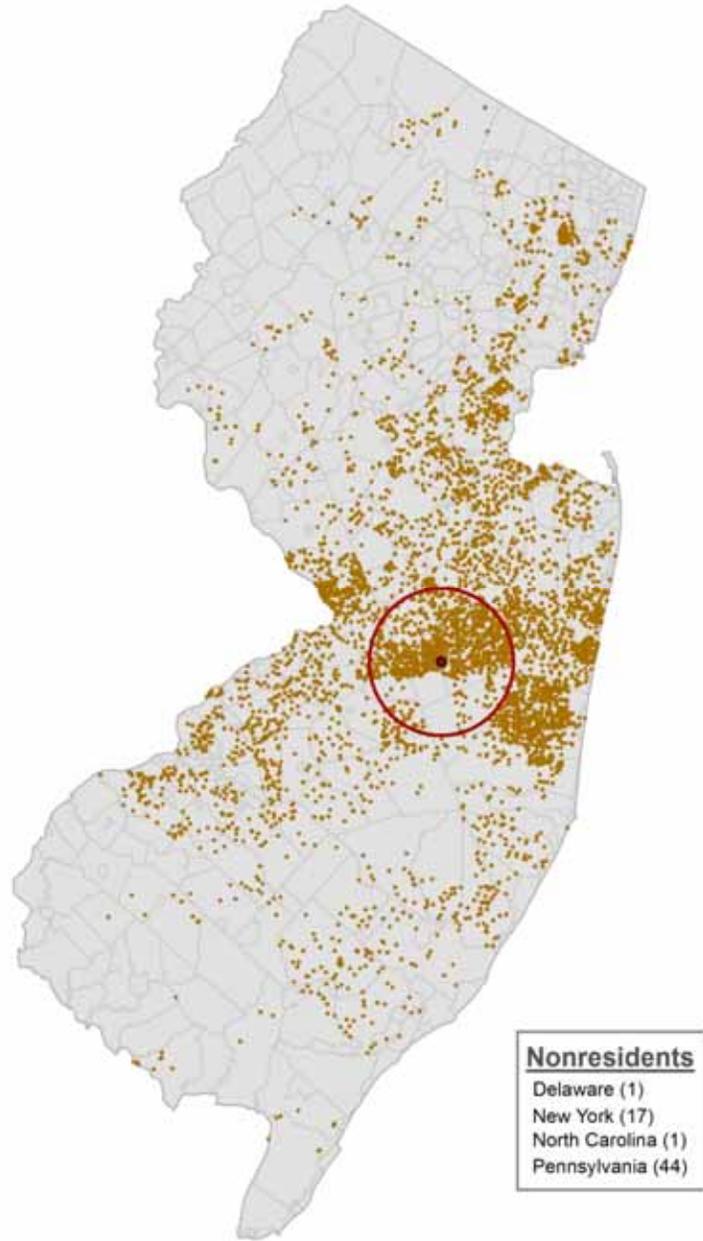
Do you consider yourself a resident of an urban, suburban, or rural area?



2014 Outdoor Expo Visitors by Zip Code



2015 Outdoor Expo Visitors by Zip Code





2015

Figure 1. Respondent first time attendance at the Expo (2015: n=742; 44 missing.)

