

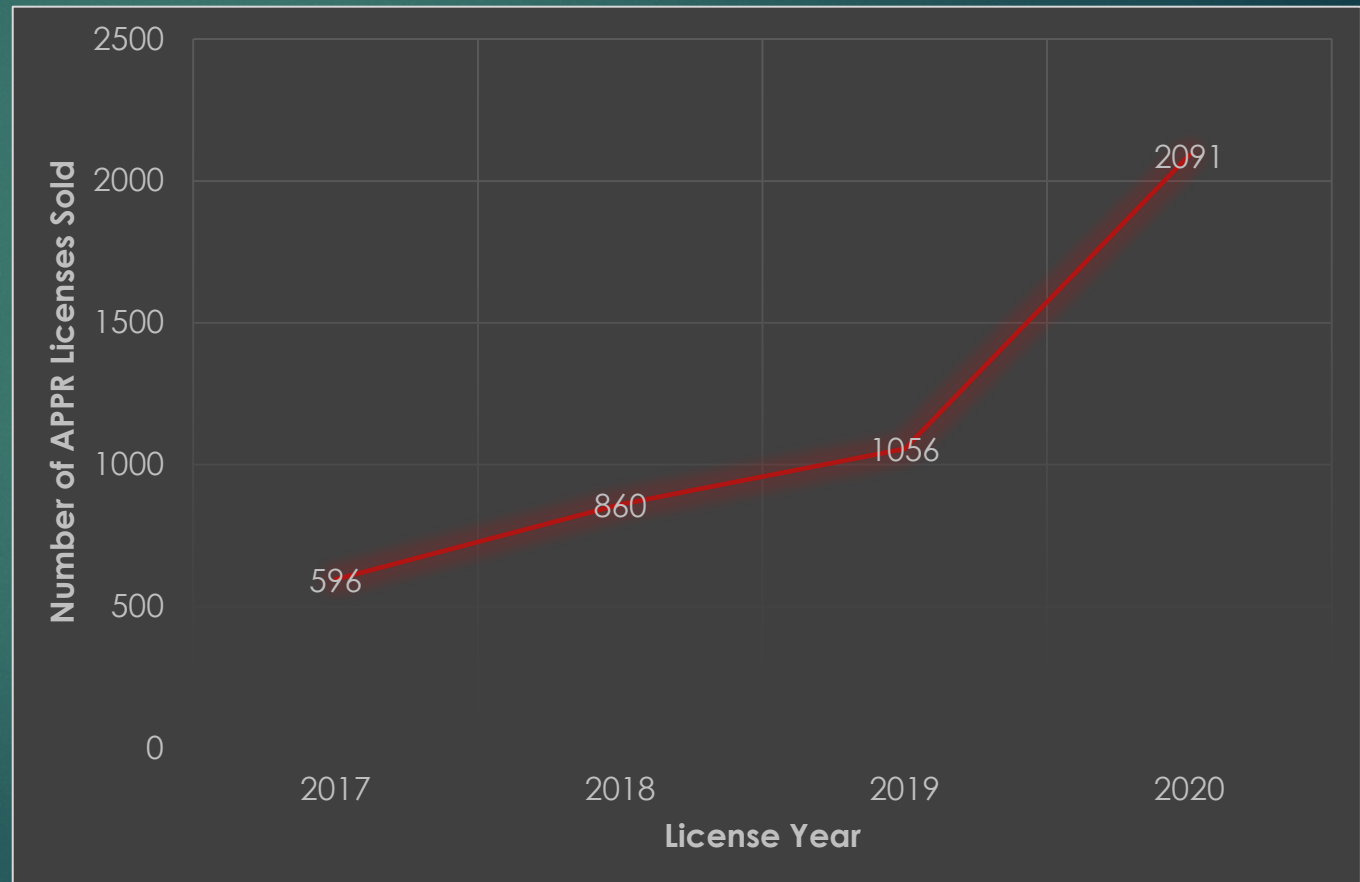
Apprentice Hunting License Survey

RYAN RISHER, R3 COORDINATOR

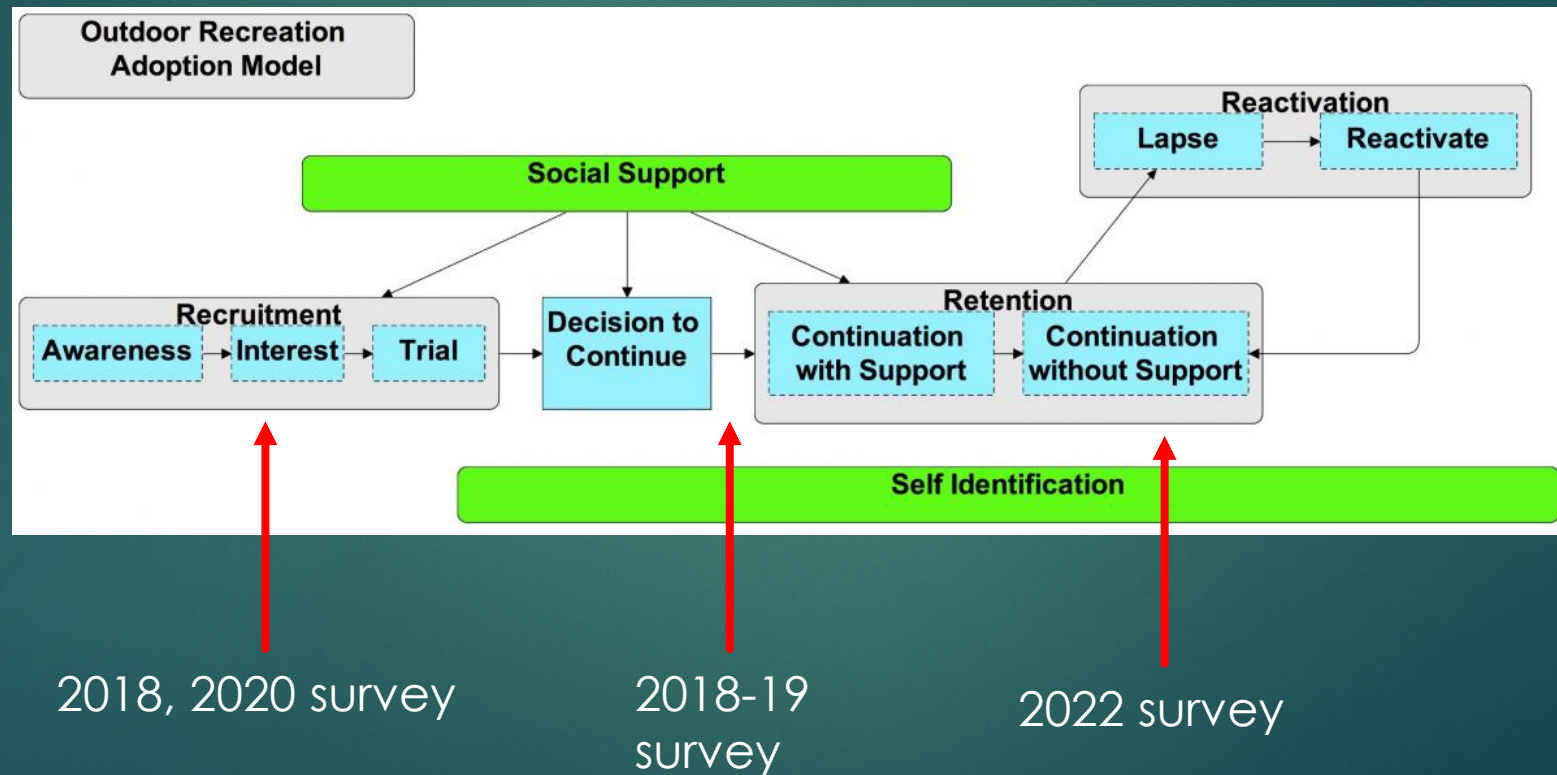


Background

- ▶ Allows any age-appropriate person to try shotgun or archery hunting, before completing a Hunter Education Course, with the stipulation they **must** hunt with a mentor as a hunting companion.
- ▶ 3.5x increase 2017-20



Applying 'ORAM' to the Apprentice Hunter Program



Survey Design

- ▶ Use of apprentice hunting license
- ▶ Enrollment in hunter education
- ▶ Assistance and information provided by the NJDFW
- ▶ Sources of information on apprentice hunting licenses and knowledge of agency funding
- ▶ Likelihood of future hunting and recommendations for apprentice hunting license

Survey Results

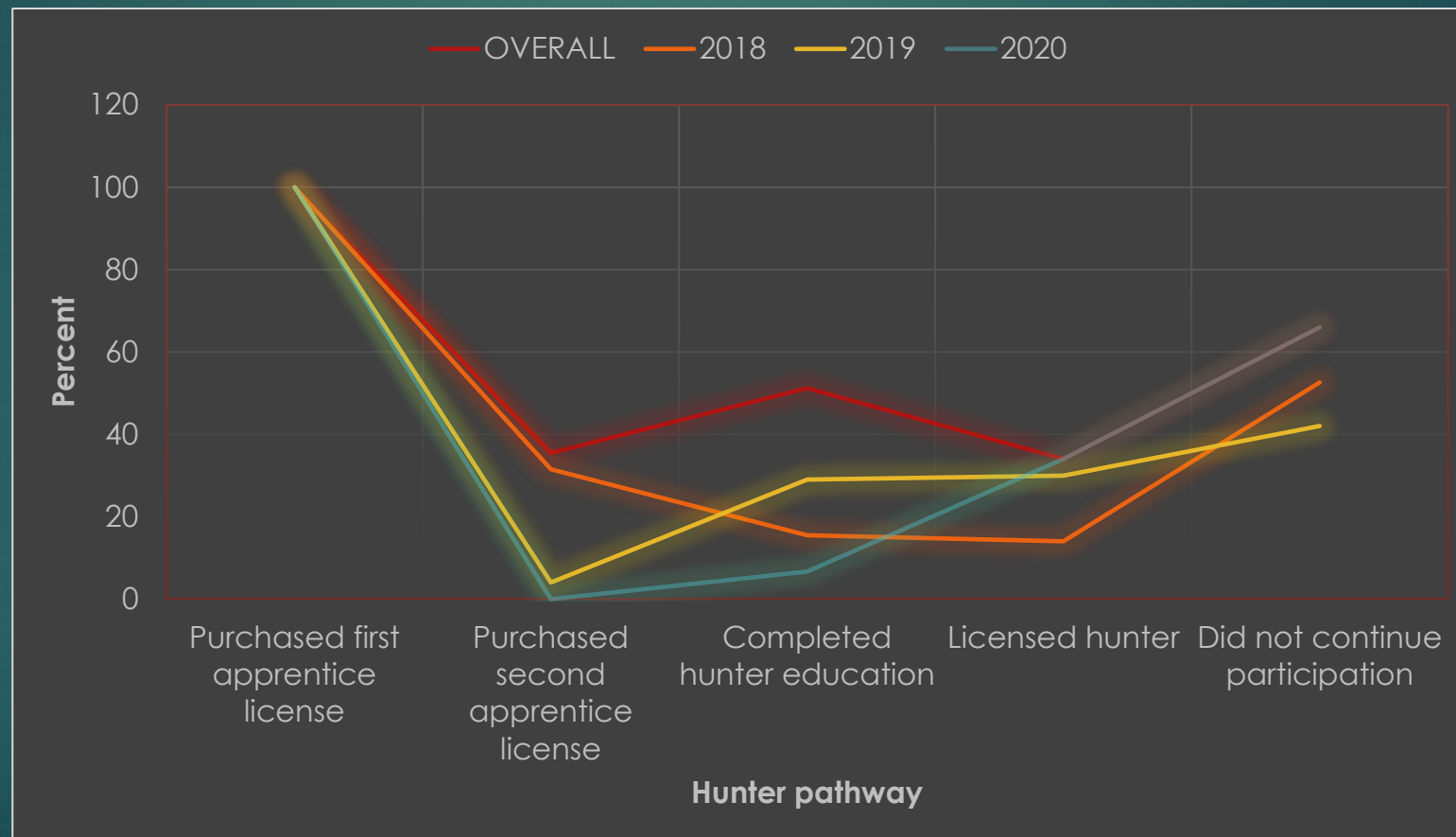
- ▶ 2017 → only had 284 valid e-mail addresses to contact 536 individuals.
 - ▶ 98% delivery rate, 34% open rate, 6% click rate
 - ▶ Survey response: 14% (n=41)
- ▶ 2020 → 1,628 valid e-mail addresses to contact 1,643 individuals.
 - ▶ 98.9% delivery rate, 37% open rate, 6% click rate
 - ▶ Survey responses: 4% (n=65)

Survey Results

| Survey period | Respondents' average days hunting | Percent of respondents who hunted >10 days | Percent of respondents who said they would enroll within one year |
|---------------|-----------------------------------|--|---|
| 2018 | 8.5 | 55% | 76% |
| 2020 | 7.8 | 25% | 66% |
| | | *similar harvest success despite this | |

- 89% indicated very likely to go hunting in next 12 months, 86% in next five years.
- 2020 → COVID-19 was *not* influential in recruitment.

Perception versus Reality – where they are now?



Considerations – Bridging the Gap

- ▶ Expanding touchpoints with apprentice hunters.
- ▶ Break down barriers at POS (Point of Sale)
- ▶ Evaluate, evaluate, evaluate



Questions

- ▶ Ryan Risher, R3 Coordinator
- ▶ ryan.risher@dep.nj.gov
- ▶ 856-629-1014

