

# SUMMARY RESULTS OF THE 2020 SURVEY OF PHEASANT AND QUAIL STAMP BUYERS

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# PURPOSE

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- Related to R3; are we creating opportunities for hunters, what are their opinions towards the existing upland program, what are our next steps?
- Determine if COVID-19 and/or enhanced stocking opportunities were driving factor(s) to increased participation.
- Gain additional insight to build upon previous surveys that have been done on New Jersey upland hunters.

# SURVEY DESIGN

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- Created on SurveyMonkey, Inc.
  - Survey was approximately 10-15 minutes to complete, depending on one's participation.
  - Asked a series of questions related to participation, hunt days, harvest success, satisfaction of birds purchased, overall hunting satisfaction amongst other things.



# SURVEY RESPONSE

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- 1,105 survey responses submitted

Delivery Metrics - Details	Bulletin Analytics
9,586 Total Sent	11,741 Total Opens
9,466 (99%) Delivered	4,707 (50%) Unique Opens
0 (0%) Pending	2,395 Total Clicks
120 (1%) Bounced	2,009 (21%) Unique Clicks
0 (0%) Unsubscribed	11 # of Links



# SURVEY RESULTS

- Participation in 2020
  - Nearly 70% pheasant hunted only, 2% quail hunted only, 24% hunted both.
  - \*Those who hunted both hunted pheasants about twice as much.

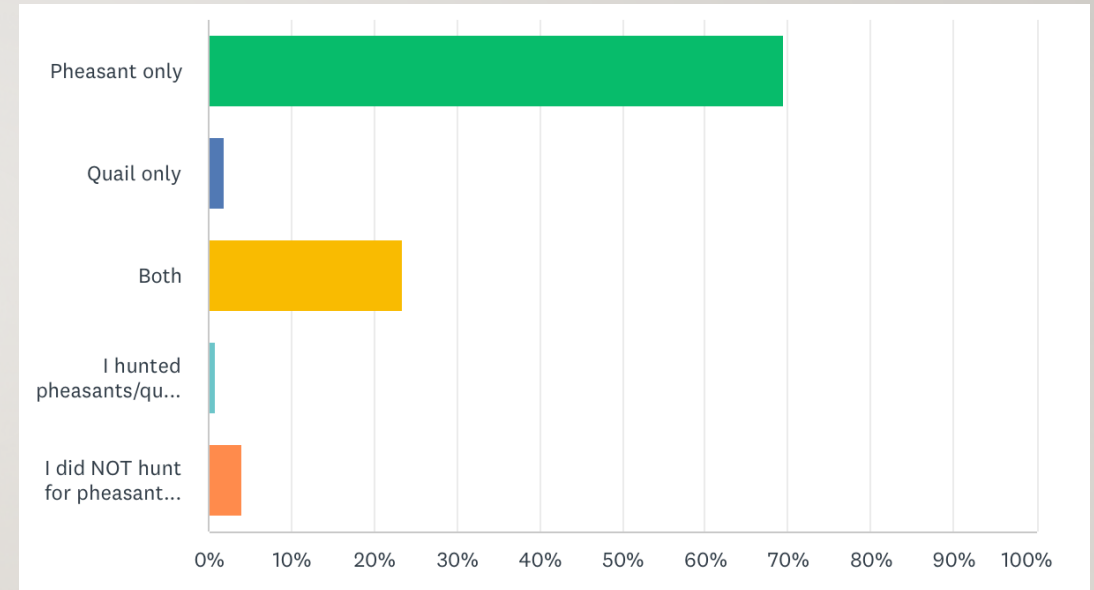


Figure 1. Reported hunting participation of upland game birds on stocked Wildlife Management Areas (hereafter WMAs).

# SURVEY RESULTS

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- Days afield..
  - Pheasant hunters - avg. 9.8 days
  - Quail hunters - avg. 9.6 days
- Days afield..
  - Assunpink (12.4%), Black River (9.3%), Clinton (9.1%), Flatbrook (8.9%), and the DWGNRA (7.5%) most often hunted.
  - Peaslee and Greenwood split 52% - 47%.



# SURVEY RESULTS

- Combination of Saturdays, holidays, and weekdays is when most hunters pursued upland birds on stocked WMAs.
- > 60% hunted both stocked days and non-stocking days.