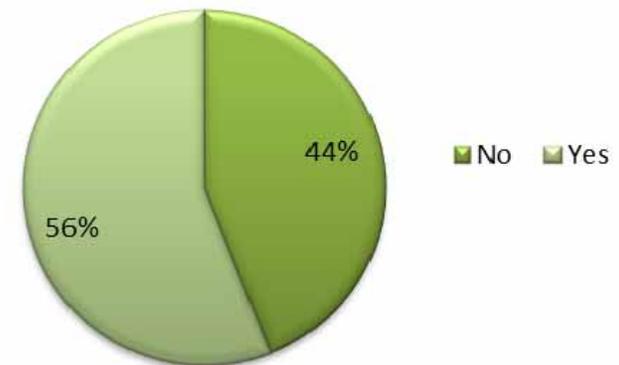
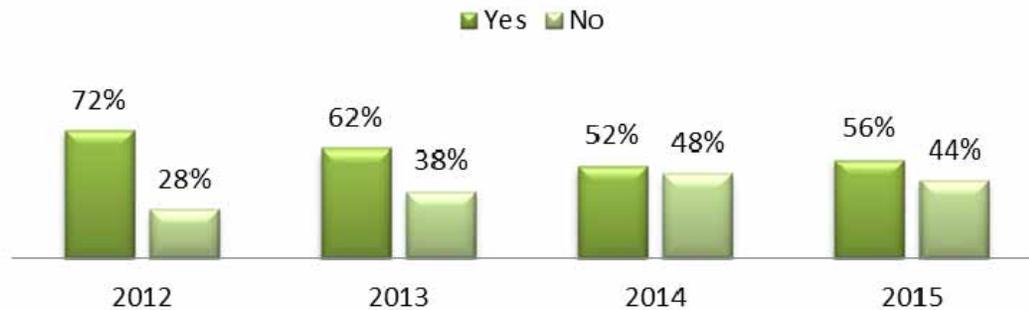
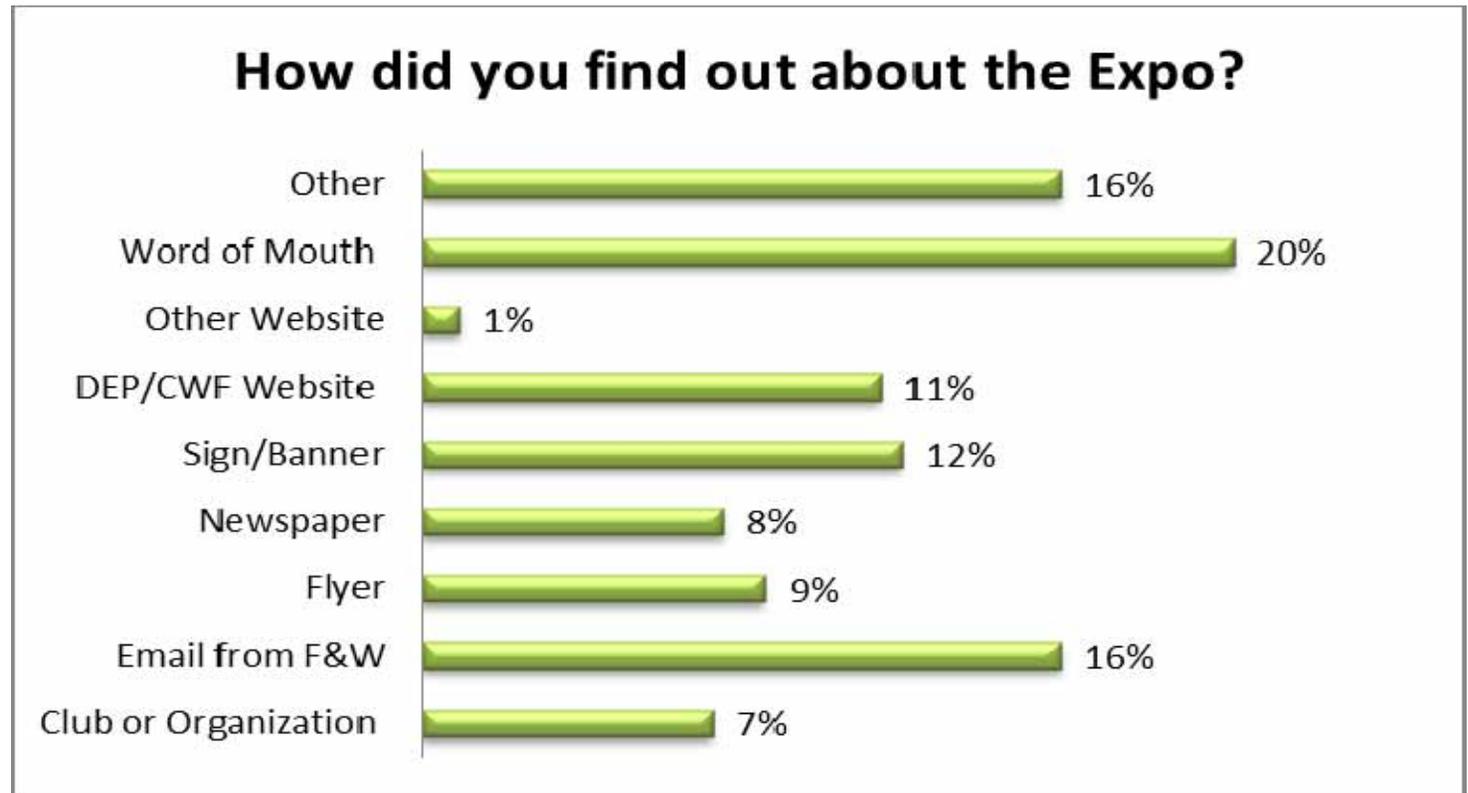


Figure 2. Respondent first time attendance at the Expo (2015: n=742; 44 missing.)



Information about the Expo

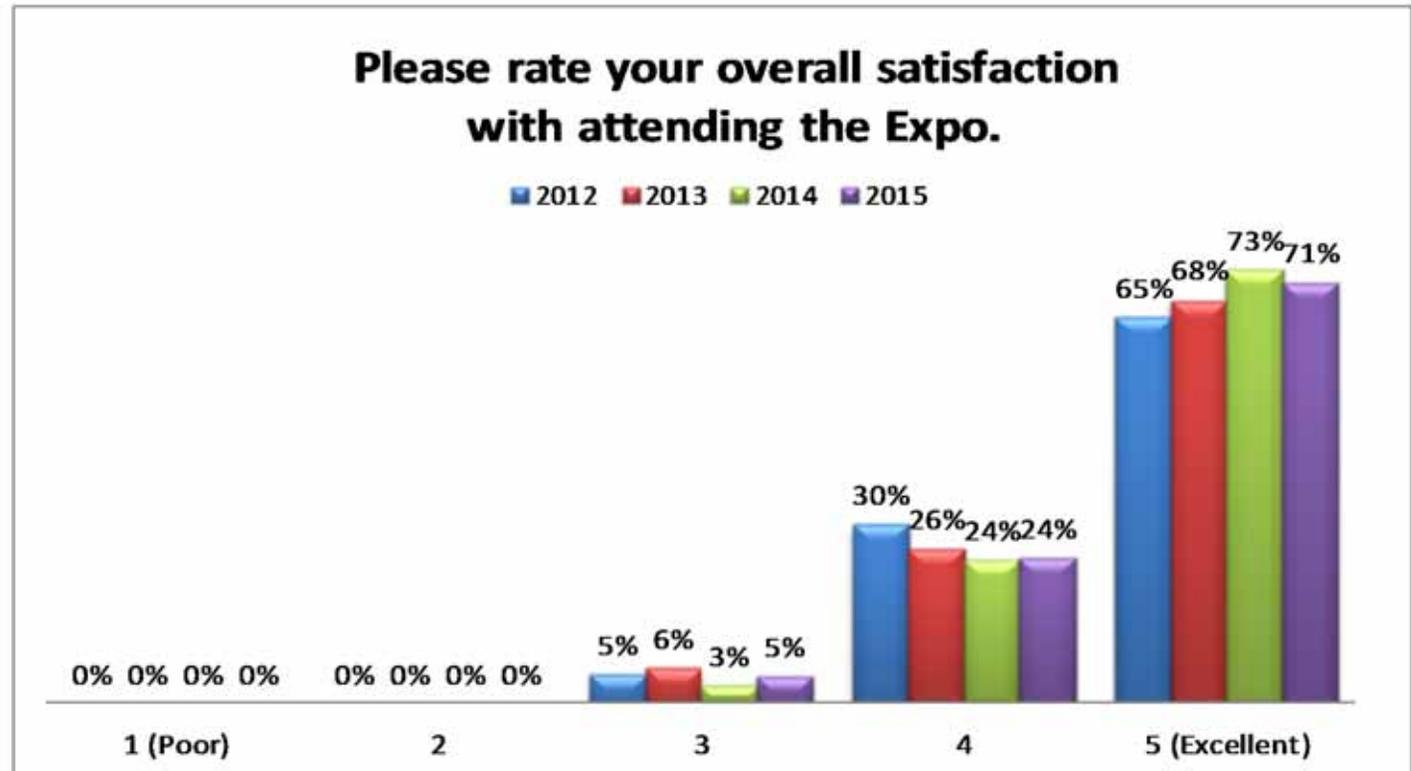
Distribution of respondent sources of information about the Expo (n=758; 28 missing.)



