



Project Upland
MEDIA GROUP

2024
MEET OUR AUDIENCE



▼ TOP SEVEN BIRDS HUNTED



01.

70.61%

Pheasant



02.

53.31%

Ruffed Grouse



03.

37.78%

American Woodcock

04.

26.32%

Bobwhite Quail

05.

23.37%

Sharp-tailed Grouse

06.

18.60%

Chukar

07.

18.25%

Hungarian Partridge

39.64%

Also Hunt Waterfowl

95.1%

Hunt Public Lands

79.13%

Did Not Hire a Guide in 2022

83.09%

Own a Bird Dog

59.16%

of Dog Owners Did Not
Participate in a Dog Club Event

▼ DID YOU GET A HUNTING DOG BEFORE
YOU STARTED HUNTING, OR AFTER?

BEFORE



18.39%

AFTER



81.61%

▼ DAYS HUNTED IN 2022



35.96%

More Than 30 Days



19.21%

15-21 Days



18.35%

22-30 Days



15.91%

8-14 Days



7.85%

3-7 Days



1.54%

0 Days



1.18%

1-2 Days

▼ DO YOU HUNT IN STATE,
OUT OF STATE, OR BOTH?



27.31%

I Only Hunt in My
State of Residency



2.18%

I Only Do
Nonresident Hunts



70.51%

I Hunt in Both My State
of Residency and in
Other States

▼ HAVE YOU EVER MENTORED A NEW UPLAND BIRD HUNTER?



70.51%



29.49%



▼ IF YOU OWN BIRD DOGS, WHAT BREEDS DO YOU OWN?



20.88%

German Shorthaired Pointer
(or Deutsch Kurzhaar)



18.67%

Labrador Retriever



13.99%

English Setter



11.39%

Brittany



10.96%

German Wirehaired Pointer
(or Deutsch Drachhaar)



7.36%

Wirehaired
Pointing Griffon



5.15%

Pudelpointer



4.84%

Pointer



4.49%

Springer Spaniel



3.29%

Small Munsterlander

▼ HOW MANY BIRD DOGS OWNED?

ONE 54.05%

TWO 32.12%

THREE 22.43%

FOUR 11.20%

▼ WHAT TYPE OF HUNTING DOGS DO YOU OWN?

01. **POINTING 54.05%**

02. **VERSATILE 32.12%**

03. **RETRIEVER 22.43%**

04. **SPANIEL 11.20%**

05. **OTHER 2.29%**

06. **HOUND 1.08%**

07. **TERRIER 0.70%**

▼ I HAVE CONTACTED AN ELECTED OFFICIAL ABOUT A CONSERVATION ISSUE.



60.44%



39.56%

▼ OF THESE THREE ISSUES, WHICH ONE IS THE MOST IMPORTANT TO YOU?



36.06%

Upland Bird
Conservation



35.80%

Access to Public Lands
for Hunting



28.15%

The Second Amendment

▼ WHAT HAVE BEEN THE BIGGEST BARRIERS YOU'VE EXPERIENCED WHEN BECOMING A LONG-TERM UPLAND BIRD HUNTER?



61.00%

Finding Places to
Hunt Birds Both in State
and Out of State



25.04%

I Have Never Experienced
Any Barriers to Becoming
a Long-term Upland
Bird Hunter



23.84%

Having People to Go
Bird Hunting With



19.07%

Affording to Hunt
Upland Birds

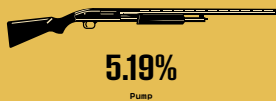
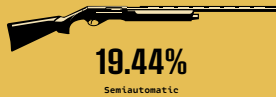
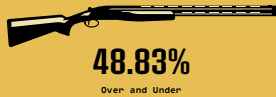


14.71%

Training a Bird Dog



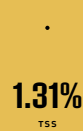
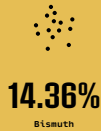
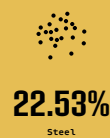
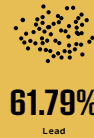
▼ WHAT IS YOUR PREFERRED SHOTGUN ACTION TYPE?



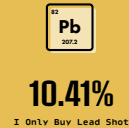
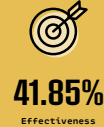
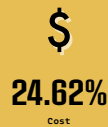
▼ WHAT IS YOUR PREFERRED SHOTGUN GAUGE?



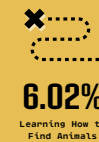
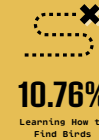
▼ WHAT TYPE OF SHOT DO YOU SHOOT MOST OFTEN WHEN HUNTING?



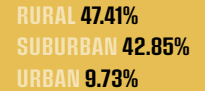
▼ WHEN SELECTING NONTOXIC AMMUNITION, WHAT IS THE MOST IMPORTANT THING YOU LOOK FOR?



▼ WHAT WAS THE HARDEST THING YOU HAD TO OVERCOME WHEN LEARNING HOW TO HUNT?



▼ HOW WOULD YOU DESCRIBE THE SETTING IN WHICH YOU LIVE?



▼ GENERATION