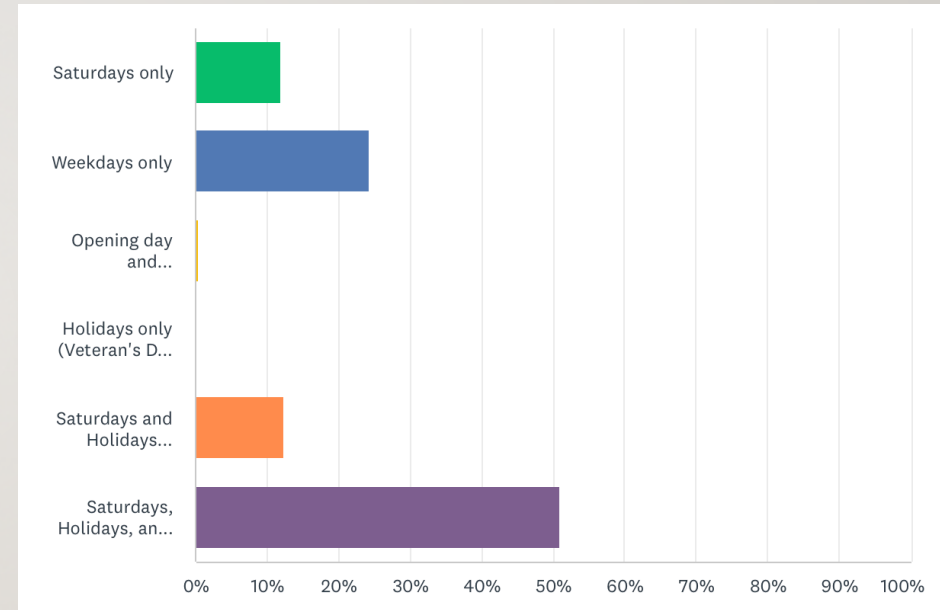


Figure 2. Days during season hunters reported participating in Upland hunting on stocked WMAs.

# SURVEY RESULTS

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- Crowding on stocked WMAs in 2020 versus 2019.
- Nearly half felt WMAs were slightly - much more crowded.
  - 7% increase in stamp sales between years?

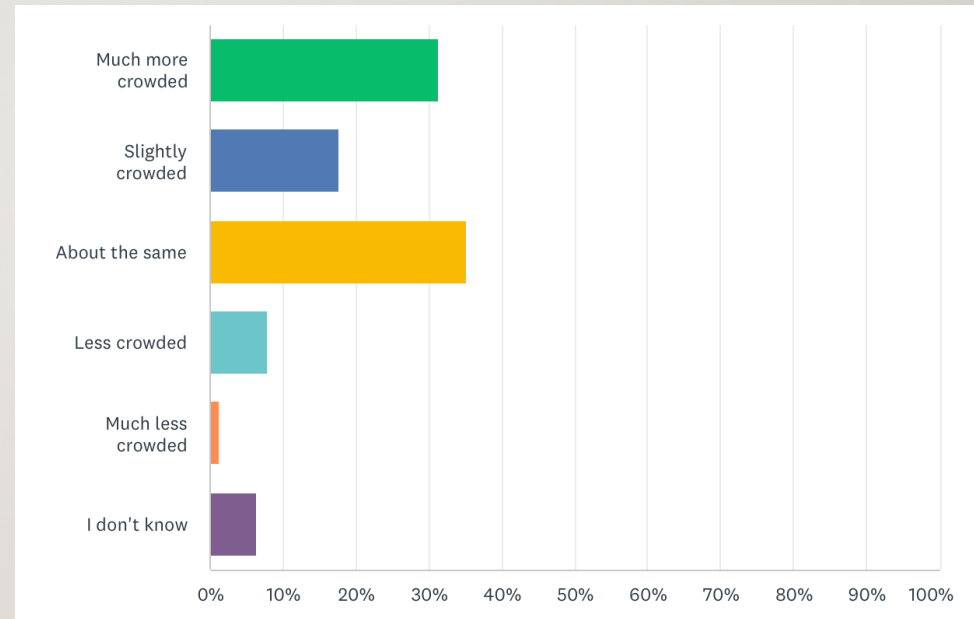


Figure 3. Hunter responses when asked about overcrowding on stocked WMAs in 2020 versus 2019.



# SURVEY RESULTS

- Pheasant Allocation - has it been influential?