- 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 newspapers.

Visitor Satisfaction

Distribution of respondent satisfaction with the Expo (2015: n=762; 24 missing)

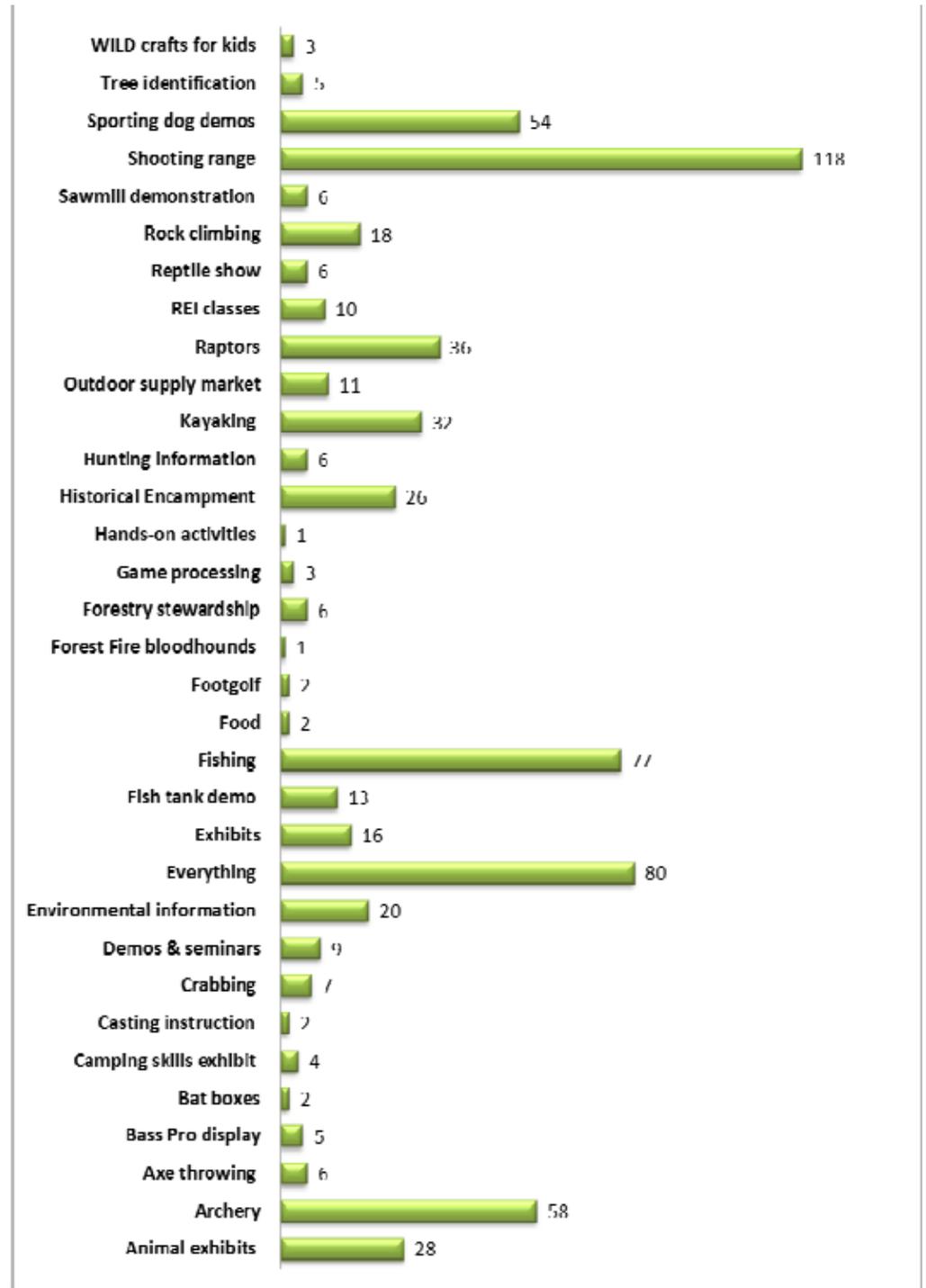


- In 2015, 71% rated their satisfaction level as #5 for excellent, followed by 24% selecting #4.

Distribution of respondents' favorite Expo attraction (n=673; 113 missing.)



- Most noted “shooting,” “everything” and “fishing” as their favorite activities.
- Some activities were only available on a limited basis.



