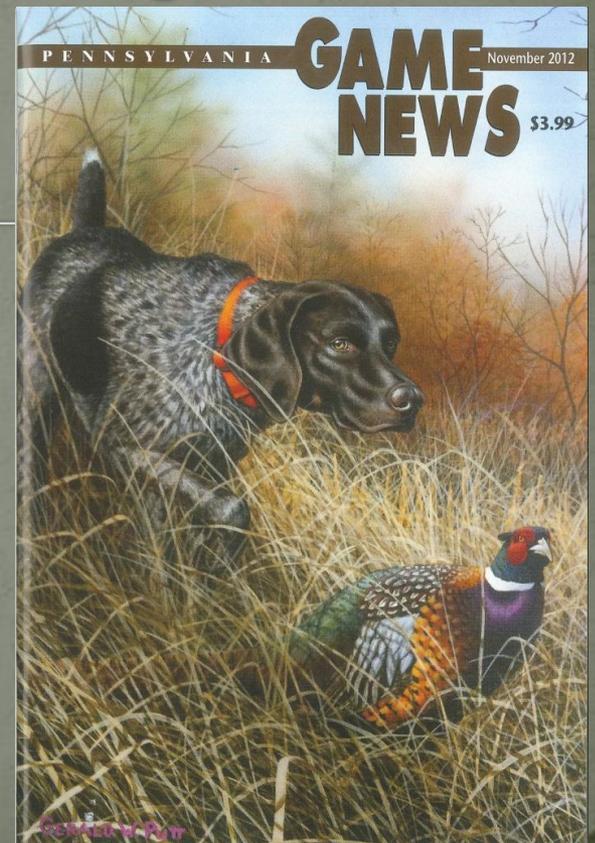


Results of the 2012 *Pennsylvania* *Game News* Survey

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Education



Methods

- Mixed-mode including online and mail surveys using new Pennsylvania Game Commission survey system
 - **Included five total mailings**
- Announcement Postcards sent to 10,000 licensed resident hunters on June 21, 2012 inviting them to complete the survey online
- Paper copy of the survey was mailed on July 6 to those who did not respond online
- Reminder Postcards sent on July 13
- Second copy of survey sent on July 27
- Final postcard sent on August 10, 2012

Response rate

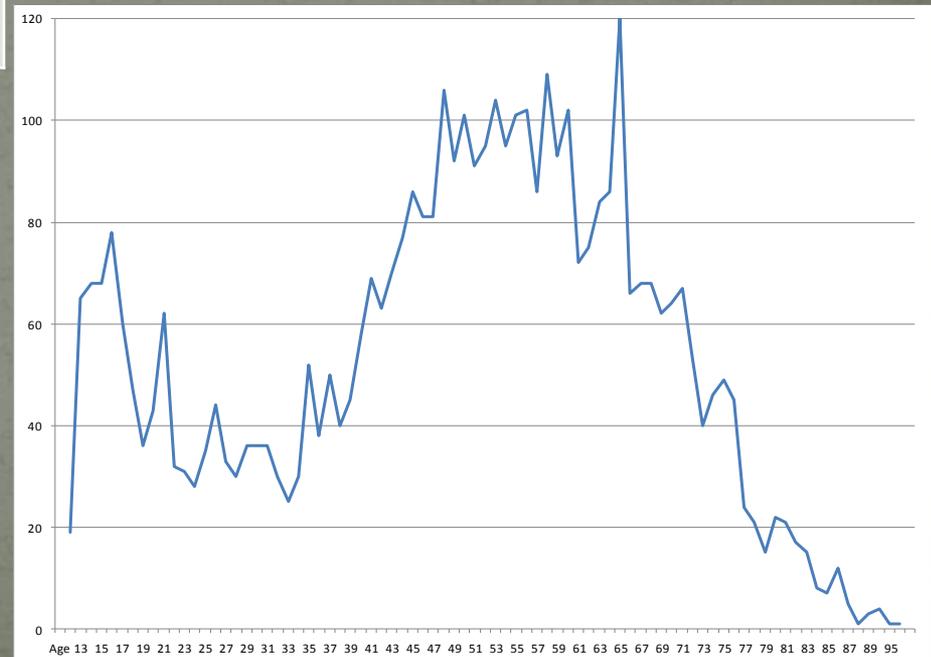
- For all mailings ~45% response rate
 - 4,460 surveys used in the analysis
- Completed online: 1,646 (saves on return postage and data entry costs)
- Completed on paper: 2,814
- Unable to be delivered: 154
 - Fourteen deceased
- Age of respondent: 48.9 years
 - Online respondents: 46.6 years
 - Paper respondents: 50.2 years