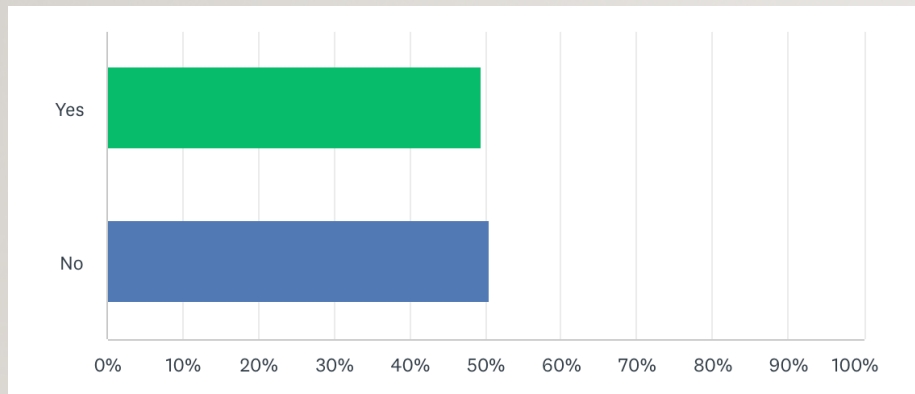


Figure 4. Responses from hunters if the pheasant allocation formula has influenced which WMA they hunt most often.

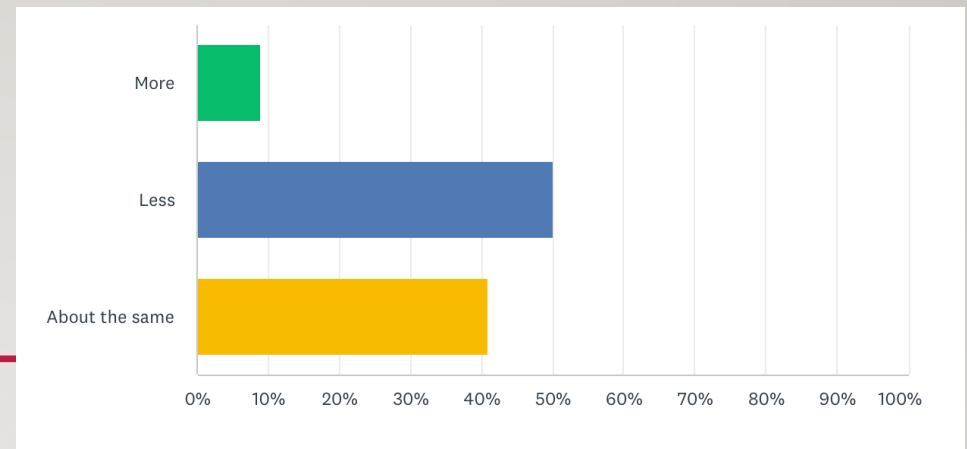


Figure 5. Responses from hunters if the pheasant allocation formula has resulted in more birds bagged and/or seen.

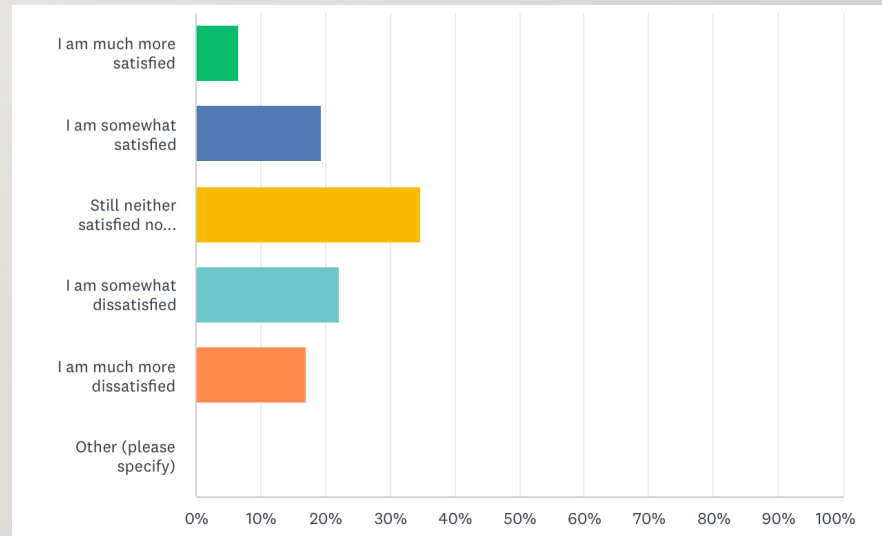


Figure 6. Satisfaction of bird allocation since hunters participation in the 2018 pheasant and quail stamp buyer survey.