Recruitment and Retention

Distribution of respondent likelihood of participation in new activities (n=737; 40 missing)



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



- 80% of respondents generated an interest in attempting a new outdoor activity.

- Respondents were asked if prior to 2015 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.

Figure 13. Distribution of respondents with a fishing/hunting license prior to 2015 (Fishing, n=709, 77 missing. Hunting n=620; 166 missing.)

Prior to 2015, did you ever have a fishing license &/or hunting license? (All respondents)

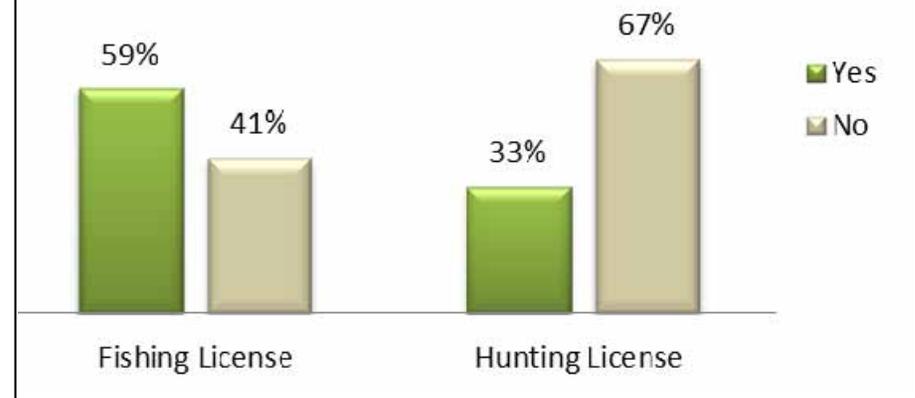
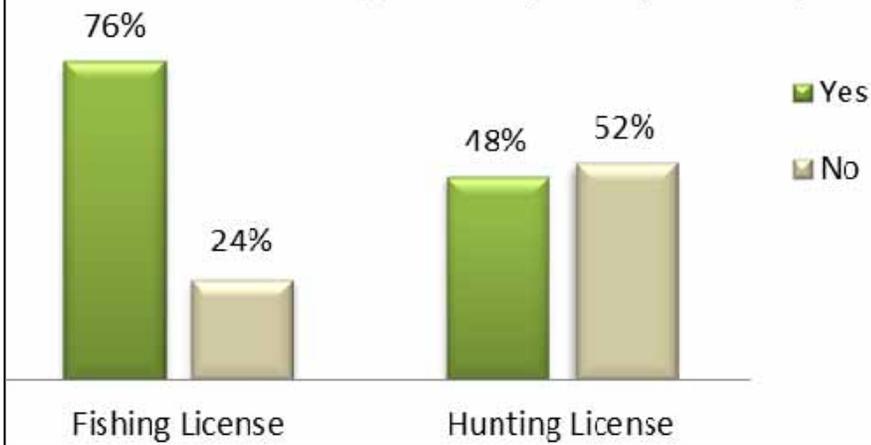


Figure 14. Distribution of respondents who would like a fishing/hunting license in the future (Fishing, n=689; 97 missing. Hunting, n=610; 176 missing.)

In the future, would you like to have a fishing license &/or hunting license? (All respondents)

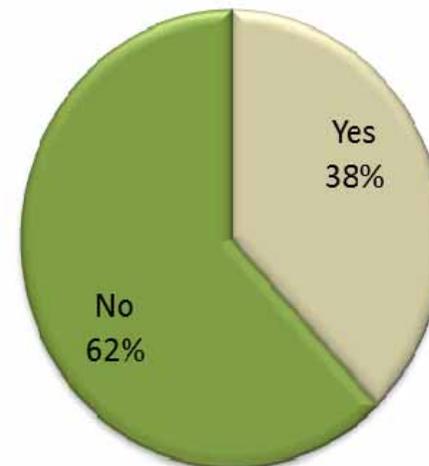


Respondents were asked if they personally attempted shotgun shooting and if so, was it the first time. Of those that attempted shooting, 38% were new shooters. (2014: 34%; 2013: 36% were new shooters.)

Figure 21. Respondent participation in shotgun shooting (n=747; 39 missing.)
At the Expo, did you personally attempt shotgun shooting?



Figure 22. Respondent first-time participation in shotgun shooting (n=167)
If yes, was it the first time?



Respondents were asked if they personally attempted archery and if so, was it the first time. Of those that attempted archery, 38% participated for the first time. (2014: 32%; 2013: 35% were new to archery.)

Figure 21. Respondent participation in archery shooting (n=740; 46 missing.)
At the Expo, did you personally attempt archery shooting?