Hunting Behavior

- Over 80% said they hunted last five out of five years
- Over 95% said they hunted deer in 2011-12
 - Sixty percent hunted wild turkey
 - Forty-five percent hunted squirrels
 - Thirty-five percent hunted rabbits
 - Thirty percent hunted bear, coyotes, pheasants and/or grouse

Age of Game News Survey Respondents

Age Group	%
Youth (12-19)	10.3
Young Adult (20-34)	12.3
Adult (35-49)	23.4
Middle Adult (50-64)	32.5
Senior	21.5



Familiarity with Pennsylvania Game News

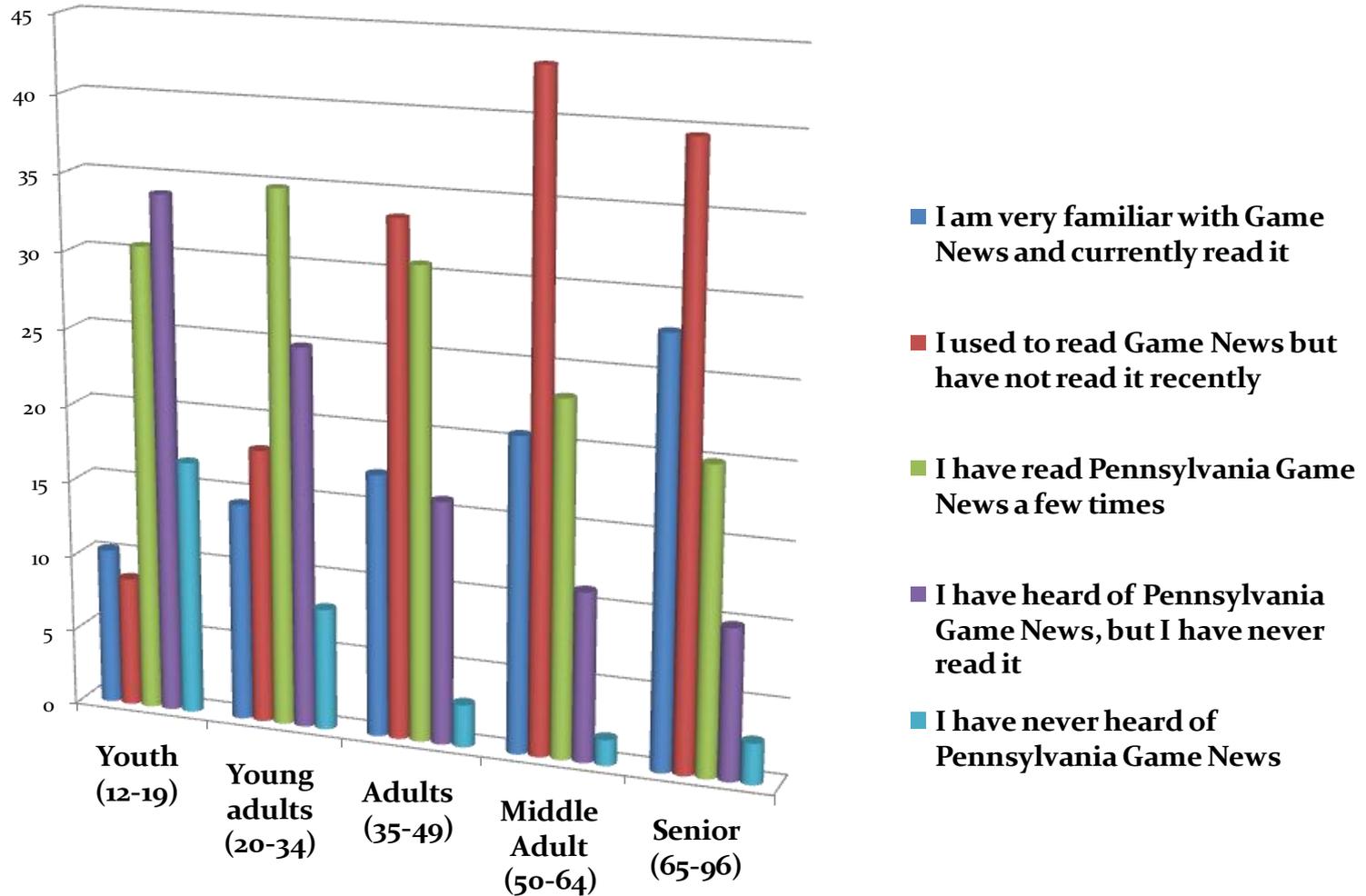
Response	Frequency
I am very familiar with Game News and currently read it	19.4%
I used to read Game News but have not read it recently	33.5%
I have read Pennsylvania Game News a few times	26.2%
I have heard of Pennsylvania Game News, but I have never read it	16.2%
I have never heard of Pennsylvania Game News	4.6%

