

Hunting Matters! “Hats On” Mentoring Campaign



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EXECUTIVE SUMMARY

Introduction

The Hunting Heritage Program of the North Carolina Wildlife Resources Commission (NCWRC) is based on the premise that “it takes a hunter to make a hunter,” and that the recruitment and retention of hunters is critical to long-term conservation and management of North Carolina’s wildlife resources. The Hunting Matters! “Hats On” Mentoring Campaign (Hats On) was created in 2010 to bring awareness to the importance of hunter mentoring in maintaining our hunting heritage and as a mechanism for better understanding barriers to hunter recruitment and retention in North Carolina. It is vital, therefore, that hunter mentoring be recognized as an essential component toward recruitment and retention efforts in North Carolina and the reason that Hats On was reinstated in 2012.

Hats On Initiation/Registration

Hats On was reinstated August 1, 2012 via on-line registration available on the NCWRC Website. Participants in the Hats On campaign pledged “*to mentor a new hunter (youth or adult) on his or her first hunting trip between August 1 and December 31, 2012 as my contribution to preserving our hunting heritage in North Carolina.*” Individuals having a current North Carolina Hunting License, or those meeting license exemption requirements, were eligible to participate. We gave eligible participants custom designed “Hats On” hats and bumper stickers to promote mentoring awareness and as an incentive to participate in Hats On. A total of 5,899 registration forms were completed online. Hats On registration ended December 31, 2012.

Evaluation Methods

Beginning in January 2013 we contacted all eligible Hats On participants and asked them to complete an on-line survey about their mentoring experiences and barriers to mentoring. Participants for whom we had a valid email address were sent up to two requests via email to complete the survey online. We then mailed a paper version of the survey to anyone who had not completed the survey online. Participants who did not provide a valid email address were mailed two requests to complete the survey online, and then received up to two mailings of the paper version of the survey.

Selected Results

A total of 4,332 Hats On participants completed the post-campaign survey with 3,816 completing on-line and 516 completing paper surveys. The overall Hats On adjusted response rate calculated by omitting incorrect addresses and persons ineligible to respond was 74%.

When asked on the post-campaign survey, 65% of participants indicated they had taken one or more new hunters on his or her first hunting trip in 2011 and 88% had done so in 2012, representing a 23% reported increase in participants that mentored someone in 2012 vs. 2011.

We also examined barriers to mentoring new hunters. The following percentages of Hats On participants who, according to the post-campaign survey, did not personally take one or more new hunters on his or her first hunting trip in 2012 indicated the following as being barriers to mentoring someone new in 2012:

- The person(s) I intended to mentor and I could not coordinate our schedules to hunt (66%).

- The person(s) I intended to mentor could not find time to go hunting (63%).
- The person(s) I intended to mentor could not find the time to schedule a hunter education course (45%).
- I did not know anyone whom I could mentor (42%).
- I did not have enough time to mentor (35%).
- The cost of leasing land for hunting was too expensive (28%).
- Game populations were too low (27%).
- The person(s) I intended to mentor changed their mind and decided not to go hunting (25%).
- I did not have access to land for hunting (24%).
- My health or age limited my hunting (20%).
- The property I used to hunt on was no longer open to hunting (18%).
- The person(s) I intended to mentor had no hunting equipment and I was unable to provide any for them to use (18%).
- I needed information about permitted youth/disabled hunts in my area (14%).
- My income changed and I could not afford to go hunting any longer (11%).
- I needed more information about how to mentor (10%).
- Hunting regulations were too confusing (9%).

We also were interested in participant's opinions as to whether or not the Hats On campaign contributed to their decision to mentor. Most (66%) participants indicated Hats On was very or somewhat important in their decision to mentor a new hunter in 2012.

In an effort to investigate informational barriers to hunting, we asked Hats On participants to indicate their interest in obtaining hunting information via the NCWRC. The following percentages of participants indicated interest in the following sources of hunting-related information:

- Hunting information via the NCWRC website (75%)
- Hunting information updates by email (68%)
- Skills-based hunting workshops about game species, equipment and hunting methods (60%)
- Interacting with other hunters and NCWRC staff using on-line social networking sites such as Facebook (36%)

RECOMMENDATIONS

Hats On 2012 respondents reported a 23% increase in mentoring post-campaign vs. pre-campaign with 66% indicating Hats On was very or somewhat important to their decision to mentor a new hunter in 2012.

Respondents who did not take a new hunter on his/her first hunting trip identified a number of barriers to their efforts.

The majority of respondents indicated an interest in getting hunting-related information through the NCWRC website, by email and in skills-based hunting workshops. Thirty-six percent of Hats On participants indicated an interest in getting hunting information using social media.

Research has indicated that most hunters (55%) are unaware of programs designed to recruit and retain hunters with only 11% of active hunters and 2% of inactive hunters participating in these programs (Responsive Management 2008). If we are to successfully maintain and or increase our hunter population in North Carolina, efforts directed at increasing awareness to the importance of hunter mentoring including the value of understanding and addressing barriers to hunter recruitment and retention is paramount. Reinstating Hats On in

2012 contributed to greater awareness to the importance of hunter mentoring with only 11% participating during both years (2010 and 2012).

Based on current research emphasizing the need for “developing plans and evaluation mechanisms for existing programs” including the use of “how-to” outreach efforts (D.J. Case and Associates. 2009) and evaluation results from Hats On 2012 and 2010, we make the following recommendations:

Focus efforts on measurable initiatives to address identified barriers to recruiting hunters *within the NCWRC’s control* indicated by respondents that did not personally take one or more new hunters on his or her first hunting trip in 2012 and 2010. However, the following identified barrier to recruiting new hunters *within the NCWRC’s control*, namely, “The person(s) I intended to mentor could not find the time to schedule a hunter education course” (Table 15) was intentionally not listed due to the recent inception of a Hunting Heritage Apprentice Permit (HHAP). The HHAP is predicted to address the hunter education requirement barrier in that it allows someone to purchase a hunting license without first having completed hunter education as long as he or she is within sight and hearing distance of an accompanying licensed hunter who is at least 18 years of age.

Therefore, the following respondent-identified barriers to recruiting new hunters will be addressed and include:

- Communication and knowledge barriers between potential mentors and new hunters:
 - *I did not know anyone whom I could mentor* (42% 2012 / 46% 2010).
 - *I needed more information about how to mentor* (10% 2012 / 13% 2010).
- Alleviate concerns relative to cost of leasing land for hunting by promoting public lands opportunities:
 - *The cost of leasing land for hunting was too expensive* (28% 2012 / 41% 2010).
 - *I did not have access to land for hunting* (24% 2012 / 30% 2010).
 - *The property I used to hunt on was no longer open to hunting* (18% 2012 / 20% 2010).
- Enhanced promotion of permit hunting opportunities on Game Lands:
 - *I needed information about permitted youth/disabled hunts in my area* (14% 2012 / 19% 2010).
- Regulation complexity:
 - *Hunting regulations were too confusing* (9% 2012 / 11% 2010).
- Continue to assist in the enhancement, development and promotion of conservation partner-facilitated skills-based workshops toward addressing the above barriers.
- Promote, enhance and provide web-based hunting information, social networking opportunities and seek out additional opportunities to improve outreach including specific promotion of permit hunting opportunities on Game Lands based on minimal use (14% or less) by post-campaign respondents when mentoring someone new to hunting in 2012 and 13% or less in 2010.
- Finally, with the recent development of an effort meant to address awareness of, and participation in, wildlife-associated recreational activities entitled, The Strategic Recruitment and Retention Initiative, we hope to magnify awareness of the Hunting Heritage Program, and likewise, hunter recruitment and retention initiatives in North Carolina.