# SURVEY RESULTS

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- Overall satisfaction from hunters in 2020 for purchased birds.
- 70% of hunters approve!

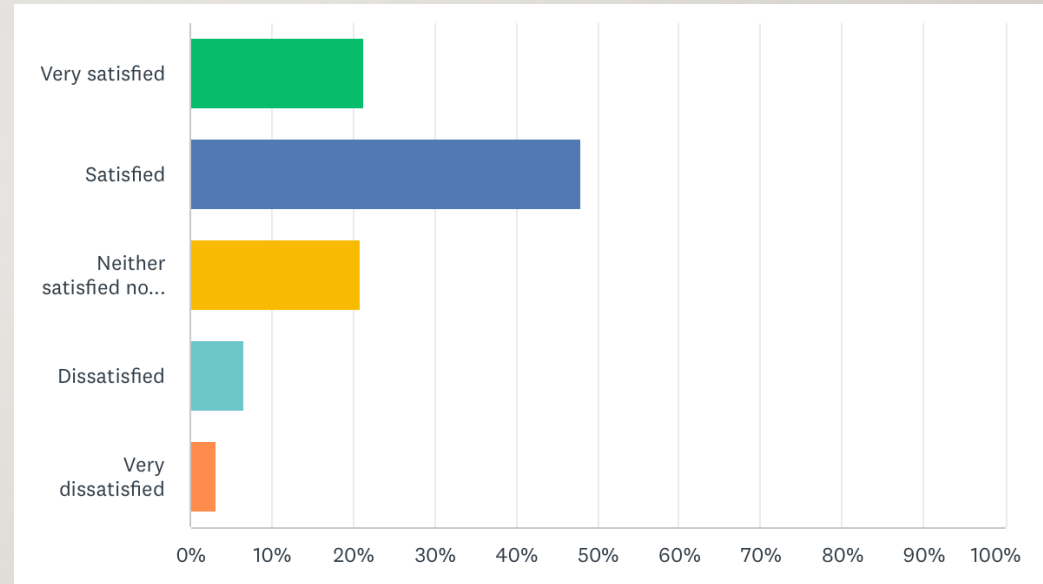


Figure 7. Hunter responses for satisfaction of purchased game birds for hunting on stocked WMAs.

# SURVEY RESULTS

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- Overall satisfaction hunting on stocked WMAs in 2020.

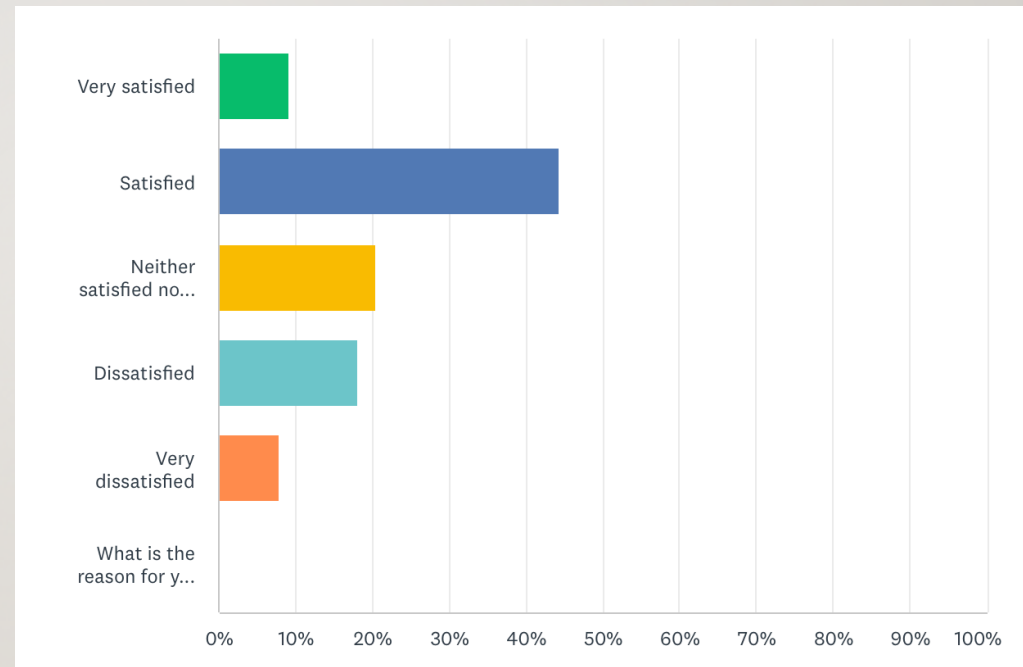


Figure 8. Overall statewide satisfaction reported by upland hunters on stocked WMAs pursuing upland game birds.