Familiarity with Game News and Hunter Age

($\chi^2=619.8$, $df=16$, $p<0.001$)

	Youth (12-19)	Young adults (20-34)	Adults (35-49)	Middle Adult (50-64)	Senior (65-96)
I am very familiar with Game News and currently read it	10.3	14.3	17.2	20.6	27.8
I used to read Game News but have not read it recently	8.5	18.0	33.5	43.3	39.6
I have read Pennsylvania Game News a few times	30.5	34.8	30.7	23.2	20.0
I have heard of Pennsylvania Game News, but I have never read it	33.9	24.9	15.9	11.1	9.9
I have never heard of Pennsylvania Game News	16.7	8.0	2.8	1.7	2.7

Familiarity with Game News and Hunter Age



Internet Access

- Most access the internet by DSL or cable in their homes
- Less than half own smartphones or tablets
- Almost three-quarters have personal computers
- Over half say that receiving a digital version of Game News would not motivate them to start subscribing
 - 14% of youth hunters would be interested in digital version (40% own smartphones, 27% have tablets)
 - 11% of young adults would be interested in digital version (60% own smartphones, 25% have tablets)

Respondents Familiar with Game News

Analysis includes all respondents who answered that they:

Are very familiar with *Pennsylvania Game News* and currently read it

OR

Used to read *Pennsylvania Game News* but have not read it recently

OR

Have read *Pennsylvania Game News* a few times

Question 3	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I like it overall	2.4	1.6	11.6	63.7	20.8
It is informative	2.4	1.7	9.6	65.2	21.0
It is a reliable source of information about hunting in PA	2.8	2.8	15.4	56.3	22.7
I like the format	2.5	3.1	25.5	53.7	15.2

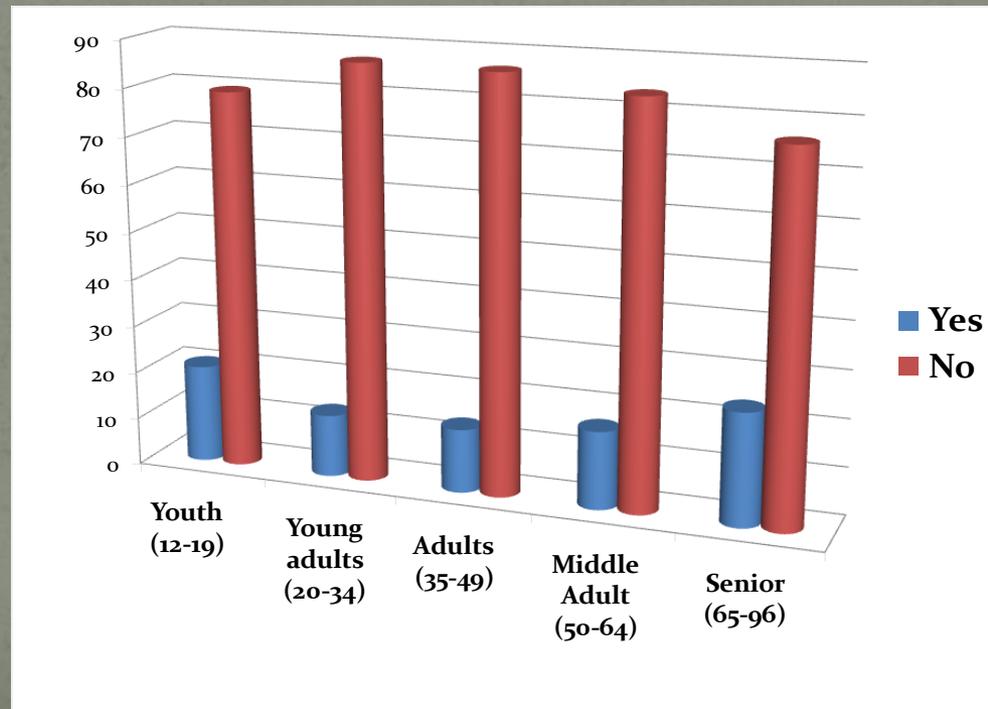
How would you rate the overall quality of Game News?

