

New Jersey

**WILD**



**OUTDOOR** EXPO

Explore. Experience. Enjoy!

**VISITOR EXIT SURVEY RESULTS**

**2017**

**HIGHLIGHTS**

# Exit Survey Results

- Approximately 8,500 people attended the 2017 Expo
- Interviewers obtained 833 completed exit surveys from respondents.
- Overall survey response rate was approximately 10%.



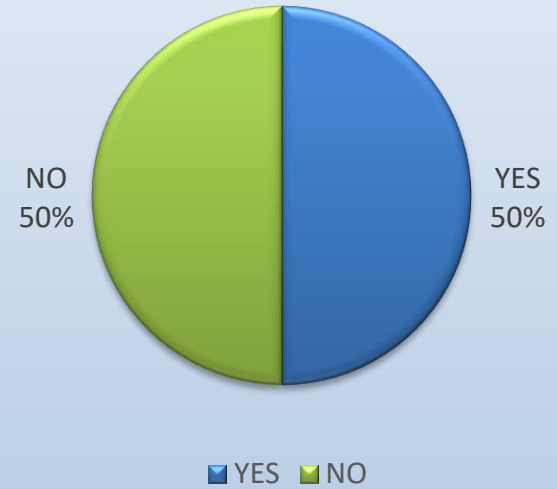
# Respondent Demographics

- Of the 10% returned surveys 51% were males and 49% female
- Nearly 65% of respondents had one or more people in their group who were aged 18 or younger.
- The majority of survey respondents were 91% Caucasian, 7% Asian, 1% Hispanic, 1% African American, and 1% Mixed or Other ethnicity.
- Of the majority of respondents 61% lived in a Suburban area, 28% Rural, and 11% Urban.
- Of the survey respondents 40% were in the 36-50 age range, 26% were in the 51-65 age range, 23% in the 18-35, and 11% in the 65 and older age range.