# SURVEY RESULTS

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- Awareness of enhanced stocking opportunities in 2020. Was it *influential* in their participation?
- Targeted communication *works*.

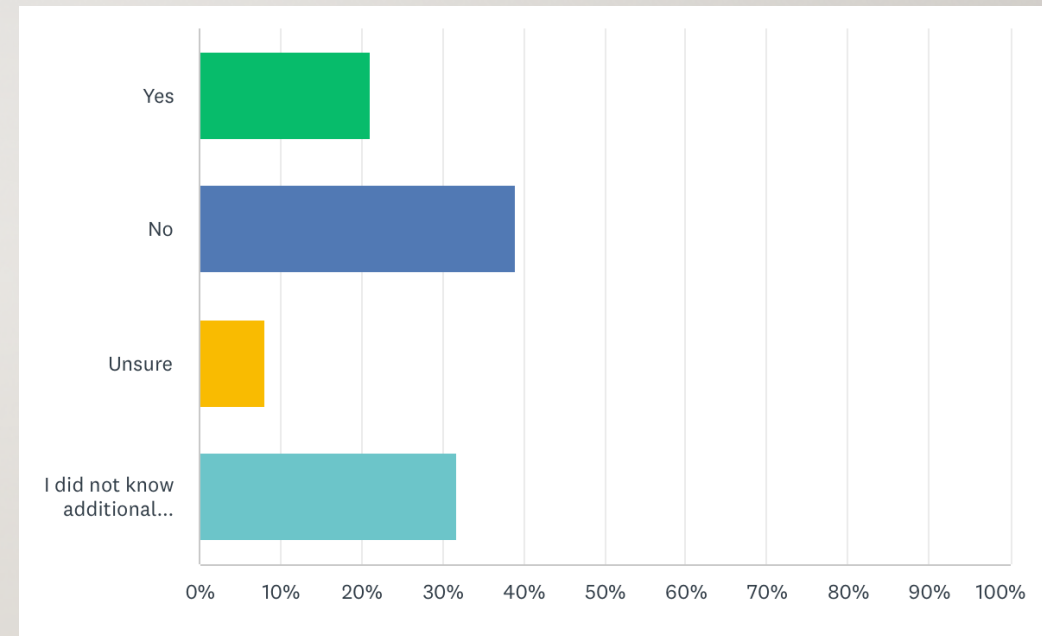


Figure 9. Communication outreach about enhanced stocking in 2020 being influential in participation.

# SURVEY RESULTS

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- How can we enhance hunters' experiences on our WMAs?
  - Additional stocking days (27%), field/cover improvements (17%)
  - Other please describe (what came out?)