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INTRODUCTION

During any given year roughly 5% of U.S. citizens (approximately 14-18 million) hunt (Responsive Management 2008). The value of the contributions hunters make towards wildlife management and conservation cannot be overlooked. Hunting revenue funds wildlife management and conservation programs throughout the country and wildlife managers believe that budgets could not be increased enough to make up for the loss of hunting and trapping as management tools (International Association of Fish and Wildlife Agencies, 2005). Nationwide, hunting-related spending supports wildlife agencies through license sales and the excise taxes on hunting equipment. In fact, for over 70 years, hunters and anglers have provided on average about 70% of the funding for most state fish and wildlife agencies (TWS Wildlife Professional, Spring 2009). In 2006, 304,204 hunters (resident and non-resident age 16 and older) provided over \$1.7 billion to North Carolina's economy with \$511,546,347 spent on hunting-related expenditures, \$856,474,221 in sales, \$251,130,696 in net income and 8,851 in hunting industry-related jobs (Southwick Associates, Inc. 2008).

Decades of decline in the total number of licensed hunters...has resulted in hunter recruitment and retention (HRR) becoming a high priority issue of interest among the North American wildlife conservation and management community....with federal and state agencies and non-governmental organizations devoting research, funding and time toward efforts influencing HRR (Larson et al. 2013). For example, hunter numbers declined 10% from 1996 through 2006. In 1996 there were roughly 370,000 hunters (age 16 and older) in North Carolina, but by 2006 the number was down to 304,000 hunters (U.S. Fish and Wildlife Service, 2006). Research has indicated three primary reasons for hunter number declines including poor health and age, lack of time and or other obligations and lack of access or places to hunt. Another factor contributing somewhat indirectly to hunter losses is lack of hunter awareness to programs designed to recruit and retain hunters. Nationwide, the majority of hunters (55%) are unaware of hunter recruitment and retention programs with 11% of active hunters and only 2% of inactive hunters participating in these programs (Responsive Management 2008). Unless attempts are made to reverse the decline in hunter numbers, the trend will likely continue and wildlife conservation and management as we currently know it could suffer, including the loss of our valued hunting tradition.

Recently, however, a nationwide increase in hunter participation was observed during the 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation. In fact, hunter participation increased 9% nationally from 12.5 million in 2006 to 13.7 million in 2011 including a 9% increase in North Carolina from 304,000 hunters in 2006 to 335,000 in 2011. Despite the recent increase, however, North Carolina still experienced a 16% decline in adult hunter participation between 1991 and 2011 as compared to only 3% nationally (U.S. Fish and Wildlife Service, 2011). While the recent increase in hunter participation is good news, it is not known if the trend will continue nor is it a reason to relax hunter recruitment and retention efforts. Nevertheless, the recent increase in participation does provide an opportunity to learn what, if anything, contributed to the increase and, if so, build on it toward future endeavors. For example, the Hunting Matters! "Hats On" Mentoring Campaign (Hats On) indicated an 11% mentoring increase in 2010. This result alone provides an incentive to build on existing success and apply it to future efforts.

The Hunting Heritage Program of the North Carolina Wildlife Resources Commission (NCWRC) is based on the premise that "it takes a hunter to make a hunter," and that the recruitment and retention of hunters is critical to long-term conservation and management of North Carolina's wildlife resources. Research has indicated that the majority of hunters began hunting because someone took the time to introduce them to the activity

(Responsive Management, 2008). The NCWRC can serve as a leader and a catalyst to effect positive change for hunting and work to provide additional opportunities to facilitate hunting, but, ultimately the future of hunting depends on the individual hunter (Hunting Heritage Program Strategic Plan, 2007). It is vital; therefore, that hunter mentoring is recognized as an essential component toward recruitment and retention efforts in North Carolina and, based on the results of Hats On 2010, the reason that we reinstated Hats On in 2012.

CAMPAIGN REGISTRATION

Hats On began August 1, 2012 via on-line registration available on the NCWRC Website. Participants in the Hats On campaign pledged *“to mentor a new hunter (youth or adult) on his or her first hunting trip between August 1 and December 31, 2012 as my contribution to preserving our hunting heritage in North Carolina.”* Individuals having a current North Carolina Hunting License, or those meeting license exemption requirements, were eligible to participate. With the North Carolina Hunting License requirement, we realized that someone could register a lifetime license holder for Hats On potentially too young to mentor someone on their own. It was decided, therefore, that a minimum age to mentor be established based on the following criteria. North Carolina youth under age 16 are exempt from the hunting license requirement and hunter education provided they are accompanied by a properly licensed adult while hunting. However, should the same youth decide to hunt and or mentor alone; they can only do so provided they have first completed hunter education. Because hunter education is taught at a 6th grade learning level, and most 6th graders are 12 years of age, it is reasonable to conclude that a 12 year old would have the cognitive ability to complete the course, and therefore mentor someone on their own. For this reason, we only included registrant information from individuals aged 12 and above for analysis.

In addition, several implementation changes were introduced for Hats On 2012 as compared to Hats On 2010. First, the campaign duration was shortened from a total of 8 months in 2010 to 5 months in 2012. The shorter timeframe focused mentoring efforts during the entire fall hunting season while negating the relatively non-hunting late-spring and summer months. A shorter campaign timeframe was also thought to increase participation by virtue of having less time to “put it off till later” thereby promoting spontaneity in potential mentors. Obviously, a downside to the timeframe change was the exclusion of the spring turkey season. Secondly, registration was primarily accomplished on-line. On-line registration excluded the need to physically handle and enter hardcopy registration data while also allowing participants the ability to update personal information in our license data system. An exception to the online only registration included a limited-use call-in option via toll-free phone number. The toll-free number was displayed on a specially designed campaign poster located in the Customer Service Lobby at the NCWRC headquarters in Raleigh. Thirdly, the 2010 campaign eligibility option (i.e., must have a valid North Carolina mailing address) was dropped in favor of requiring that participants have a current North Carolina hunting license or ability to meet license exemption requirements in 2012. We felt the hunting license requirement was also more effective at targeting preferred mentors (i.e., North Carolina hunters) as compared to possessing a valid NC mailing address. Finally, unlike Hats On 2010 where all post-campaign respondents were entered in a drawing for a lifetime hunting license, Hats On 2012 participants were mailed, in advance, a specially designed Hunting Matters!™ Iron-on Patch as an incentive for completing the post-campaign survey.

As in 2010, we gave 2012 eligible participants custom designed “Hats On” hats and bumper stickers to promote mentoring awareness and as an incentive to participate in Hats On. The online registration (Appendix A)

included eight questions about past hunting participation and mentoring experience. Hats On registration ended December 31, 2012.

CAMPAIGN EVALUATION METHODS

In order to help evaluate the campaign, we surveyed Hats On participants after the campaign.

Survey Design

The 26 question Hats On post-campaign survey instrument (Appendix A) was designed to compare pre and post-campaign mentoring. The survey instrument included questions concerning barriers to hunter mentoring, interest in getting hunting-related information from the NCWRC and participant demographic information.

Survey Implementation

Beginning January 23, 2013 we contacted all eligible Hats On participants and asked them to complete the survey instrument (Dillman et. al 2009). The survey instrument consisted of a mailed letter with the survey URL asking participants to complete the survey online also notifying those without internet access that a paper survey would arrive in a few weeks. A specially designed Hunting Matters!™ Iron-on Patch was included as an incentive for completing the survey. Participants for whom we had a valid email address were designated Web Primary whereas anyone for whom we did not have an email address were designated Mail Primary. Any Web Primary participants whose emails were unsuccessfully delivered were moved to the Mail Primary group.

Web Primary participants that did not respond after receiving the initial January 23 letter received up to two email requests to complete the survey online on February 1 and February 18. Web Primary participant non-respondents were then mailed a paper version of the survey (with an option to respond online) on March 04.

All Mail Primary participants received a postcard reminder to complete the survey online and all non-respondents were mailed another letter with the survey URL on February 18. A paper survey was mailed to remaining non-respondents on March 4. The survey closed on May 16.

Data Weighting

We compared persons who responded to the post-campaign survey with campaign registrants who did not respond to the post-campaign survey for the following variables: mentoring activity before the campaign, year started hunting, days hunted in past year, state of residence, sex and age. For all variables except year started hunting and age there were minor differences. There was evidence of an association between year started hunting and age and response to the survey. However, year started hunting and age had a strong relationship with each other and age had the strongest relationship with response to the survey. Therefore, we weighted all statewide frequency data based on age (Appendix B/Table 27). For open-ended numeric variables we trimmed outliers in the top 1% of the distributions (Vaske 2008). Following the recommendation of Winship and Radbill (1994), we did not use weighted data for statistical tests which depend on standard errors. Except where noted the percentages and means reported in the text are all based on weighted data.