Poor	0.6%
Fair	10.5%
Good	61.0%
Excellent	25.1%
No opinion	2.8%

Receiving Game News and Hunter Age

($\chi^2=38.4$, $df=4$, $p<0.001$)

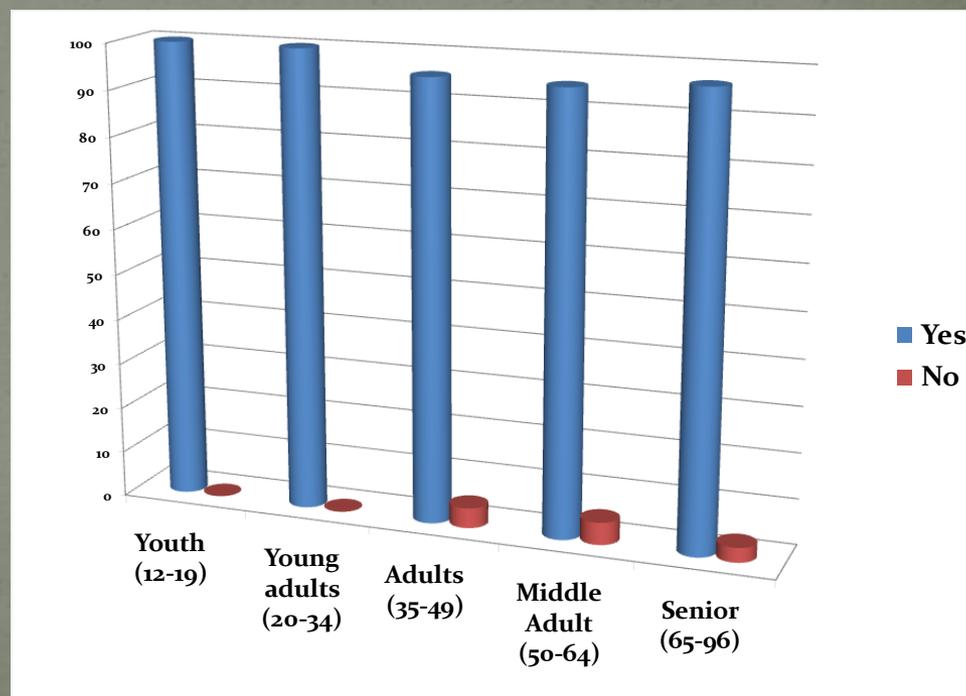
	Youth (12-19)	Young adults (20-34)	Adults (35-49)	Middle Adult (50-64)	Senior (65-96)
Yes	20.6	13.1	13.4	16.4	23.7
No	79.4	86.9	86.6	83.6	76.3