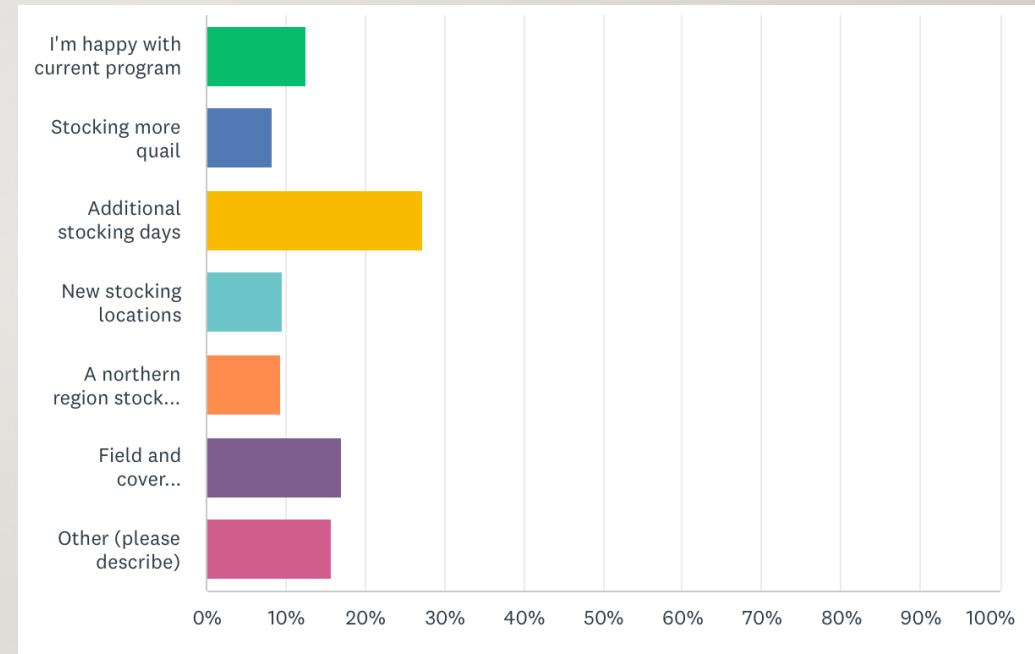


Figure 10. Hunter responses when asked what could enhance their experiences on stocked WMAs.

# SURVEY RESULTS

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- Nearly 70% feel state stamp to hunt stocked WMAs for upland birds is appropriate.
- Interesting note to point out here...

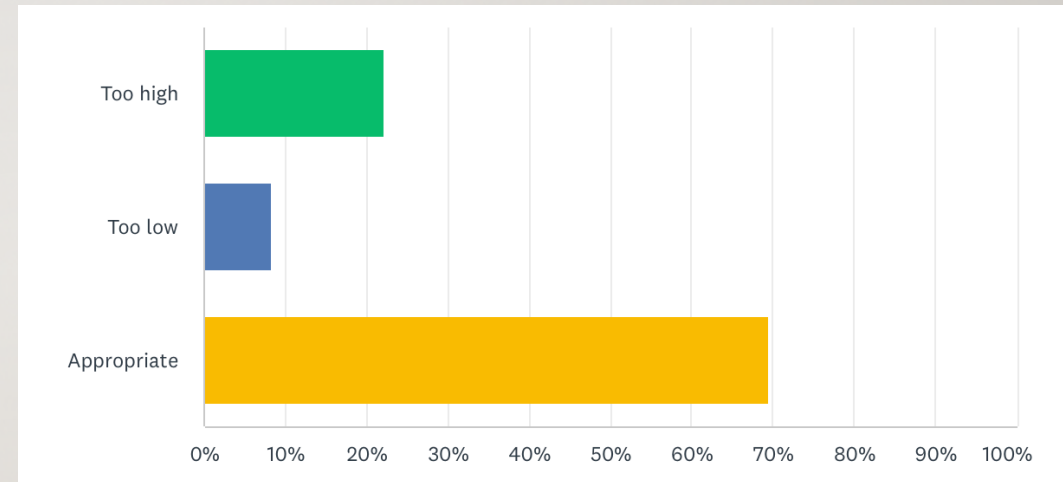


Figure 11. Hunters' responses when asked about their feelings towards price of a pheasant and quail stamp.



# SURVEY RESULTS

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- Responses related to demographic prompts.
  - 98% men, 1.5% female.
- \*note: women participation has been increasing since 2018 to actually about 4.5% now.
- Heavily weighted towards group of hunters 50-64 years old.