Data Analysis

We analyzed data using IBM SPSS Statistics 19.0 (SPSS Inc. 2010). We calculated frequency distributions and percentages of respondents in each category or means for every survey question (Appendix B). For bivariate

comparisons, we used cross-tabulations, chi-square tests (χ^2) and t tests to test null hypotheses that there were not differences between variables. We used a probability value (P) ≤ 0.05 to indicate statistically significant relationships. We omitted or combined categories in cross-tabulations when $> 20\%$ of cells had expected values < 5 or when any cells had expected values < 1 . Due to rounding, percentages may not total 100% or may appear off when individual categories are combined.

RESULTS

Campaign Registration, Post-Campaign Survey Response Rates

There were 5,899 registration forms completed during the 2012 campaign; of those, 5,857 individuals were age 12 or older. A total of 4,332 eligible participants completed the post-campaign survey with 3,816 completing on-line and 516 completing paper surveys. Overall Hats On adjusted response rate calculated by omitting incorrect addresses and persons ineligible to respond was 74%.

Participant Demographics

Ninety-six percent of post-campaign respondents were both male and white (Question 25/Table 25). Of North Carolina hunters overall, 92% were male and 91% were white (U.S. Fish and Wildlife Service, 2011). Most (96%) post-campaign respondents (Question 23/Table 23) and 86% of North Carolina hunters overall reported being at least high school graduates. Forty-five percent of North Carolina hunters overall and post campaign respondents were age 25 to 44 whereas 22% of post-campaign respondents were age 55 and over.

Unfortunately, we were minimally able to compare ages and unable to accurately compare income between post-campaign respondents and North Carolina hunters overall due to small sample sizes encountered in the 2011 USFWS Survey.

General Hunting Experience

All (100%) of Hats On participants completing the post-campaign survey had previously hunted (Question 2/Table 2). Seventy percent of participants began hunting before 1990 (Question R1 2012) and most participants (78%) reported typically hunting 11 days or more per year (Question R2 2012). Concerning hunting avidity, 99% of hunters reported hunting during the previous 12 months, with 45% hunting more than 30 days and 54% hunting 30 days or fewer (Question 4/Table 4).

Of those who hunted, 92% indicated that hunting was either one of the most important or most important recreational activities they participated in (Question 3/Table 3). The majority of participants (93%) hunted for deer; 70% hunted for small game, 52% for turkey, 25% for waterfowl and 15% hunted for both bear and other species (Question R3 2012). Relative to hunting equipment use, 91% of participants primarily hunted with rifles, followed by shotguns (84%), archery equipment (52%), muzzle loaders (51%) and 14% of participants hunted with handguns (Question R4 2012). Although participant hunting occurred throughout North Carolina, slightly over 9% indicated hunting in Wake, Johnston, Wilkes, or Anson counties (Question 5/Table 5).

Campaign Awareness

Concerning Hats On awareness, 52% indicated they had primarily heard about Hats On by visiting the NCWRC website, 19% indicated Email from N.C. Wildlife Resources Commission, 17% indicated friends or family members, 15% indicated hearing about Hats On via the N.C. Inland Fishing, Hunting and Trapping Regulations Digest, 2% indicated both N.C. Wildlife Resources Commission social media (for example, Facebook or

Twitter) and insert in the Permit Hunting Opportunities booklet, 1% reported other website/newspaper article and 3% indicated other sources (Question 1/Table 1). Of those who indicated hearing about Hats On through other sources, 14% indicated Word of Mouth (Table 28).

Mentoring Experience

We examined mentoring activity before and after Hats On. Most (65%) post-campaign respondents indicated taking one or more new hunters on his or her first hunting trip in 2011 with 88% having done so during the Hats On Campaign period between August 1 and December 31, 2012 for a 23% mentoring increase between 2011 and 2012 (Table 29).

There was not a difference ($t = -1.9$, $P = .058$) in the reported mean number of people personally taken on his or her first hunting trip pre-campaign (Question R6, mean = 1.6) and post-campaign (Question 7, mean = 1.7).

We asked about demographics for each hunter who respondents personally took on his or her first hunting trip in 2011 (Question 8/Table 8). Most new hunters (72%) were male and the average age on their first hunting trip was 15.2 years. Most new hunters (63%) were not a household member and 58% were a family member of their mentor. Less than a third (27%) of new hunters completed hunter education in 2012 and 32% purchased a license in 2012.

The species most often hunted for while mentoring a new hunter in 2012 (Question 9/Table 9) was deer (66%), followed by small game (23%), waterfowl (6%), other (4%) and bear (2%). Unlike Hats On 2010, we did not include turkey in the list of species hunted in 2012 due to lack of a turkey hunting season during the campaign period of August 1, thru December 31, 2012.

When mentoring a new hunter in 2012, the majority of post-campaign respondents (77%) indicated having mentored on private land only, 6% public land only and 18% indicated mentoring on both private and public land (Question 10/Table 10).

Only 6% of post-campaign respondents reported participating in permitted youth hunts when mentoring a new hunter in 2012 (Question 11/Table 11), and only 1% participated in permitted disabled sportsman hunts when mentoring (Question 12/Table 12).

The majority (82%) of post-campaign respondents reported they were very or somewhat likely to hunt with one or more of the hunter(s) they mentored in 2012 during the next 12 months (Question 13/Table 13) and most (65%) indicated Hats On was very or somewhat important in their decision to mentor someone in 2012 (Question 14/Table 14).

Barriers to Mentoring

The following percentages¹ of Hats On participants who, according to the post-campaign survey, did not personally take one or more new hunters on his or her first hunting trip in 2012 indicated the following as being barriers to mentoring someone new in 2012 (Question 15):

- The person(s) I intended to mentor and I could not coordinate our schedules to hunt (66%).
- The person(s) I intended to mentor could not find time to go hunting (63%).

¹ Percentages based on unweighted data.

- The person(s) I intended to mentor could not find the time to schedule a hunter education course (45%).
- I did not know anyone whom I could mentor (42%).
- I did not have enough time to mentor (35%).
- The cost of leasing land for hunting was too expensive (30%).
- Game populations were too low (27%).
- The person(s) I intended to mentor changed their mind and decided not to go hunting (25%).
- I did not have access to land for hunting (24%).
- My health or age limited my hunting (20%).
- The property I used to hunt on was no longer open to hunting (18%).
- The person(s) I intended to mentor had no hunting equipment and I was unable to provide any for them to use (18%).
- I needed information about permitted youth/disabled hunts in my area (14%).
- My income changed and I could not afford to go hunting any longer (11%).
- I needed more information about how to mentor (10%).
- Hunting regulations were too confusing (9%).

The following percentages of post-campaign respondents who did personally take one or more new hunters on his or her first hunting trip in 2012 indicated the following as being the top five minor or major barriers to recruiting new hunters in 2012:

- The cost of leasing land was too expensive (30%).
- The person(s) I intended to mentor and I could not coordinate our schedules to hunt (26%).
- The person(s) I intended to mentor could not find the time to schedule a hunter education course (26%).
- Game populations were too low (26%).
- The person(s) I intended to mentor could not find time to go hunting (25%).

Three hundred thirteen post campaign respondents wrote in other barriers to recruiting new hunters in 2012 (Table 30).

When asked about future mentoring potential, 71% of post-campaign survey respondents reported they were somewhat or very likely to mentor a new hunter who has never previously hunted in the next 12 months (Question 16/Table 16).

When post-campaign survey respondents were asked if they participated in the previous Hats On Mentoring Campaign in 2010 (Question 17/Table 17), only 11% indicated they had done so.

Preferences for Receiving Hunting Information

When asked about interest in getting various forms of hunting information from the NCWRC (Question 18/Table 18), the following percentages of survey respondents indicated interest in: NCWRC website (75%), email (68%), skills-based hunting workshops (60%) and social networking sites such as Facebook (36%).

The percentages of post-campaign survey respondents indicating interest in the following skills-based hunting workshop topics were: deer (83%), turkey (69%), game processing and cooking (61%), small game (51%), waterfowl (39%), hunter mentoring (37%), bear (35%) and (8%) other (Question 19/Table 19). Most (83%) post-campaign survey respondents indicated willingness to travel at least 30 miles to attend skills-based hunting workshops (Question 20/Table 20). Preferred workshop months in order of preference were: January-February (22%), July-August (18%), March-April (17%), May-June (12%) and September-October (6%). One percent

indicated November and December and 25% selected unsure/no preference (Question 21/Table 21). Concerning days and times for workshops, Saturdays between 9 a.m. and 5 p.m. were most commonly favored (42%), followed by Monday through Tuesday after 6 p.m. (23%). Only 9% preferred Weekdays between 9 a.m. and 5 p.m. and 27% indicated unsure/no preference (Question 22/Table 22).

RECOMMENDATIONS

Hats On 2012 respondents reported a 23% increase in mentoring post-campaign vs. pre-campaign with 66% indicating Hats On was very or somewhat important to their decision to mentor a new hunter in 2012. Respondents who did not take a new hunter on his/her first hunting trip identified a number of barriers to their efforts. The majority of respondents indicated an interest in getting hunting-related information through the NCWRC website, by email and in skills-based hunting workshops. Fewer (36%) Hats On participants indicated an interest in getting hunting information using social media.

As mentioned previously, research has indicated that most hunters (55%) are unaware of programs designed to recruit and retain hunters with only 11% of active hunters and 2% of inactive hunters participating in these programs (Responsive Management 2008). If we are to successfully maintain and or increase our hunter population in North Carolina, efforts directed at increasing awareness to the importance of hunter mentoring including the value of understanding and addressing barriers to hunter recruitment and retention is paramount. Moreover, reinstating Hats On in 2012 contributed to increased awareness to the importance of hunter mentoring and potential barriers to mentoring with only 11% participating during both years (2010 and 2012).

Based on current research emphasizing the need for “developing plans and evaluation mechanisms for existing programs” including the use of “how-to” outreach efforts (D.J. Case and Associates. 2009) and evaluation results from Hats On 2012 and 2010, we make the following recommendations:

Focus efforts on measurable initiatives to address identified barriers to recruiting hunters *within the NCWRC’s control* indicated by respondents that did not personally take one or more new hunters on his or her first hunting trip in 2012 and 2010. However, the following identified barrier to recruiting new hunters *within the NCWRC’s control*, namely, “The person(s) I intended to mentor could not find the time to schedule a hunter education course” (Table 15) was intentionally not listed due to the recent inception of a Hunting Heritage Apprentice Permit (HHAP). The HHAP is predicted to address the hunter education requirement barrier in that it allows someone to purchase a hunting license without first having completed hunter education as long as he or she is within sight and hearing distance of an accompanying licensed hunter who is at least 18 years of age.

Therefore, the following respondent-identified barriers to recruiting new hunters will be addressed and include:

- Communication and knowledge barriers between potential mentors and new hunters:
 - *I did not know anyone whom I could mentor* (42% 2012 / 46% 2010).
 - *I needed more information about how to mentor* (10% 2012 / 13% 2010).
- Alleviate concerns relative to cost of leasing land for hunting by promoting public lands opportunities:
 - *The cost of leasing land for hunting was too expensive* (28% 2012 / 41% 2010).
 - *I did not have access to land for hunting* (24% 2012 / 30% 2010).
 - *The property I used to hunt on was no longer open to hunting* (18% 2012 / 20% 2010).
- Enhanced promotion of permit hunting opportunities on Game Lands:
 - *I needed information about permitted youth/disabled hunts in my area* (14% 2012 / 19% 2010).
- Regulation complexity:

- *Hunting regulations were too confusing* (9% 2012 / 11% 2010).
- Continue to assist in the enhancement, development and promotion of conservation partner-facilitated skills-based workshops toward addressing the above barriers.
- Promote, enhance and provide web-based hunting information, social networking opportunities and seek out additional opportunities to improve outreach including specific promotion of permit hunting opportunities on Game Lands based on minimal use (14% or less) by post-campaign respondents when mentoring someone new to hunting in 2012 and 13% or less in 2010.
- Finally, with the recent development of an effort meant to address awareness of, and participation in, wildlife-associated recreational activities entitled, The Strategic Recruitment and Retention Initiative, we hope to magnify awareness of the Hunting Heritage Program, and likewise, hunter recruitment and retention initiatives in North Carolina.

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APPENDIX A: REGISTRATION/POST CAMPAIGN SURVEY INSTRUMENTS

REGISTRATION SURVEY INSTRUMENT:



To be eligible for Hats On, you must have a current North Carolina hunting license or Meet North Carolina hunting license exemption requirements.

Do you have a current North Carolina hunting license ([what is this?](#)) or do you meet hunting license exemption requirements ([what is this?](#)).

- Yes
- No

[Continue >>](#)

NOTE: For questions regarding eligibility, email hunting.heritage@ncwildlife.org.



Option 1: Sign in using your last name and WRC customer number.

WRC Customer #: [What is this?](#)

Last Name:

Option 2: Sign in using your last name, DOB and zip code.

Last Name:

Date of Birth: *mm/dd/yyyy*

Zip Code:

[Sign In](#)



2012 Hats On Registration



By clicking the checkbox below, you indicate:

"I hereby pledge to mentor a **new hunter** (youth or adult) on his or her first hunting trip between **August 1 and December 31, 2012** as my contribution to preserving our hunting heritage in North Carolina."

(Note: new hunter is defined as not having hunted in the past)

I accept this pledge

Cancel

Accept and Continue >>



2012 Hats On Registration



1. When did you start hunting?

2. About how many days did you hunt in 2011?

Next >>



2012 Hats On Registration

**It Takes a Hunter
to Make a Hunter!**
Become a hunting mentor.



3. For which of the following species did you hunt in 2011? (check all that apply)

- Deer
- Turkey
- Waterfowl
- Small game
- Bear
- Other

4. What type of hunting equipment did you use while hunting in 2011? (check all that apply)

- Rifle
- Shotgun
- Archery equipment
- Muzzleloader
- Handgun

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2012 Hats On Registration

**It Takes a Hunter
to Make a Hunter!**
Become a hunting mentor.



5. In 2011 did you personally take one or more new hunters on his or her first hunting trip?

- Yes
- No

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2012 Hats On Registration

**It Takes a Hunter
to Make a Hunter!**
Become a hunting mentor.



6. **In 2011 how many new hunters did you personally take on his or her first hunting trip?**

hunters

7. **In 2011 did you mentor....**

8. **In 2011 in which of the following settings did you mentor? (check all that apply)**

- Private lands
- Game lands, including national forests
- Permit hunts
- Youth or disabled hunts



2012 Hats On Registration



Thanks for your contribution to preserving our hunting heritage!

Note: Registered mentors will be expected to complete a post-campaign survey in early 2013 to help the NCWRC better understand hunter recruitment and retention in North Carolina and as a means of evaluating Hats On.

Please allow a minimum of 4-8 weeks for delivery of hats and bumper stickers.

[Click here if you are interested in purchasing additional hats and bumper stickers.**](#)**

For questions or additional information, email hunting.heritage@ncwildlife.org.

You will be receiving a confirmation email shortly.

Finished

DOE HUNTER

Thank You for Pledging to Mentor a New Hunter in 2012!

Please allow a minimum of 4-8 weeks for delivery of hats and bumper stickers.

Note: Registered mentors will be expected to complete a post-campaign survey in early 2013 to help the NCWRC better understand hunter recruitment and retention in North Carolina and as a means of evaluating Hats On.

[Click here if you are interested in purchasing additional hats and bumper stickers.**](#)**

For questions or additional information, email hunting.heritage@ncwildlife.org.



POST-CAMPAIGN SURVEY INSTRUMENT:



Hello,

Welcome to the 2012 Hunting Matters! "Hats On" Mentoring Campaign survey being conducted by the NC Wildlife Resources Commission. This survey is an opportunity for you to let us know about your experiences while participating in the Hats On Campaign. We need to hear from you even if you did not mentor a new hunter.



Please take a few minutes to complete the survey by entering the Access Code (emailed or mailed to you) in the box below.

If you have any questions about this survey please contact Walter "Deet" James at hunting.heritage@ncwildlife.org.

Please enter your Access Code listed in the email or letter we sent you:

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2012 Hunting Matters! "Hats On" Mentoring Campaign Survey



Completed

You might want to know that...

Questions on the survey are on different pages. Once you have completed all the questions on a screen, click **Next** at the bottom of the screen to go to the next question.

If you want to go back to a previous question in the survey click **Back** at the bottom of the screen.

You can stop the survey at any time and finish later by clicking **Finish Later**.

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2012 Hunting Matters! "Hats On" Mentoring Campaign Survey



Completed

1. How did you hear about the Hunting Matters! "Hats On" Mentoring Campaign?

- N.C. Wildlife Resources Commission website
- Other website
- Email from N.C. Wildlife Resources Commission
- N.C. Wildlife Resources Commission social media (for example, Facebook or Twitter)
- Insert in the North Carolina Inland Fishing, Hunting and Trapping Regulations Digest
- Insert in the Permit Hunting Opportunities Booklet
- Friend or family member
- Other (please specify):

2. Have you ever hunted?

- Yes
- No

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2012 Hunting Matters! "Hats On" Mentoring Campaign Survey



Completed

3. How unimportant or important is hunting to you?
- It's one of my least important recreational activities
 - It's less important than my other recreational activities
 - It's no more important than my other recreational activities
 - It's one of my most important recreational activities
 - It's my most important recreational activity

4. About how many days did you go hunting in the past 12 months?
- Did not hunt in past 12 months
 - 1 to 5 days
 - 6 to 10 days
 - 11 to 20 days
 - 21 to 30 days
 - More than 30 days

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5. What county in North Carolina did you most often hunt in during the past 12 months?

Select One

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Mentoring Experience

6. Did you **personally** take one or more new hunters on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012?

- Yes
- No

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Mentoring Experience

7. How many new hunters did you **personally** take on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012?

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Mentoring Experience

8. The questions on this page are about the **first** person you personally took on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012.

Was the **first** new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 male or female?

- Male
 Female

How old was the first new hunter you mentored during the Hats On Campaign period in 2012 on his or her first hunting trip?

Was the first new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your household?

- Yes
 No

Was the first new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your family?

- Yes
 No

Did the first new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 complete a hunter education course in 2012?

- Yes
 No

Did the first new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 purchase a hunting license in 2012?

- Yes
 No

Did you personally take a **second** person on his or her first hunting trip during the Hats On Campaign period in 2012?

- Yes
 No

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Completed

Mentoring Experience

The questions on this page are about the **second** person you personally took on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012.

Was the **second** new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 male or female?

- Male
- Female

How old was the second new hunter you mentored during the Hats On Campaign period in 2012 on his or her first hunting trip?

Was the second new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your household?

- Yes
- No

Was the second new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your family?

- Yes
- No

Did the second new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 complete a hunter education course in 2012?

- Yes
- No

Did the second new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 purchase a hunting license in 2012?

- Yes
- No

Did you personally take a **third** person on his or her first hunting trip during the Hats On Campaign period in 2012?

- Yes
- No

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Mentoring Experience

The questions on this page are about the **third** person you personally took on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012.

Was the **third** new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 male or female?

- Male
- Female

How old was the third new hunter you mentored during the Hats On Campaign period in 2012 on his or her first hunting trip?

Was the third new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your household?

- Yes
- No

Was the third new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your family?

- Yes
- No

Did the third new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 complete a hunter education course in 2012?

- Yes
- No

Did the third new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 purchase a hunting license in 2012?

- Yes
- No

Did you personally take a **fourth** person on his or her first hunting trip during the Hats On Campaign period in 2012?

- Yes
- No

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Mentoring Experience

The questions on this page are about the **fourth** person you personally took on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012.

Was the **fourth** new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 male or female?

- Male
- Female

How old was the fourth new hunter you mentored during the Hats On Campaign period in 2012 on his or her first hunting trip?

Was the fourth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your household?

- Yes
- No

Was the fourth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your family?

- Yes
- No

Did the fourth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 complete a hunter education course in 2012?

- Yes
- No

Did the fourth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 purchase a hunting license in 2012?

- Yes
- No

Did you personally take a **fifth** person on his or her first hunting trip during the Hats On Campaign period in 2012?

- Yes
- No

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Completed

Mentoring Experience

The questions on this page are about the **fifth** person you personally took on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012.

Was the **fifth** new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 male or female?

- Male
- Female

How old was the fifth new hunter you mentored during the Hats On Campaign period in 2012 on his or her first hunting trip?

Was the fifth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your household?

- Yes
- No

Was the fifth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your family?

- Yes
- No

Did the fifth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 complete a hunter education course in 2012?

- Yes
- No

Did the fifth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 purchase a hunting license in 2012?

- Yes
- No

Did you personally take a **sixth** person on his or her first hunting trip during the Hats On Campaign period in 2012?

- Yes
- No

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Mentoring Experience

The questions on this page are about the **sixth** person you personally took on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012.

Was the **sixth** new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 male or female?

- Male
- Female

How old was the sixth new hunter you mentored during the Hats On Campaign period in 2012 on his or her first hunting trip?

Was the sixth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your household?

- Yes
- No

Was the sixth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 a member of your family?

- Yes
- No

Did the sixth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 complete a hunter education course in 2012?

- Yes
- No

Did the sixth new hunter you took on his or her first hunting trip during the Hats On Campaign period in 2012 purchase a hunting license in 2012?

- Yes
- No

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Mentoring Experience

9. Which of the following species did you **most often** hunt for while mentoring a new hunter(s) during the Hats On Campaign period in 2012?

- Small game
- Deer
- Bear
- Waterfowl

Other (please specify):

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2012 Hunting Matters! "Hats On" Mentoring Campaign Survey



Completed

Mentoring Experience

10. When mentoring a new hunter(s) during the Hats On Campaign period in 2012, did you hunt on private land, public land, or both private and public land?
- Only hunted on private land
 - Only hunted on public land
 - Most often hunted on private land, but also hunted on public land
 - Most often hunted on public land, but also hunted on private land
 - Hunted on private and public land about the same amount of time
11. Did you participate in any N.C. Wildlife Resources Commission permitted youth hunts when mentoring a new hunter(s) during the Hats On Campaign period in 2012?
- Yes
 - No
12. Did you participate in any N.C. Wildlife Resources Commission permitted disabled sportsman hunts when mentoring a new hunter(s) during the Hats On Campaign period in 2012?
- Yes
 - No
13. How unlikely or likely is it that in the next 12 months you will hunt with one or more of the hunter(s) you mentored in 2012?
- Very unlikely
 - Somewhat unlikely
 - Neither unlikely nor likely
 - Somewhat likely
 - Very likely
 - Unsure

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Completed

Mentoring Experience

14. In your opinion, how unimportant or important was the Hunting Matters! "Hats On" Mentoring Campaign in your decision to mentor a new hunter in 2012?

- Very unimportant
- Somewhat unimportant
- Neither unimportant nor important
- Somewhat important
- Very important
- Unsure

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2012 Hunting Matters! "Hats On" Mentoring Campaign Survey



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Mentoring Experience

15. Some things may or may not have affected your ability to mentor someone in 2012. Please indicate which of the following were not barriers, minor barriers, or major barriers to your mentoring of new hunters during the Hats On Campaign period in 2012.

	Not a Barrier	Minor Barrier	Major Barrier
I did not know anyone whom I could mentor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person(s) I intended to mentor could not find time to go hunting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person(s) I intended to mentor could not find the time to schedule a hunter education course.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person(s) I intended to mentor and I could not coordinate our schedules to hunt.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person(s) I intended to mentor had no hunting equipment and I was unable to provide any for them to use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person(s) I intended to mentor changed their mind and decided not to go hunting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I did not have enough time to mentor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I needed more information about how to mentor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I needed information about permitted youth/disabled hunts in my area.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I did not have access to land for hunting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cost of leasing land for hunting was too expensive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The property I used to hunt on was no longer open to hunting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Game populations were too low.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hunting regulations were too confusing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My health or age limited my hunting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My income changed and I could not afford to go hunting any longer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other barrier (please specify):	<input type="text"/>		

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Mentoring Experience

16. How unlikely or likely is it that you will mentor a new hunter, who has never previously hunted, in the next 12 months?

- Very unlikely
- Somewhat unlikely
- Neither unlikely nor likely
- Somewhat likely
- Very likely
- Unsure

17. Did you participate in the previous Hats On Mentoring Campaign in **2010**?

- Yes
- No

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Hunting Information and Networking

18. How uninterested or interested would you be in the following?

	Very Uninterested		Neutral		Very Interested	
	←					→
	1	2	3	4	5	Unsure
Getting hunting information on the N.C. Wildlife Resources Commission website.	<input type="radio"/>					
Getting hunting information updates by email.	<input type="radio"/>					
Interacting with other hunters and N.C. Wildlife Resources Commission staff using online social networking sites such as Facebook.	<input type="radio"/>					
Skills-based hunting workshops about game species, hunting equipment and hunting methods.	<input type="radio"/>					

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2012 Hunting Matters! "Hats On" Mentoring Campaign Survey



Completed

Hunting Information and Networking

19. Which of the following would interest you as topics for skills-based hunting workshops?

- Deer hunting
- Bear hunting
- Turkey hunting
- Small game hunting
- Waterfowl hunting
- Hunter mentoring
- Game processing and cooking
- Other (please specify):
- Not interested in skills-based hunting workshops

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Completed

Hunting Information and Networking

20. What is the longest distance you would consider traveling to attend a skills-based hunting workshop?
- 50 miles or more
 - Up to 50 miles
 - Up to 30 miles
 - Up to 10 miles
 - 5 miles or less
21. Which of the following times of the year would you prefer for attending skills-based hunting workshops?
- January-February
 - March-April
 - May-June
 - July-August
 - September-October
 - November-December
 - Unsure/no preference
22. What time of day/week would you prefer for attending skills-based hunting workshops?
- Weekdays between 9 a.m. and 5 p.m.
 - Monday through Thursday after 6 p.m.
 - Saturday between 9 a.m. and 5 p.m.
 - Unsure/no preference

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Background Questions

For us to understand people's responses to the previous questions more fully, we need to know a few things about your background. Remember you are volunteering to participate in this study and you can skip any questions you don't want to answer.

23. Which of the following statements best describes the highest level of formal education you have completed?

- Less than a high school graduate
- High school graduate or GED
- Some college or trade school, no degree
- Associate or trade school degree
- Bachelor's or four-year degree
- Graduate or professional degree

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Background Questions

24. Are you male or female?

- Male
- Female

25. What is your race or ethnicity?

- Hispanic or Latino
- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or other Pacific Islander
- Other (please specify):

26. Which of these categories best describes your total household income before taxes last year?

- Under \$20,000
- \$20,000 to \$39,000
- \$40,000 to \$59,999
- \$60,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$119,999
- \$120,000 or more

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Thank you for your participation! If you would like us to notify you when the results of the survey are posted online, please give us your email address:

If you have any other comments you would like to share with us, please write them here:

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Thanks for taking the Hats On survey!

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APPENDIX B: REGISTRATION AND POST CAMPAIGN SURVEY TABLES/FREQUENCIES

REGISTRATION TABLES:

Table R1 (2012). When did you start hunting?

	2012 (R1)
Before 1970	26%
1970 to 1979	22%
1980 to 1989	23%
1990 to 1999	16%
2000 to 2005	6%
2006 or later	7%
I have never hunted	0%

Table R1 (2010). For how many years total have you hunted? (**check one**)

	2010 (R1)
3 years or fewer	8%
4 to 6 years	6%
7 to 10 years	7%
11 to 15 years	8%
16 to 20 years	13%
21 to 30 years	21%
31 years or more	38%

Table R2 (2012). About how many days did you hunt in 2011?

	2012 (R2)
Did not hunt in 2011	5%
1 to 5 days	7%
6 to 10 days	10%
11 to 20 days	19%
21 to 30 days	20%
31 or more days	39%

Table R2 (2010). In a typical year, how many days do you hunt? (**check one**)

	2010 (R2)
5 days or fewer	4%
6 to 10 days	7%
11 to 20 days	15%
21 to 30 days	23%
31 to 40 days	17%
41 days or more	35%

Table R3 (2012). For which of the following species did you hunt in 2011? (**check all that apply**)

	2012 (R3)
Deer	93%
Turkey	52%
Waterfowl	25%
Small Game	70%
Bear	15%

Other Species	15%
---------------	-----

Table R3 (2010). For which of the following species do you typically hunt? (**check all that apply**)

	2010 (R3)
Small Game	73%
Turkey	63%
Deer	94%
Bear	17%
Waterfowl	31%
Other	20%

Table R4 (2012). What type of hunting equipment did you use while hunting in 2011? (**check all that apply**)

	2012 (R4)
Rifle	91%
Shotgun	84%
Archery Equipment	52%
Muzzleloader	51%
Handgun	14%

Table R4 (2010). What type of hunting equipment do you use? (**check all that apply**)

	2010 (R4)
Archery	62%
Muzzle Loader	58%
Shotgun	89%
Rifle	92%
Handgun	19%

Table R5 (2012). Did you personally take one or more new hunters on his or her first hunting trip in 2011?

	2012 (R5)
Yes	65%
No	35%

Table R6 (2010). In the past year did you mentor someone who had never hunted?

	2010 (R6)
Yes	69%
No	31%

Table R5 (2010). In what age category are you? (**check one**)*

	2010 (R5)
Under 16	3%
16 to 24	10%
25 to 34	17%
35 to 44	31%
45 to 54	23%
55 and over	16%

* Question unnecessary due to 2012 on-line registration process.

Table R6 (2012). In 2011 how many new hunters did you personally take on his or her first hunting trip?

	2012 (R6)
0	0%
1	54%
2	34%
3	8%
4	2%
5	1%
6	0%

Table R7 (2010). In the past year how many different people have you mentored?

	2010 (R7)
Number of people	1.7 (mean)

Table R7 (2012). In 2011 did you mentor.... **(check one)**

	2012 (R7)
Only family members	42%
Only people outside of your family	21%
Both people inside and outside of your family	37%

Table R8 (2010). In the past year have you mentored.... **(check one)**

	2010 (R8)
Only family members	28%
Only people outside of your family	15%
Both people inside and outside of your family	57%

Table R8 (2012). In 2011 which of the following settings did you mentor? **(check all that apply)**

	2012 (R8)
Private lands	95%
Game lands including national forests	25%
Permit hunts	5%
Youth or disabled hunts	14%

Table R9 (2010). In the past year, which of the following settings have you hunted with someone you mentored? **(check all that apply)**

	2010 (R9)
Private Lands	95%
Game Lands	33%
Permit Hunts	7%
Youth/disabled hunt	15%

POST-CAMPAIGN SURVEY TABLES:

Table 1. How did you hear about the Hunting Matters! "Hats On" Mentoring Campaign? (**check all that apply**)

	2012 (Q1)	2010 (Q1)
Newspaper article	-	1%
N.C. Wildlife Resources Commission website	52%	62%
Other website	1%	1%
Email from N.C. Wildlife Resources Commission	19%	-
N.C. Wildlife Resources Commission social media (for example, Facebook or Twitter)	2%	-
Insert in the North Carolina Inland Fishing, Hunting and Trapping Regulations Digest	15%	12%
Insert in the Permit Hunting Opportunities Booklet	2%	-
Friend or family member	17%	16%
Other (please specify):	3%	14%

(-) Indicates category non-existent per given year.

Table 2. Have you ever hunted?

	2012 (Q2)	2010 (Q2)
Yes	100%	99%
No	0%	1%

Table 3. How unimportant or important is hunting to you? (**check one**)

	2012 (Q3)	2010 (Q3)
It's one of my least important recreational activities	1%	1%
It's less important than my other recreational activities	1%	1%
It's no more important than my other recreational activities	7%	5%
It's one of my most important recreational activities	52%	50%
It's my most important recreational activity	39%	43%

Table 4. About how many days did you go hunting in the past 12 months? (**check one**)

	2012 (Q4)	2010 (Q4)
Did not hunt in past 12 months*	1%	2%
1 to 5 days	6%	5%
6 to 10 days	9%	8%
11 to 20 days	19%	16%
21 to 30 days	19%	18%
More than 30 days	45%	52%

* Category was "0 days" in 2010

Table 5. What county in North Carolina did you most often hunt in during the past 12 months?