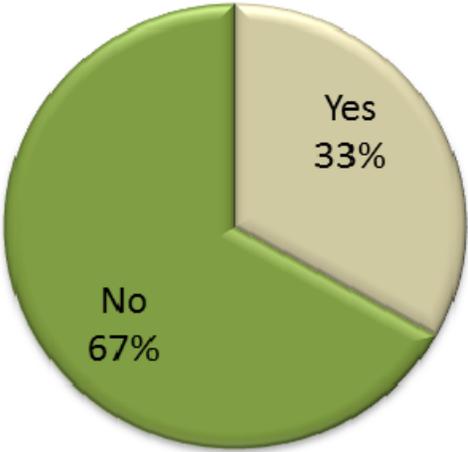
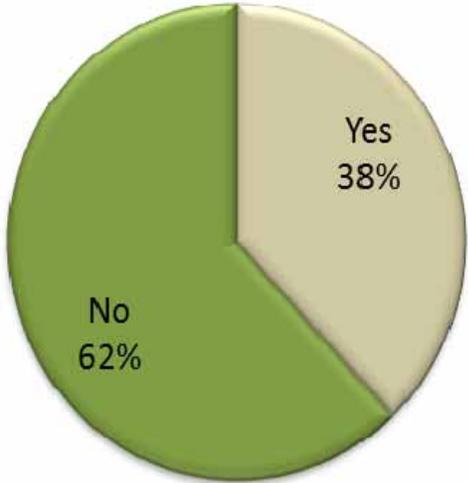
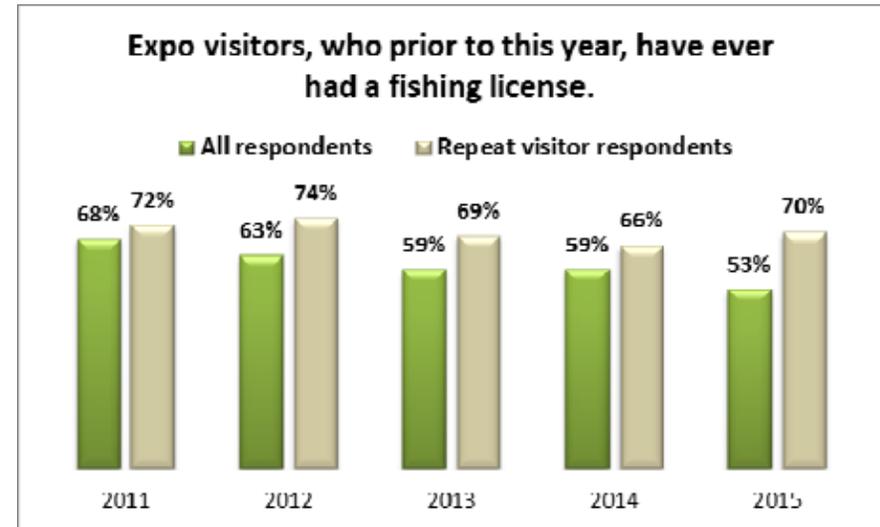


Figure 22. Respondent first-time participation in archery shooting (n=180)
If yes, was it the first time?

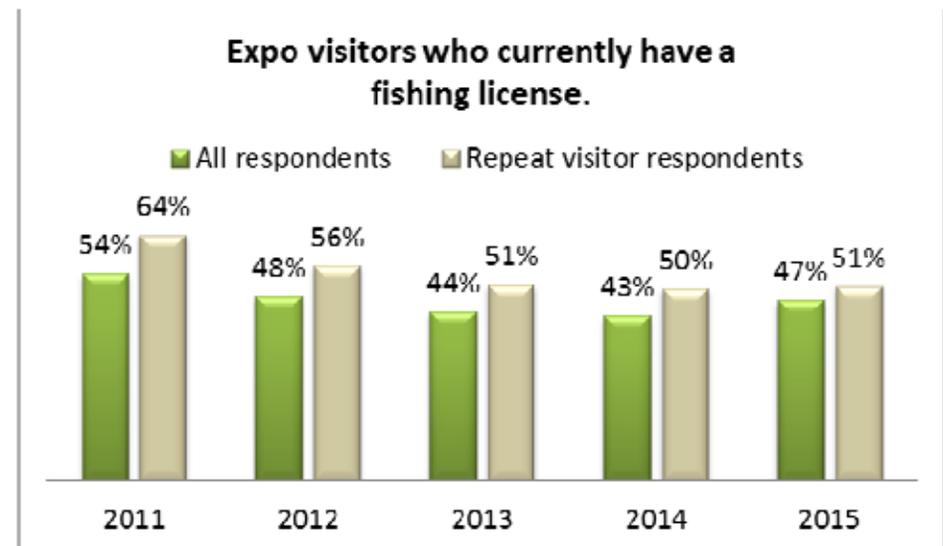


Fishing License Sales

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

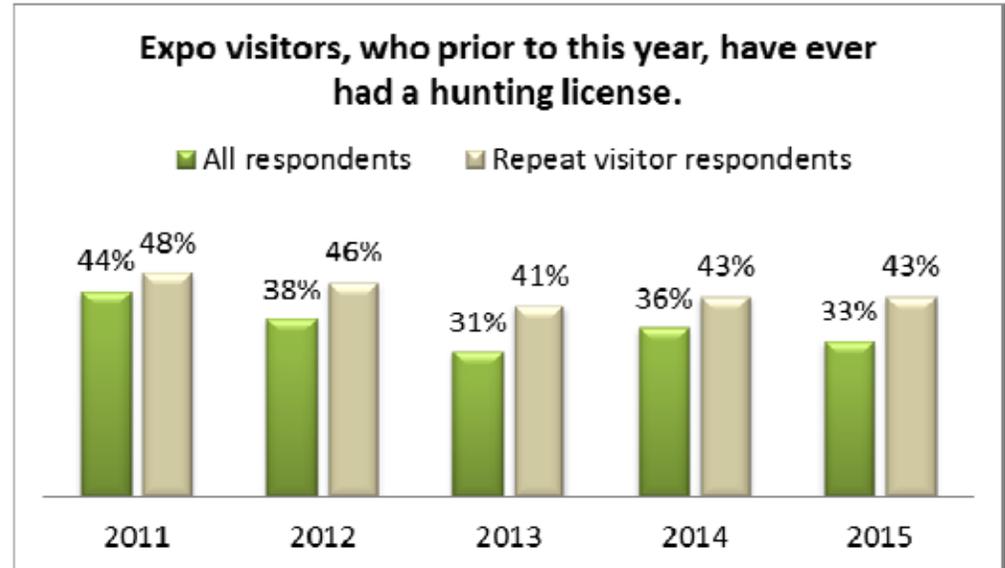


The number of repeat visitors with a current fishing license has stayed consistent at the past four Expos.