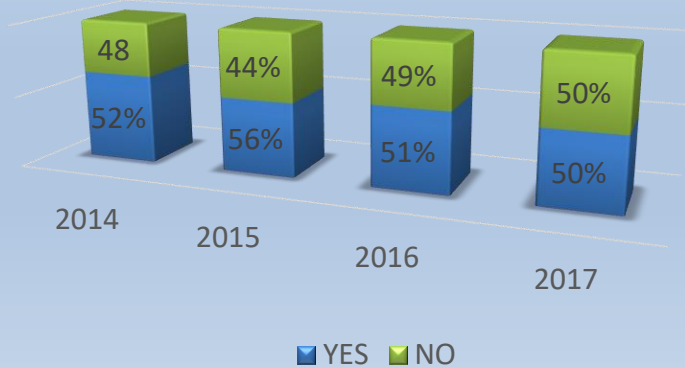




## Respondent first time attendance at the Expo.

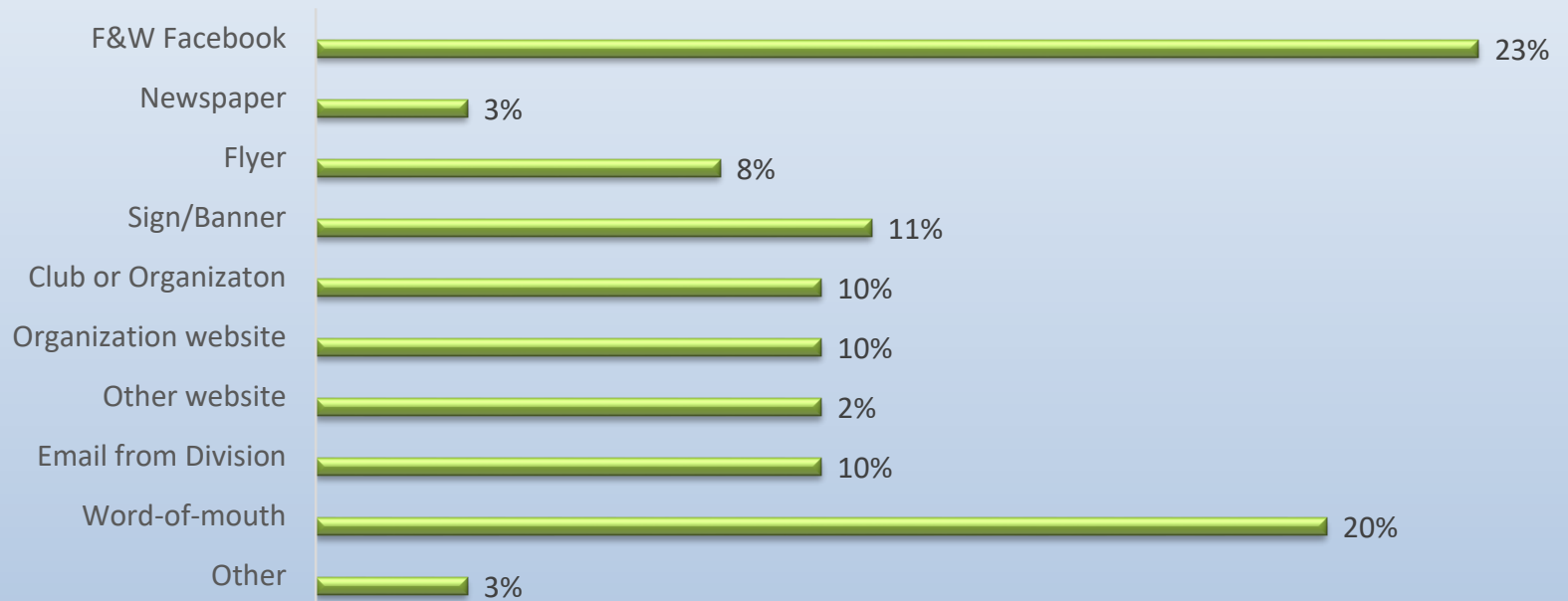


## Respondent first time attendance at the Expo.



# Information about the Expo

## How did you hear about the Expo?



Most survey respondents found out about the expo from the NJ Fish & Wildlife Facebook, word-of-mouth, Sign/Banners, Emails from the Division of Fish & Wildlife, NJDEP website, through various Clubs and Organizations, Flyers, Newspapers, Other Websites and Other sources.



# Visitor Satisfaction



In 2017, 73% rated their satisfaction level as #5 for excellent, followed by 24% selecting #4.





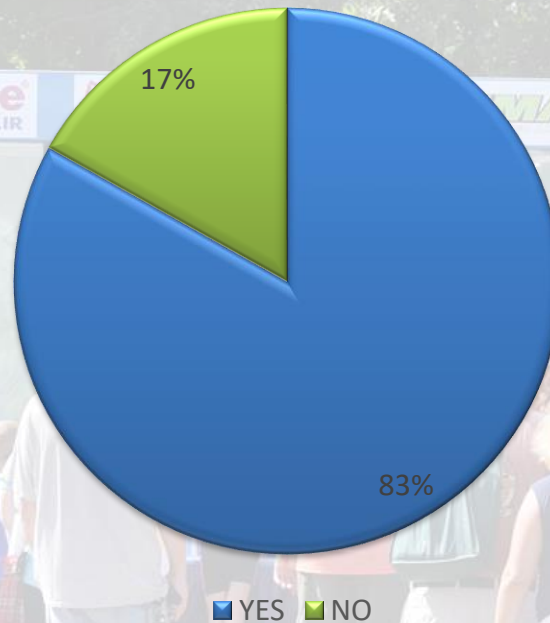
The most popular activities enjoyed at the Expo were “shooting,” “fishing,” “archery”, “kayaking” and “everything”.





