Results of the 2012 Pennsylvania Game News Survey

Coren P. Jagnow, Ph.D.
Bureau of Information and 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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth (12-19)</td>
<td>10.3</td>
</tr>
<tr>
<td>Young Adult (20-34)</td>
<td>12.3</td>
</tr>
<tr>
<td>Adult (35-49)</td>
<td>23.4</td>
</tr>
<tr>
<td>Middle Adult (50-64)</td>
<td>32.5</td>
</tr>
<tr>
<td>Senior</td>
<td>21.5</td>
</tr>
</tbody>
</table>

![Age Distribution Chart]
Familiarity with Pennsylvania Game News

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am very familiar with Game News and currently read it</td>
<td>19.4%</td>
</tr>
<tr>
<td>I used to read Game News but have not read it recently</td>
<td>33.5%</td>
</tr>
<tr>
<td>I have read Pennsylvania Game News a few times</td>
<td>26.2%</td>
</tr>
<tr>
<td>I have heard of Pennsylvania Game News, but I have never read it</td>
<td>16.2%</td>
</tr>
<tr>
<td>I have never heard of Pennsylvania Game News</td>
<td>4.6%</td>
</tr>
</tbody>
</table>
## Familiarity with Game News and Hunter Age

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

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

- I am very familiar with Game News and currently read it
- I used to read Game News but have not read it recently
- I have read Pennsylvania Game News a few times
- I have heard of Pennsylvania Game News, but I have never read it
- I have never heard of Pennsylvania Game News

Bars represent different age groups:
- Youth (12-19)
- Young adults (20-34)
- Adults (35-49)
- Middle Adult (50-64)
- Senior (65-96)
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
<table>
<thead>
<tr>
<th>Question 3</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like it overall</td>
<td>2.4</td>
<td>1.6</td>
<td>11.6</td>
<td>63.7</td>
<td>20.8</td>
</tr>
<tr>
<td>It is informative</td>
<td>2.4</td>
<td>1.7</td>
<td>9.6</td>
<td>65.2</td>
<td>21.0</td>
</tr>
<tr>
<td>It is a reliable source of information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>about hunting in PA</td>
<td>2.8</td>
<td>2.8</td>
<td>15.4</td>
<td>56.3</td>
<td>22.7</td>
</tr>
<tr>
<td>I like the format</td>
<td>2.5</td>
<td>3.1</td>
<td>25.5</td>
<td>53.7</td>
<td>15.2</td>
</tr>
</tbody>
</table>

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

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

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<th>Senior (65-96)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>20.6</td>
<td>13.1</td>
<td>13.4</td>
<td>16.4</td>
<td>23.7</td>
</tr>
<tr>
<td>No</td>
<td>79.4</td>
<td>86.9</td>
<td>86.6</td>
<td>83.6</td>
<td>76.3</td>
</tr>
</tbody>
</table>
Plans to receive Game News in the Future and Hunter Age
($X^2=5.1$, df=4, p=0.275)

<table>
<thead>
<tr>
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<th>Middle Adult (50-64)</th>
<th>Senior (65-96)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>100</td>
<td>100</td>
<td>95.6</td>
<td>95.1</td>
<td>96.8</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>0</td>
<td>0</td>
<td>4.4</td>
<td>4.9</td>
<td>3.2</td>
</tr>
</tbody>
</table>

![Bar chart showing plans to receive game news by age group and response (Yes, No). The chart indicates that the highest response rate is for the Senior age group (65-96) with 96.8% for Yes and 3.2% for No, while the lowest is for Youth (12-19) with 100% for No.]
Which articles and features do you enjoy reading most in Pennsylvania Game News?

- Hunting stories
- Field notes
- Trophy photos
- Guns
- Nature
- How-to articles
- Conservation News
- Where-to-go articles
- Archery
- Editorials
- Non-game species info
- PGC programs and activities
- Games/Puzzles

Options:
- Do not enjoy at all
- I read these occasionally but it is not my favorite
- Enjoy
- Greatly Enjoy
- Don’t know/Not familiar
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