

ODFW Hunting and Fishing License Customer Survey

In late 2013 the Department contracted with Southwick Associates to survey thousands of Oregon's Resident and Non-resident hunters and anglers to gauge their support for a variety of potential new license structure concepts. The concepts tested were innovatively developed in close collaboration with a wide variety of customers from throughout the state. While hundreds of ideas were generated, only those that met the following criteria were considered: 1) Would they create customer value?, 2) Would they positively affect revenues?, 3) Would they be politically feasible?, and 4) Would they be systematically feasible? The following tables summarize the survey and selected results.

Survey Specifics:

	Online Survey		Mail Survey		Total Survey	
	Resident	Non-Resident	Resident	Non-Resident	Resident	Non-Resident
Number Sent	36,382	21,756	569	578	36,951	22,334
Responses	11,050	5,880	190	178	11,240	6,058
Response Rate	30.4%	27.0%	33.4%	30.8%	30.4%	27.1%

Highlighted Results:

Concept	Results
New fee for Permanent Pioneer/Disabled Veteran Combo	<ul style="list-style-type: none"> • 57.8% support • 31.1% oppose • 11.1% unsure
Multi-year Licenses	<ul style="list-style-type: none"> • Additional revenue would be realized by offering 3 and 5 year licenses to residents and non-residents • Strong demand at relatively low discount equal to cost of additional years' transaction fee
New Combinations (Upland Bird/Waterfowl/Turkey, Bear/Cougar, and Angling/CAT/Shellfish)	<ul style="list-style-type: none"> • Moderate demand for each concept • While not obvious competitors with the current SportsPac package, each package showed that it would reduce SportsPac sales
New Youth Combination License	<ul style="list-style-type: none"> • Revenue maximized at price of \$20/license • Participation maximized at price of \$10/license
New Raffle/Auction Tags for Unique Fishing Opportunities	<ul style="list-style-type: none"> • 19.3% of residents and 15.5% of non-residents would purchase raffle tickets • 3.8% of residents and 4.2% of non-residents would participate in auction
New Premier Controlled Hunts (Deer/Elk) as additional opportunity	<ul style="list-style-type: none"> • 69.2% of residents would apply for these hunts in addition to what they currently apply for.
Reduced cost non-resident fishing license	<ul style="list-style-type: none"> • 51.6% of non-resident anglers who have not purchased an annual license since 2009 indicated that they would consider purchasing a license at \$95.
Frequency of price increases	<ul style="list-style-type: none"> • 56.8% of residents and 47.3% of non-residents favor more frequent smaller increases • 13.7% of residents and 11.8% on non-residents favor less frequent larger increases • 29.5% of residents and 40.9% of non-residents were unsure