# Recruitment and Retention

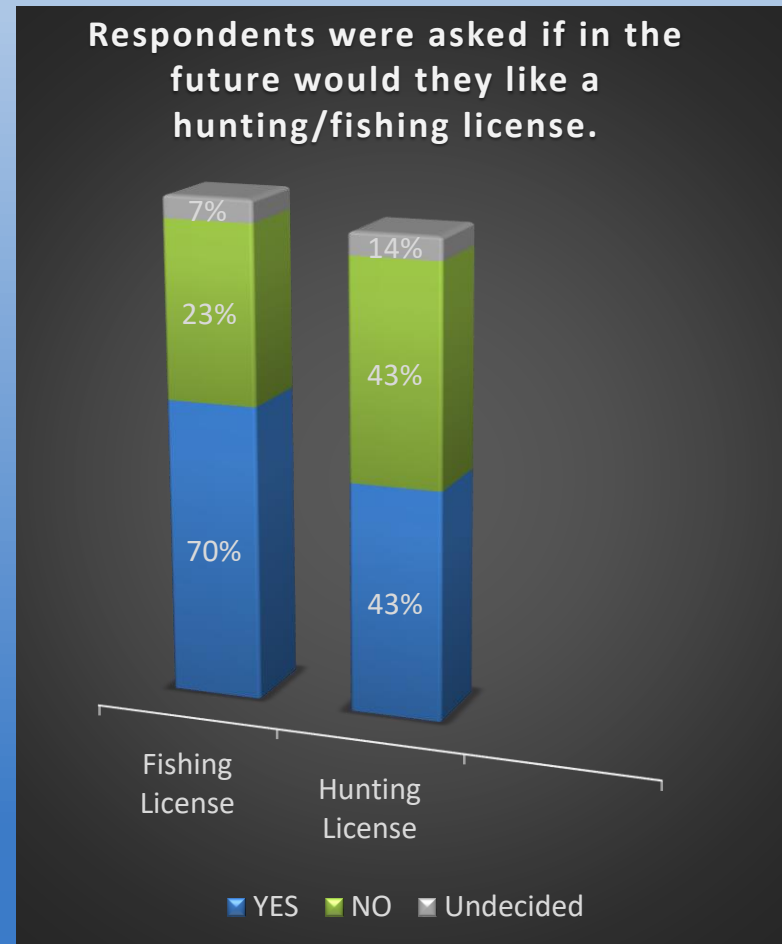
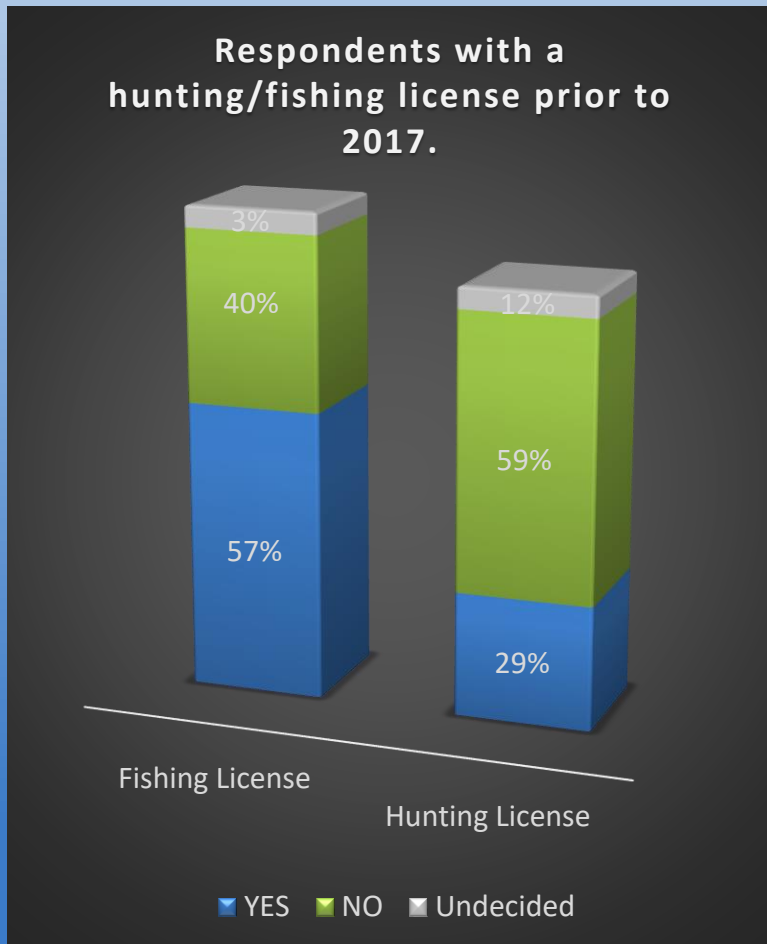
Did you attempt or learn enough to be interested in attempting an outdoor activity you have never done?