County	2012 (Q5)	2010 (Q5)
Did not hunt in North Carolina during the past 12 months	< 1%	1%

Table 6. Did you *personally* take one or more new hunters on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012?*

	2012 (Q6)	2010 (Q11)
Yes	88%	77%
No	12%	23%

* Question in 2010 was “Did you personally take one or more new hunters on his or her first hunting trip in 2010?”

Table 7. How many new hunters did you *personally* take on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012?*

	2012 (Q7)	2010 (Q12)
Mean # of hunters	1.6%	1.2%

* Question in 2010 was “How many new hunters did you personally take on his or her first hunting trip in 2010?”

Table 8. Please complete the following for each new hunter you *personally* took on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012? (**circle or enter a response for each box**)*

	Male/ Female		Age on first hunting trip	Member of your household?		Member of your family?		Completed hunter education in 2010?		Purchased a hunting license in 2010?	
First person mentored	M	F		Y	N	Y	N	Y	N	Y	N
Second person mentored	M	F		Y	N	Y	N	Y	N	Y	N
Third person mentored	M	F		Y	N	Y	N	Y	N	Y	N
Fourth person mentored	M	F		Y	N	Y	N	Y	N	Y	N
Fifth person mentored	M	F		Y	N	Y	N	Y	N	Y	N
Sixth person mentored	M	F		Y	N	Y	N	Y	N	Y	N
All persons mentored 2012 (Q8)	M= 72%	F= 28%	15.2 (mean)	Y= 37%	N= 63%	Y= 58%	N= 42%	Y= 27%	N= 73%	Y= 32%	N= 68%
All persons mentored 2010 (Q13)	M= 74%	F= 26%	15.4 (mean)	Y= 33%	N= 67%	Y= 52%	N= 48%	Y= 34%	N= 66%	Y= 38%	N= 62%

*Question in 2010 was “Please complete the following for each new hunter you personally took on his or her first hunting trip in 2010”

Table 9. Which of the following species did you *most often* hunt for while mentoring a new hunter(s) during the Hats On Campaign period in 2012? (check one)

	2012 (Q9)	2010 (Q14)
Small Game	23%	18%
Turkey	-	5%
Deer	66%	66%
Bear	2%	1%
Waterfowl	6%	6%
Other (please specify):	4%	4%

(-) Indicates category non-existent per given year.

Table 10. When mentoring a new hunter(s) in 2010, did you hunt on private land, public land, or both private and public land? (**check one**)

	2012 (Q10)	2010 (Q15)
Only hunted on private land	77%	73%
Only hunted on public land	6	6%
Most often hunted on private land, but also hunted on public land	9%	12%
Most often hunted on public land, but also hunted on private land	5%	5%
Hunted on private and public land about the same amount of time	4%	4%

Table 11. Did you participate in any N.C. Wildlife Resources Commission permitted youth hunts when mentoring a new hunter(s) during the Hats On Campaign period in 2012?

	2012 (Q11)	2010 (Q16)
Yes	6%	8%
No	94%	92%

Table 12. Did you participate in any N.C. Wildlife Resources Commission permitted disabled sportsman hunts when mentoring a new hunter(s) during the Hats On Campaign period in 2012?

	2012 (Q12)	2010 (Q18)
Yes	1%	1%
No	99%	99%

Table 13. How unlikely or likely is it that in the next 12 months you will hunt with one or more of the hunter(s) you mentored in 2012? (**check one**)

	2012 (Q13)	2010 (Q19)
Very unlikely	12%	12%
Somewhat unlikely	4%	3%
Neither unlikely nor likely	2%	1%
Somewhat likely	14%	13%
Very likely	68%	69%
Unsure	2%	2%

Table 14. In your opinion, how unimportant or important was the Hunting Matters! "Hats On" Mentoring Campaign in your decision to mentor a new hunter in 2012? (**check one**)

	2012 (Q14)	2010 (Q20)
Very unimportant	17%	15%
Somewhat unimportant	6%	7%
Neither unimportant nor important	10%	13%
Somewhat important	20%	22%
Very important	45%	42%
Unsure	1%	2%

Table 15. Some things may or may not have affected your ability to mentor someone in 2012. Please indicate which of the following were not barriers, minor barriers, or major barriers to your mentoring of new hunters during the Hats On Campaign period in 2012. (check one for each possible barrier)*

	Not a Barrier		Minor Barrier		Major Barrier	
	Q15 2012	Q21 2010	Q15 2012	Q21 2010	Q15 2012	Q21 2010
I did not know anyone whom I could mentor.	84%	79%	13%	17%	3%	4%
The person(s) I intended to mentor could not find time to go hunting.	70%	65%	23%	27%	7%	9%
The person(s) I intended to mentor could not find the time to schedule a hunter education course.	72%	71%	18%	20%	10%**	
The person(s) I intended to mentor and I could not coordinate our schedules to hunt.	70%	67%	23%	26%	7%	8%
The person(s) I intended to mentor had no hunting equipment and I was unable to provide any for them to use.	86%	85%	11%	13%	2%**	
The person(s) I intended to mentor changed their mind and decided not to go hunting.	91%	88%	7%	9%	2%	3%
I did not have enough time to mentor.	82%	80%	16%**		3%	4%
I needed more information about how to mentor.	93%	90%	7%	9%	1%**	
I needed information about permitted youth/disabled hunts in my area.	81%	79%	13%	16%	6%**	
I did not have access to land for hunting.	79%	76%	16%	17%	6%	7%
The cost of leasing land for hunting was too expensive.	69%	63%	13%	16%	17%	21%
The property I used to hunt on was no longer open to hunting.	87%	85%	9%	10%	4%	5%
Game populations were too low.	74%	78%	20%	17%	6%	5%
Hunting regulations were too confusing.	89%	88%	9%**		2%	3%
My health or age limited my hunting.	89%	90%	8%**		2%**	
My income changed and I could not afford to go hunting any longer.	90%	87%	9%	12%	1%**	
Other (please specify):						

* Question in 2010 was "Some things may or may not have affected your ability to mentor someone in 2010. Please indicate which of the following were not barriers, minor barriers, or major barriers to your mentoring of new hunters in 2010.

** Same as previous year.

Table 16. How unlikely or likely is it that you will mentor a new hunter, who has never previously hunted, in the next 12 months? (check one)

	2012 (Q16)	2010 (Q22)
Very unlikely	5%	7%
Somewhat unlikely	10%	9%
Neither unlikely nor likely	9%	9%
Somewhat likely	36%	36%
Very likely	35%	34%
Unsure	6%	6%

Table 17. Did you participate in the previous Hats On Mentoring Campaign in 2010?

	2012 (Q17)	2010
Yes	11%	-
No	89%	-

(-) Indicates category non-existent per given year.

Table 18. How uninterested or interested would you be in the following? (**check one for each**)

							Unsure
		1	2	3	4	5	
2012: Q18 2010: Q23							
Getting hunting information on the N.C. Wildlife Resources Commission website.	2012	7%	3%	11%	19%	56%	1%
	2010	11%	4%	13%	14%	55%	2%
Getting hunting information updates by email.	2012	11%	5%	15%	19%	50%	1%
	2010	16%	7%	15%	14%	46%	3%
Interacting with other hunters and N.C. Wildlife Resources Commission staff using online social networking sites such as Facebook.	2012	23%	11%	27%	13%	23%	3%
	2010	27%	15%	16%	11%	25%	6%
Skills-based hunting workshops about game species, hunting equipment and hunting methods.	2012	10%	7%	21%	23%	37%	2%
	2010	13%	10%	17%	18%	40%	3%

Table 19. Which of the following would interest you as topics for skills-based hunting workshops? (**check all that apply**)

	2012 (Q19)	2010 (Q24)
Deer hunting	83%	78%
Bear Hunting	35%	33%
Turkey Hunting	69%	66%
Small Game Hunting	51%	47%
Waterfowl Hunting	39%	37%
Hunter Mentoring	37%	-
Game processing and cooking	61%	-
Other (please specify)	8%	8%
Not interested in skills-based hunting workshops	11%	10%

(-) Indicates category non-existent per given year.