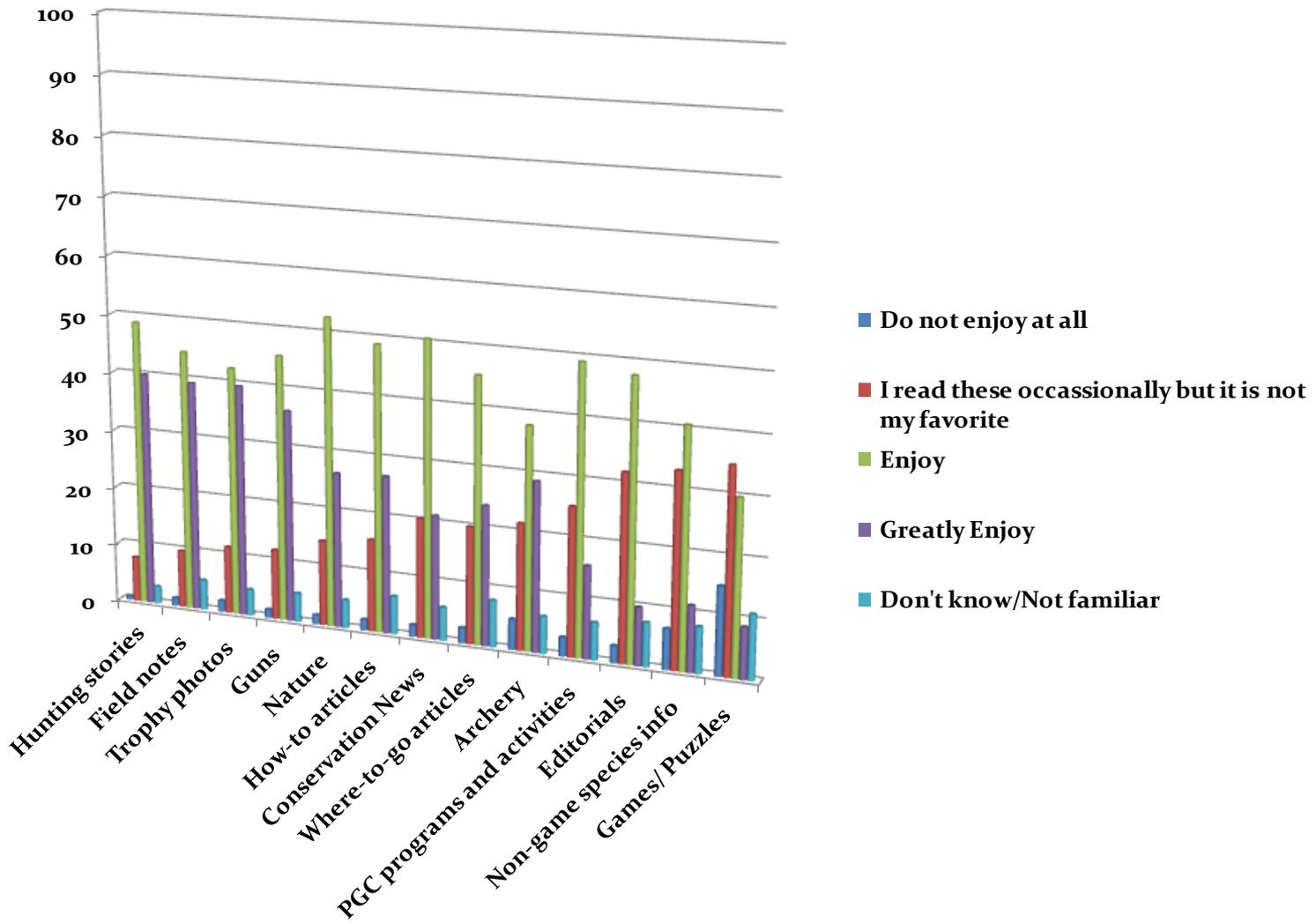
Plans to receive Game News in the Future and Hunter Age

($\chi^2=5.1$, $df=4$, $p=0.275$)

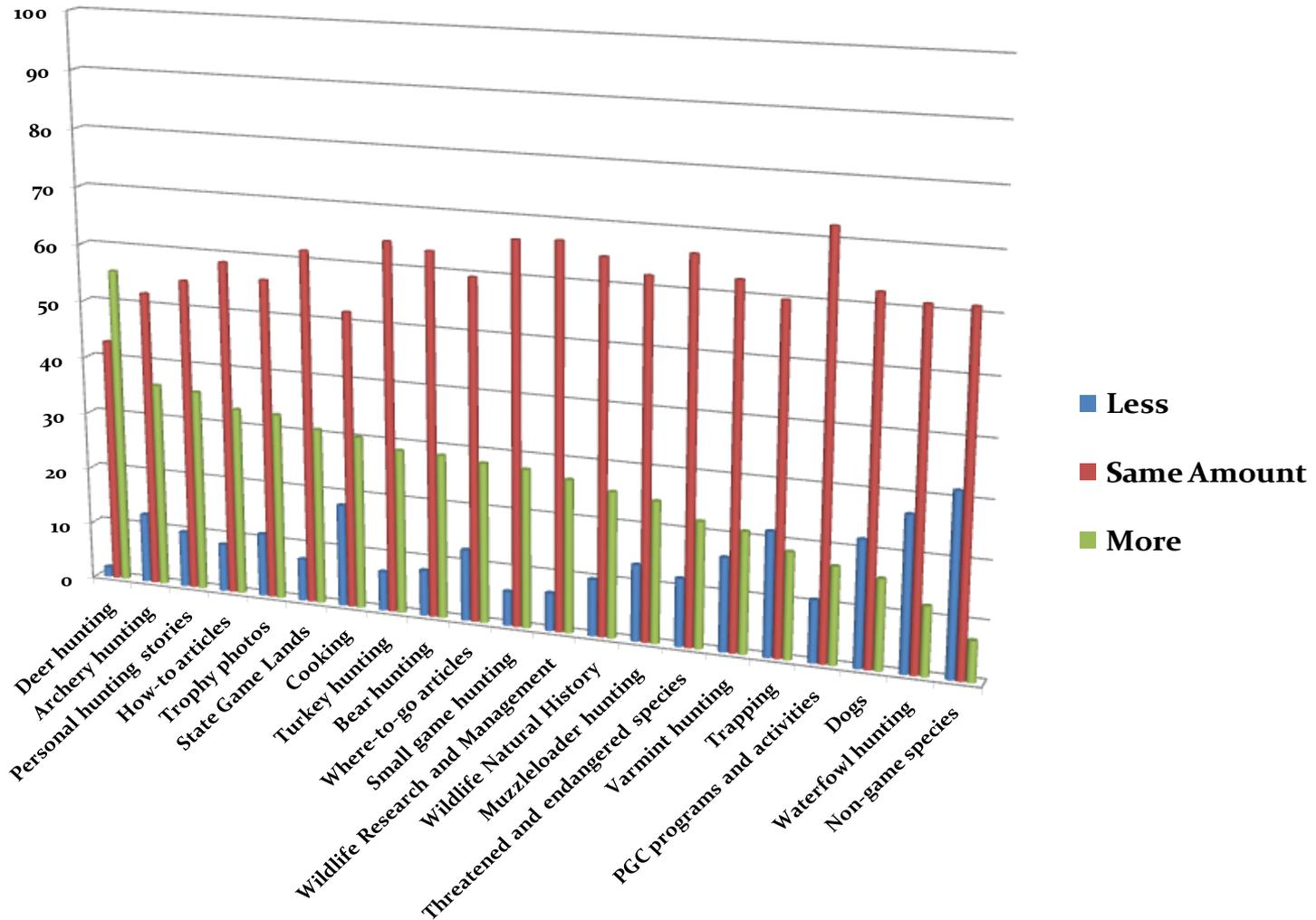
	Youth (12-19)	Young adults (20-34)	Adults (35-49)	Middle Adult (50-64)	Senior (65-96)
Yes	100	100	95.6	95.1	96.8
No	0	0	4.4	4.9	3.2



Which articles and features do you enjoy reading most in *Pennsylvania Game News*?



Would you like to see more, about the same amount, or less of each of these subjects in *Pennsylvania Game News*?



Subscribers

- Average length of time they have been receiving Game News:
 - 18 Years
 - Minimum of one year
 - Maximum of 65 years
- Average number of people who read their copy of Game News:
 - 2.2 (includes respondent themselves)
 - Maximum of 20 individuals reading one copy of Game News each month