- 83% of respondents generated an interest in attempting a new outdoor activity.

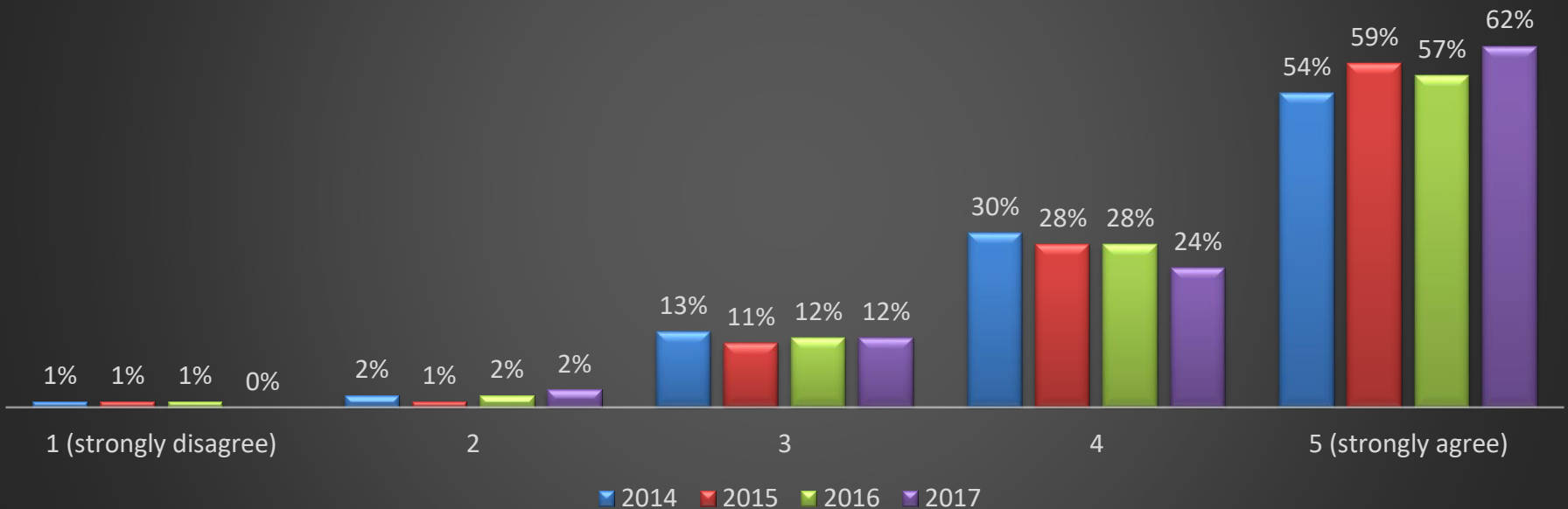


Respondents were asked if prior to 2017 have they ever had a fishing and/or hunting license, and if in the future would they like to have a hunting and/or fishing license.



# Conservation Awareness

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



86% agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities.