



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

▼ HAVE YOU EVER MENTORED A NEW UPLAND BIRD HUNTER?



**70.51%**

▼ 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



▼ 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

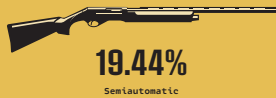


14.71%

Training a Bird Dog



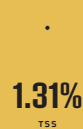
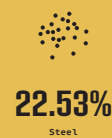
▼ WHAT IS YOUR PREFERRED SHOTGUN ACTION TYPE?



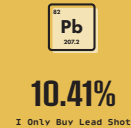
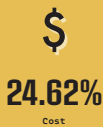
▼ WHAT IS YOUR PREFERRED SHOTGUN GAUGE?



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



▼ WHEN SELECTING NONTOTOXIC 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