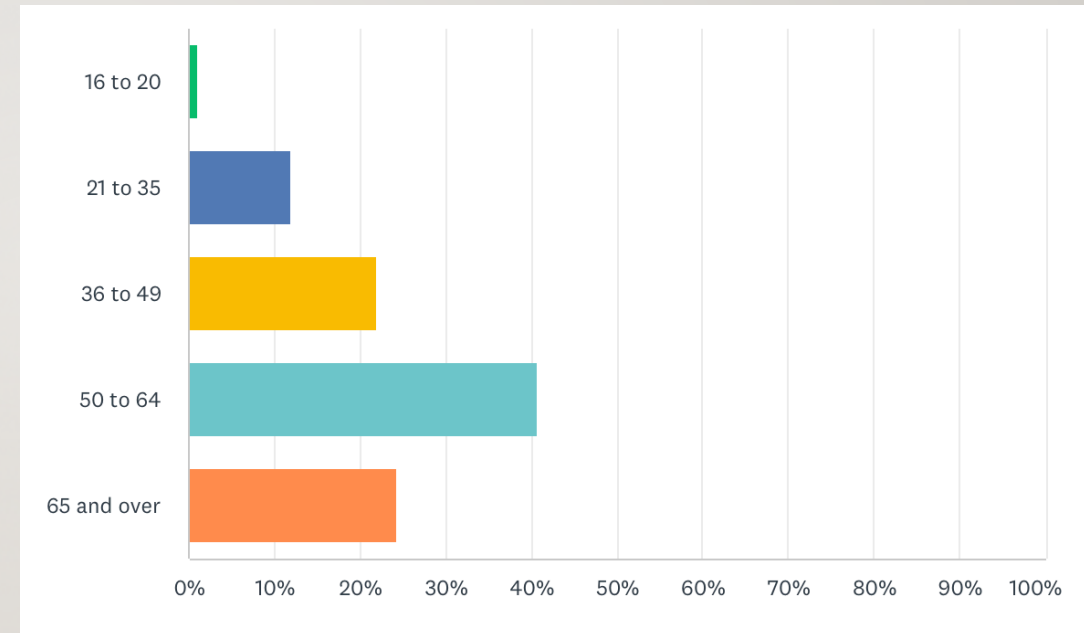


Figure 12. Upland hunter age distribution.

# SURVEY RESULTS

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- Responses related to demographic prompts.
  - 98% men, 1.5% female.
  - Heavily weighted towards group of hunters 50-64 years old.

\*note: 18% indicated they did hunt in 2020, but NOT 2019...

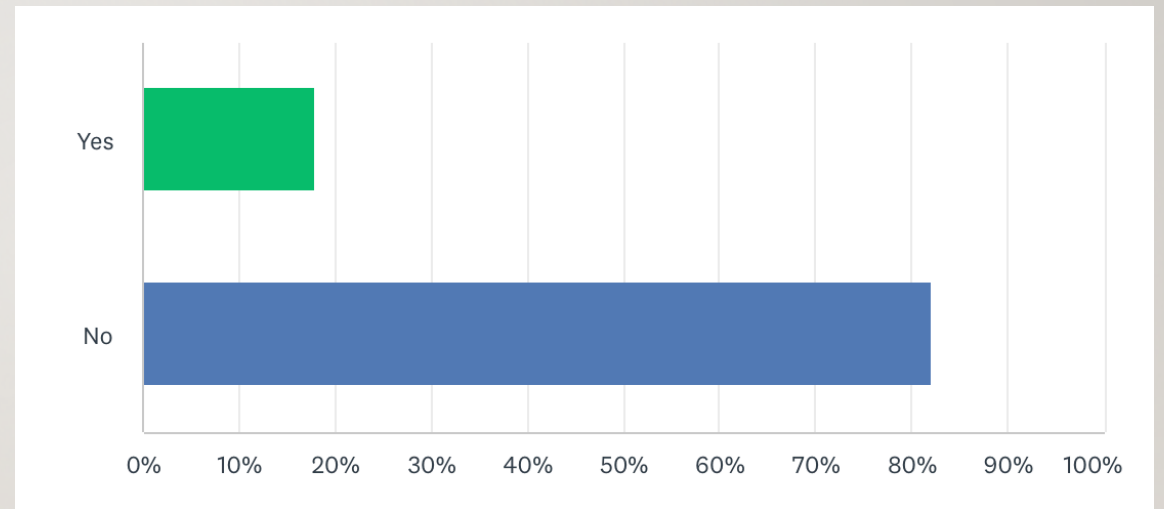


Figure 13. Hunter participation responses indicating about 18% did not upland hunt in 2019, but did in 2020.

# SURVEY RESULTS

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- There is a social aspect to upland hunting compared.
- Three out of four hunters hunt with at least one other person.

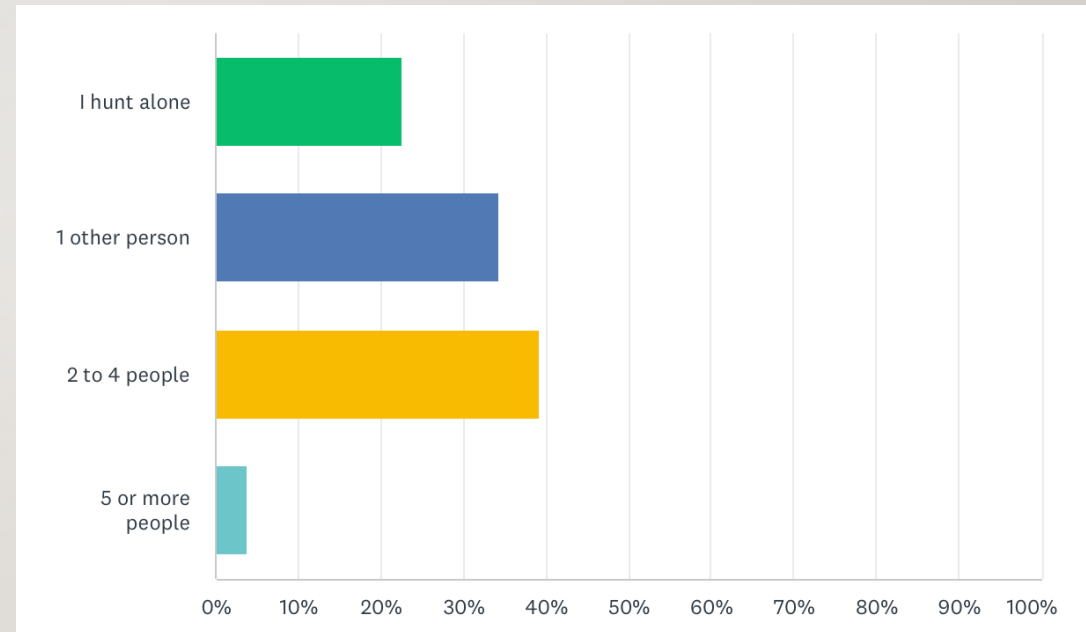


Figure 14. How many hunters respondents indicated they pursue upland game birds on stocked WMAs with while hunting.



# SURVEY RESULTS

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- Southern region: 19%
- Central region: 30%
- Northern region: 43%
- Non-resident: 4.5%

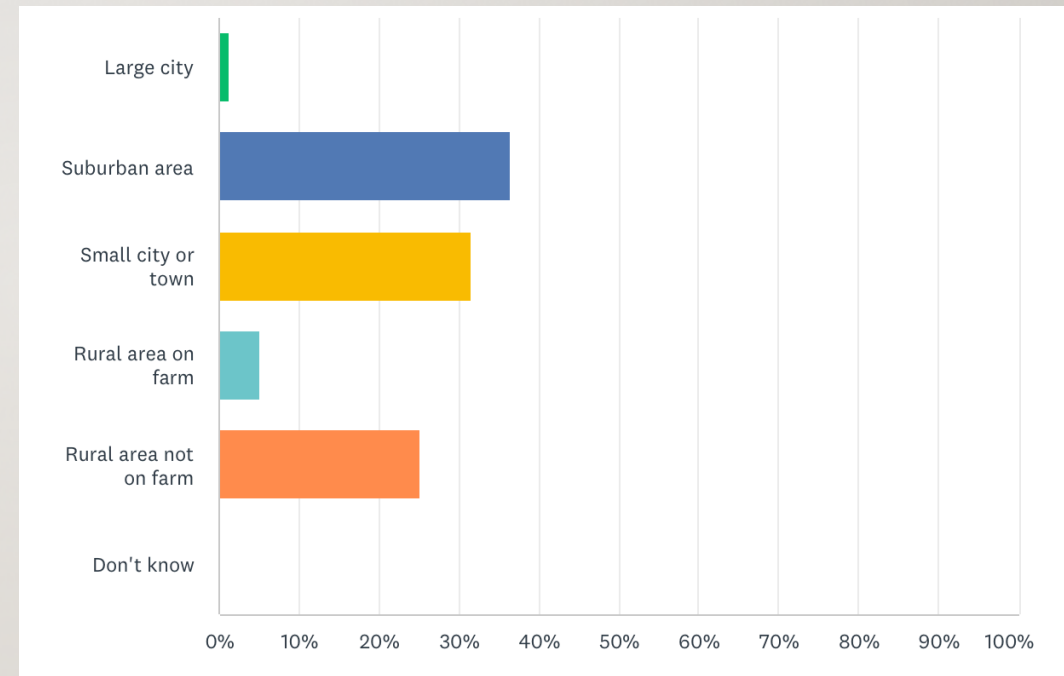


Figure 15. Respondent reported area of residence in NJ.

# FINAL THOUGHTS

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- Parse out criticisms, praise, and suggestions based on stocking regions and report this information to the Division.
- Continue to create opportunities where they exist to serve towards hunter recruitment objectives.
- Enhance our outreach efforts to communicate with new and existing hunters about opportunities on stocked WMAs.



# FINAL THOUGHTS

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- Any questions?