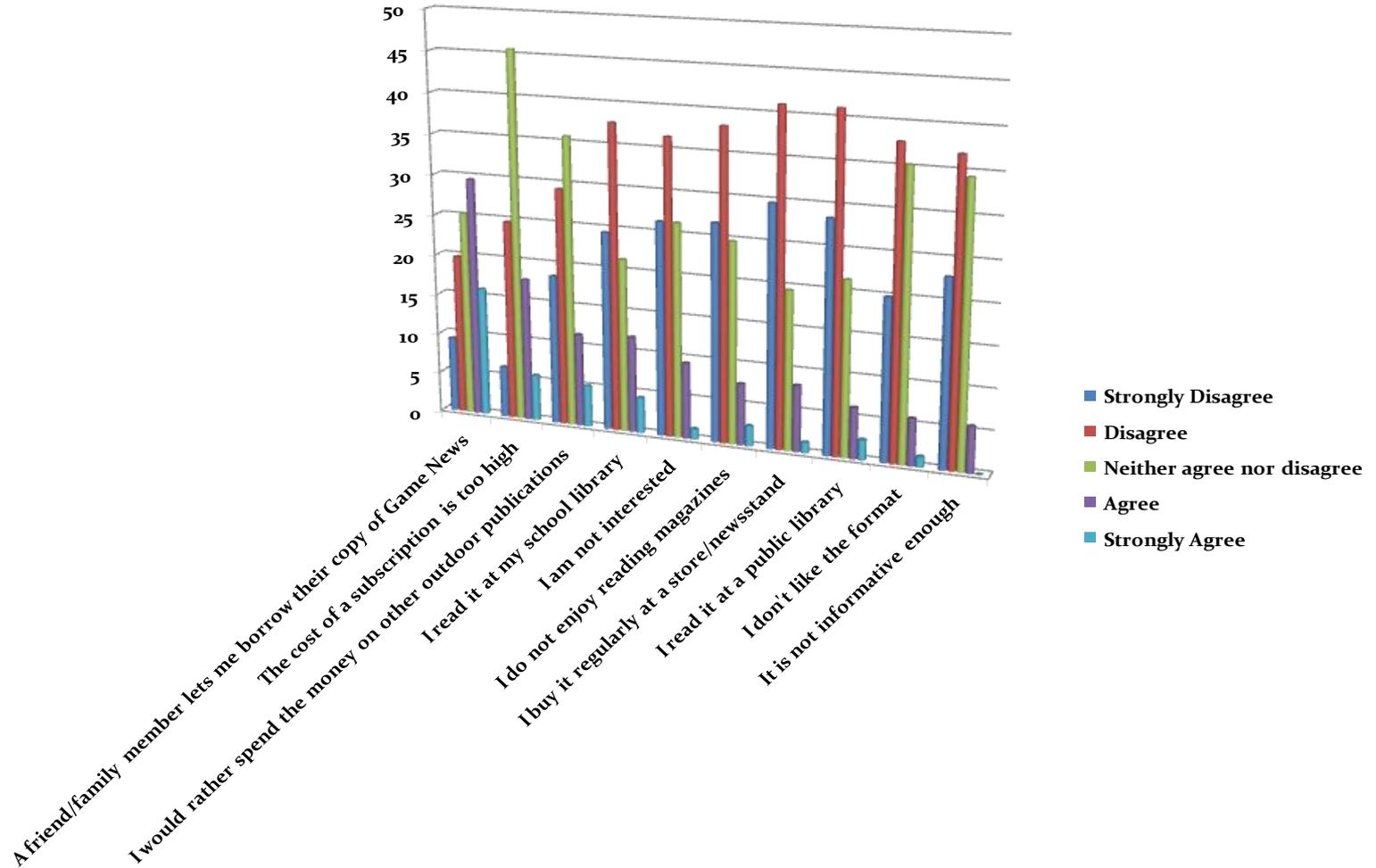
Nonsubscribers

- 47% never had a Game News subscription
- 41% had a subscription in the past
- 12% didn't know or remember if they had a Game News subscription