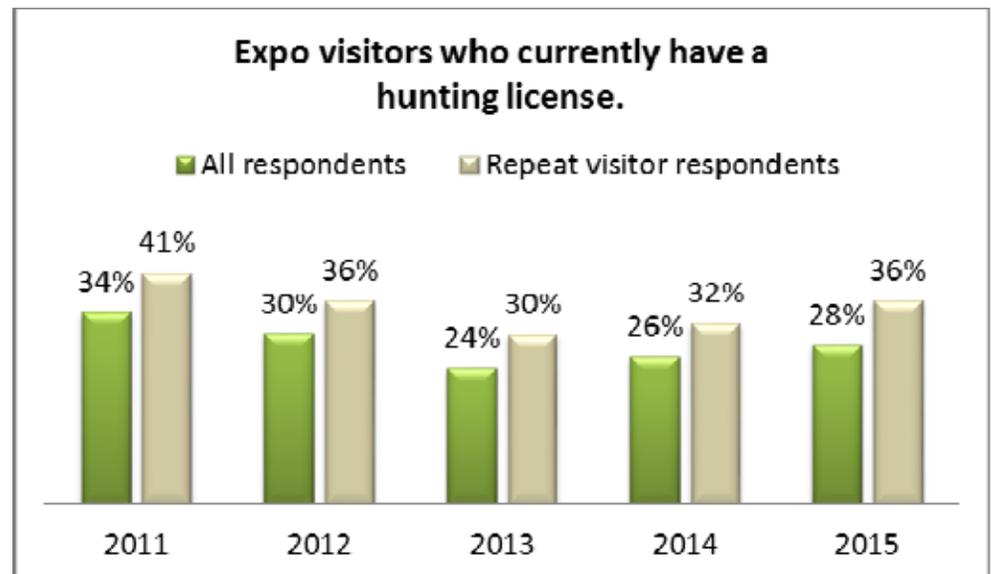


Hunting License Sales

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 remained relatively consistent since the second Expo year.

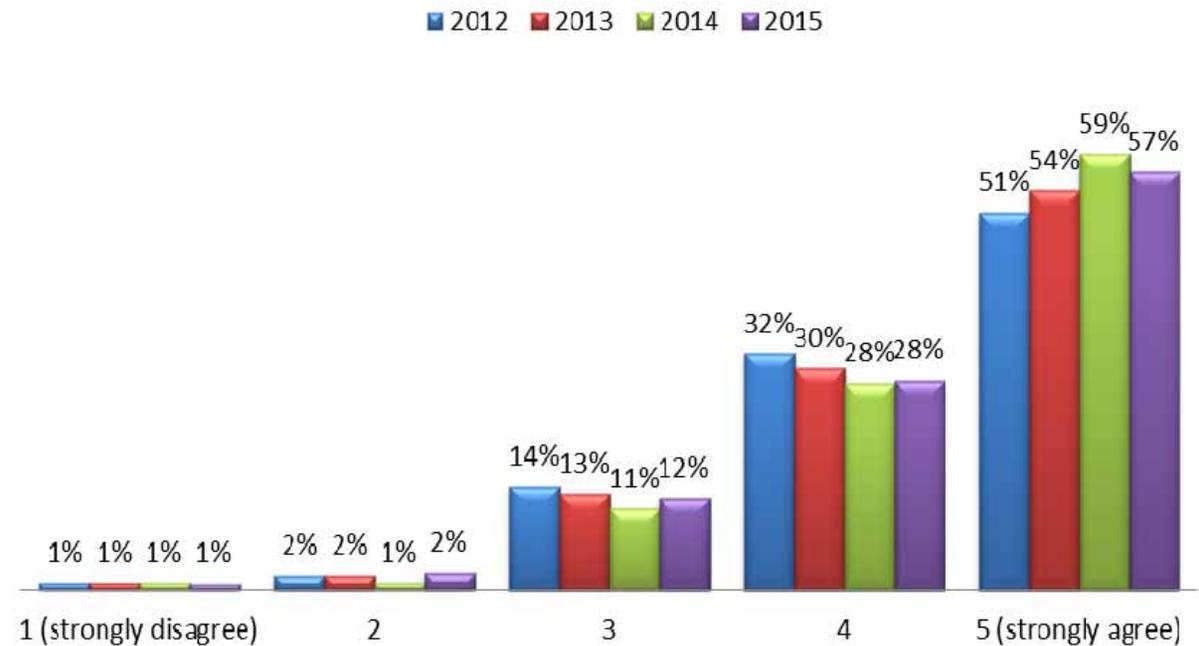


Conservation Awareness

Respondents' attitude toward Expo providing information or motivation to participate in outdoor activities (2015: n=771; 15 missing)