Table 20. What is the longest distance you would consider traveling to attend a skills-based hunting workshop? (**check one**)

	2012 (Q20)	2010 (Q25)
50 miles or more	14%	17%
Up to 50 miles	27%	30%
Up to 30 miles	42%	38%
Up to 10 miles	14%	11%
5 miles or less	3%	3%

Table 21. Which of the following times of the year would you prefer for attending skills-based hunting workshops? (**check one**)

	2012 (Q21)	2010 (Q26)
January-February	22%	24%
March-April	17%	16%
May-June	12%	13%
July-August	18%	19%
September-October	6%	6%
November-December	1%	0%
Unsure/no preference	25%	22%

Table 22. What time of day/week would you prefer for attending skills-based hunting workshops? (**check one**)

	2012 (Q22)	2010 (Q27)
Weekdays between 9 a.m. and 5 p.m.	9%	7%
Monday through Thursday after 6 p.m.	23%	21%
Saturday between 9 a.m. and 5 p.m.	42%	47%
Unsure/no preference	27%	25%

Table 23. Which of the following statements best describes the highest level of formal education you have completed? (**check one**)

	2012 (Q23)	2010 (Q29)
Less than a high school graduate	5%	6%
High school graduate or GED	19%	20%
Some college or trade school, no degree	27%	29%
Associate or trade school degree	19%	18%
Bachelor's or four-year degree	21%	20%
Graduate or professional degree	10%	8%

Table 24. Are you male or female?

	2012 (Q24)	2010 (Q30)
Male	96%	95%
Female	4%	5%

Table 25. What is your race or ethnicity? (**check all that apply**)

	2012 (Q25)	2010 (Q31)
Hispanic or Latino	0%	0%
White	96%	97%
Black or African American	1%	1%
American Indian or Alaska Native	2%	2%
Asian	0%	0%
Native Hawaiian or other Pacific Islander	0%	0%
Other (please specify)	1%	1%

Table 26. Which of these categories best describes your total household income before taxes last year? (**check one**)

	2012 (Q26)	2010 (Q32)
Under \$20,000	8%	9%
\$20,000 to \$39,999	16%	19%
\$40,000 to \$59,999	22%	23%
\$60,000 to \$79,999	19%	19%
\$80,000 to \$99,999	14%	15%
\$100,000 to \$119,999	9%	7%
\$120,000 or more	13%	10%

Table 27. Data weighting.

Age	All Participants		Respondents		Weight ^a
	Count	%	Count	%	
<16	82	1.4%	46	1.1%	1.328218244
16 to 24	542	9.3%	247	5.7%	1.634992459
25 to 34	1036	17.8%	690	15.9%	1.118726911
35 to 44	1564	26.9%	1173	27.1%	0.993464052
45 to 54	1315	22.6%	1077	24.9%	0.909752945
55 and over	1275	21.9%	1099	25.4%	0.864422202
Total	5814		4332		

^a Weight calculation = All Participants %/Respondents %.

Table 28. Other sources for hearing about Hats On (open-ended responses).

Other sources for hearing about Hats On	2012 (Q1)	2012 (Q1)	2010 (Q1)	2010 (Q1)
	Count	%	Count	%
Word of Mouth	20	14%	5	1%
WRC Employee	18	13%	29	8%
WINC Magazine	13	9%	7	2%
Hats On Poster/Flyer	12	9%	9	3%
Dixie Deer Classic	11	8%	180	52%
Hunter Ed Workshop	10	7%	16	5%
Post-Campaign Survey	9	6%	3	1%
National Hunting/Fishing Day-Centennial	8	6%	10	3%
WRC Website	7	5%	2	1%
State Employee Wellness Expo	4	3%	27	8%
Hunters Blog	4	3%	1	0%
WRC License Agent	4	3%	-	-
Youth Hunt	3	2%	-	-
Other Magazine	4	3%	-	-
Conservation Partner	3	2%	-	-
State Fair Function	2	1%	18	5%
NC Wildlife and Fisheries Lab	2	1%	4	1%
Gun Show	1	1%	-	-
Email	1	1%	7	2%
Facebook	1	1%	1	1%
WRC Public Hearing	1	1%	1	1%
Boy Scout Event/Meeting	-	-	17	5%
Youth Jamboree/State Fairgrounds	-	-	1	4%
Other Website	-	-	1	1%
Permit Hunts Booklet	-	-	1	1%
Regulations Digest	-	-	1	1%
State Capitol Legislators Event	-	-	1	1%

(-) Indicates category non-existent per given year.

Table 29. Took one or more new hunters on first hunting trip in 2011 (Question R5) by took one or more new hunters on first hunting trip in 2012 (Question 6).

		Q6. Did you personally take one or more new hunters on his or her first hunting trip during the Hats On Campaign period between August 1 and December 31, 2012? ^a			
		Yes	No	Total (Count)	Total (%)
R5. Did you personally take one or more new hunters on his or her first hunting trip in 2011?	Yes	2549	193	2742	65%
	No	1160	289	1449	35%
	Total (Count)	3709	482	4191	
	Total (%)	88%	12%		100%

^a $P < .001$, based on McNemar test. The marginal “totals” are the relevant comparisons (i.e., the total percentage of “yesses” for each question).

Table 30. Other barriers to mentoring of new hunters in 2010 (open-ended responses).

Other barriers	2012 (Q15)	2012 (Q15)	2010 (Q21)	2010 (Q21)
	Count	%	Count	%
Health Issues	42	14%	17	7%
Access Issues	38	13%	30	13%
Unrelated Issue	38	13%	13	6%
Time Issue	30	10%	17	7%
Mentee Issues	28	9%	27	11%
Other Obligations	25	8%	41	17%
Opportunity Issues	22	7%	12	5%
Hunter Ed	17	6%	15	6%
Expense Issues	12	4%	9	4%
Low Game Populations	10	3%	10	4%
Dog Issues	10	3%	6	3%
Lack of Information	8	3%	5	2%
Weather Issues	7	2%	8	3%
Sunday Hunting	6	2%	9	4%
Safety Issues	6	2%	3	1%
Guardian Issues	4	1%	10	4%
Lack of Shooting Range	0	0%	4	2%

Table 31. Other skills-based hunting workshops topics (open-ended responses).

Other workshop topics	2012 (Q19)		2010 (Q24)	
	Count	%	Count	%
Feral Hogs	33	14%	19	10%
Coyote	20	8%	30	16%
Predator	16	7%	20	11%
Habitat Management	16	7%	4	2%
Gun/Hunter Safety	16	7%	-	-
Upland Game	13	13%	10	5%
Wilderness Survival	11	5%	1	1%
Trapping	10	4%	18	10%
Migratory Game	9	4%	19	10%
Archery	9	4%	11	6%
Shooting Skills	9	4%	-	-
Improving Access	9	4%	-	-
Dog	7	3%	2	1%
Training/Hunting				
Tracking	7	3%	2	1%
Equipment	7	3%	1	1%
Varmints	6	3%	11	6%
Hunter Ethics	6	3%	3	2%
Game Processing	5	2%	5	3%
Wild Boar	4	2%	7	4%
Fishing	4	2%	3	2%
All/Anything	3	1%	4	2%
Tanning Skins	2	1%	1	1%
Hunter Mentoring	2	1%	-	-
Instructor Mentoring	2	1%	-	-
Disabled Hunts	2	1%	-	-
Raccoon	2	1%	5	3%
Muzzle Loaders	1	0%	2	1%
Elk	1	0%	1	1%
Game/Trophy	1	0%	1	1%
Scoring	1	0%	-	-
Youth Hunts	1	0%	-	-
Promoting Hunting	1	0%	-	-
Alligator Hunting	-	-	1	1%
Game Calling	-	-	1%	1%
Range Time				

(-) Indicates category non-existent per given year.