Non-subscribers

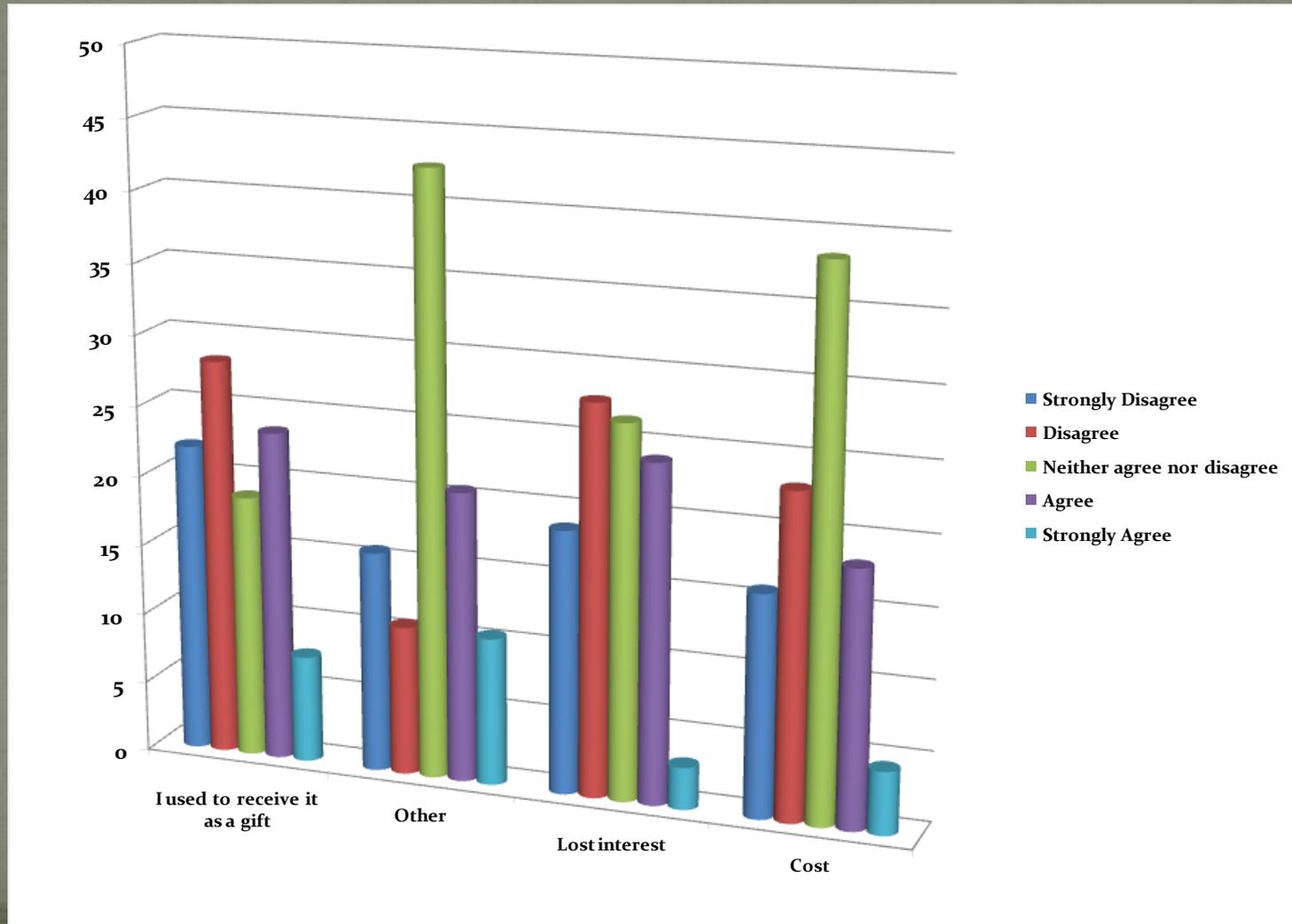
- I do not subscribe to *Pennsylvania Game News* because: (Agree or Strongly Agree)
- Top three statements were the same for all adult age groups
 - A friend/family member lets me borrow their copy of *Game News*
 - The cost of a subscription is too high
 - I would rather spend the money on other outdoor publications

I do not subscribe to Pennsylvania Game News because: (Hunters 12-19 years old)



Former Subscribers

If you received Pennsylvania Game News in the past, but do not receive it at the present time, why not?



Summary

- Most hunters are familiar with Game News
 - Generally have a positive opinion
 - Current subscribers overwhelmingly plan to continue to subscribe (over 95% plan to continue subscription)
 - Prefer articles about hunting (especially deer) and field notes over non-game species and games/puzzles
 - Those who do not subscribe often read a friend's copy
- Relationship between age groups:
 - Familiarity with Game News
 - Receiving Game News
- Most hunters have Internet access and most frequently use it from their homes
 - Younger hunters (12-34) are more likely to own smartphones or tablets