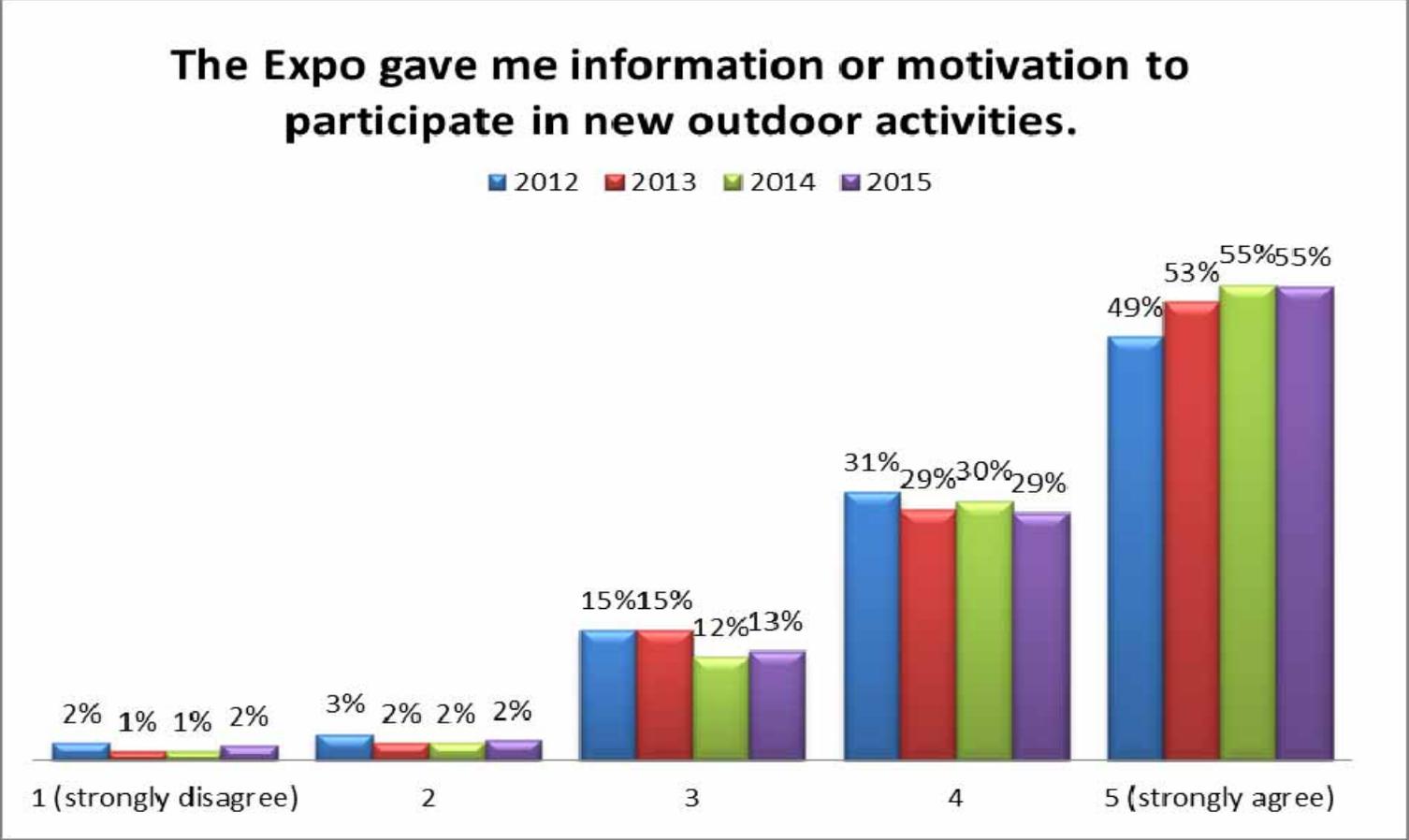


The Expo gave me information or motivation to increase my participation in outdoor activities.



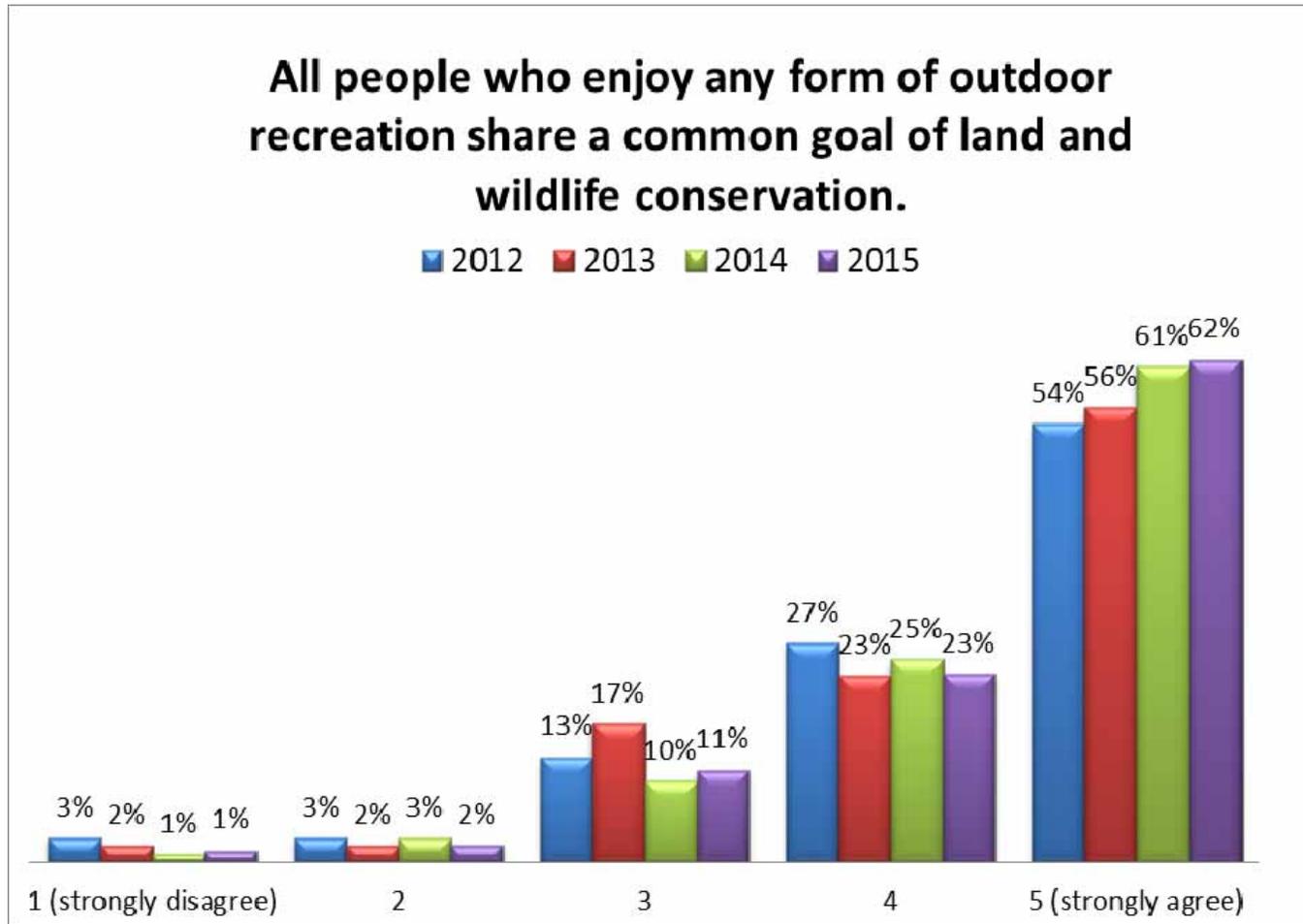
85% agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities.

Respondents' attitude toward Expo providing information or motivation to participate in new outdoor activities (2015: n=770; 16 missing)



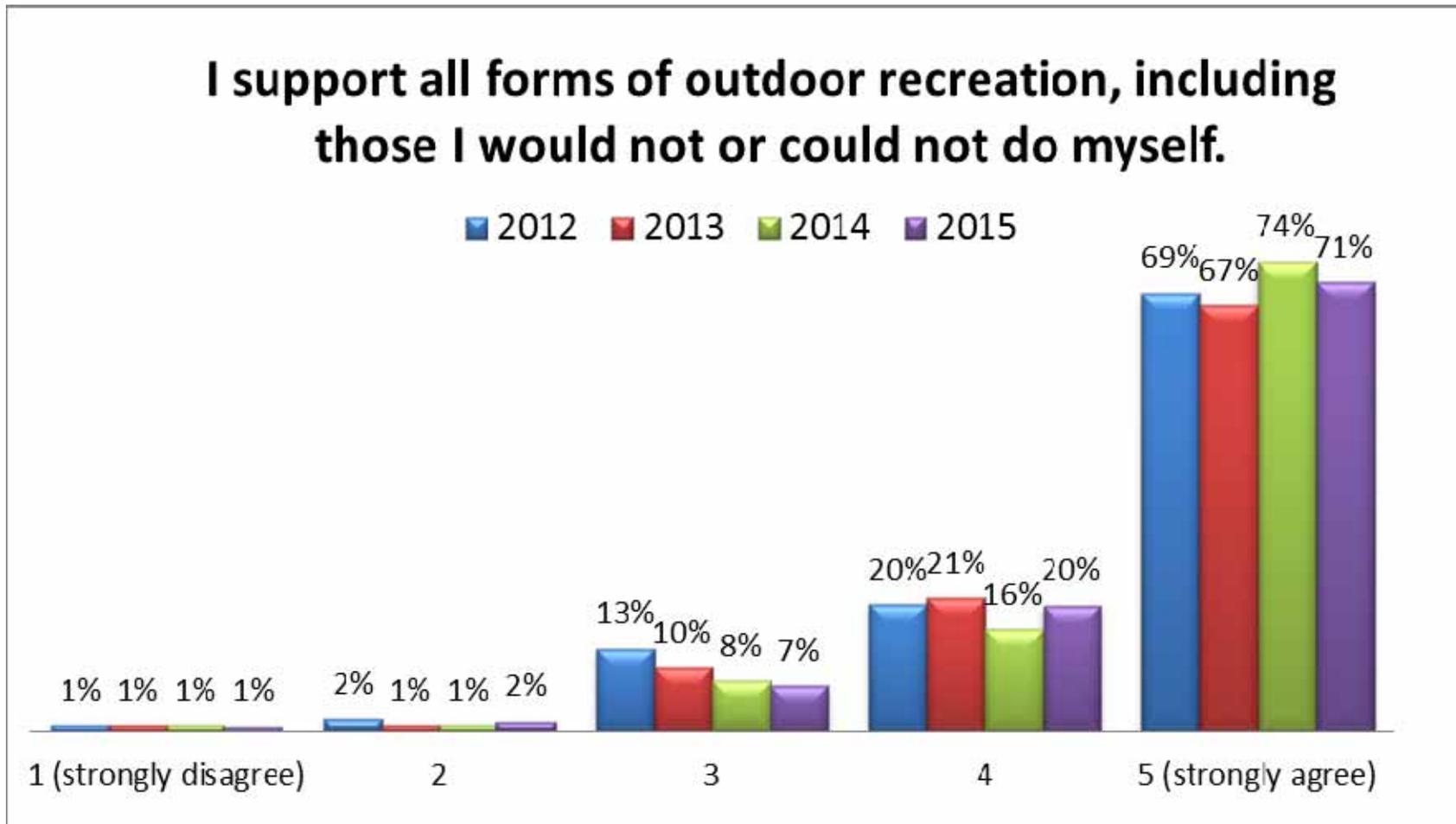
In 2015, 84% of respondents agreed or strongly agreed that the Expo gave them information or motivation to participate in new outdoor activities.

Respondents' attitude toward outdoor recreation and conservation
(2014: n=766; 20 missing)



In 2015, 85% of respondents agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal or land and wildlife conservation.

Respondents' attitude toward supporting outdoor recreation
(2015: n=764; 22 missing)



In 2015, 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 electric hookup options (generators too loud)

Layout too spread out

Cheaper 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

Better PA system for announcements