



Arizona Game & Fish HAHWG Summer Meeting



July 13-14, 2013

Matt Dunfee
Wildlife Management Institute

“If we don't change our direction, we're likely to end up where we're headed.”

- Some really smart person-



Source: USFWS 2007b



🔥 Do we need to Recruit and Retain Hunters?

In general, most states and NGO's are just now asking the question

Why Should We Care?

🔥 North American Model of Wildlife Conservation

- ↓ Wildlife is held in the Public Trust
- ↓ Hunters and anglers fund conservation
- ↓ Hunting and angling opportunity for all



Why Should We Care?

🔥 Tradition, Heritage, Social Acceptance



An aerial photograph of a savanna landscape. In the foreground, several hunters are visible, some on horseback and some on foot, pursuing a herd of animals. The scene is set in a vast, open plain with scattered trees and a clear sky.

Why Should We Care?

Total U.S. retail spending
by hunters and anglers:

Nearly \$76 Billion





Why Should We Care?

- ☹ What the trend means for agencies
 - ↓ 2/3's Rule
 - ↓ 1% loss in license sales = ~ half a million dollars
 - ↓ Significant “hand-tying” in management authority
 - ↓ Reduction in science-based wildlife management
 - ↓ Shift in agency focus and funding source
 - ↓ “Multiple use management” = loss of hunting access

The Orange-Man Group



13.7 million nationally
282 million days annually



- 👂 89% male / 11% female (*females more strongly represented in western states*)
 - 👂 Trappers – 99% Male, 103,000 active
- 👂 94% Caucasian (difficult to diversify)
- 👂 >50% “middle-aged” (*Avg. 41.8 years and getting older, low recruitment*)
- 👂 39% HS grad / 40% 1-4 years of college
- 👂 38% Rural (*becoming more suburban*)
- 👂 Mostly middle class (*59% household income of \$50K or more*)



The Orange-Man Group

What They Hunt

Species	# of Hunters in Millions	Annual Spending in Billions
Big Game (Deer and Elk)	11.6, +0.9	16.9, +5.1
Small Game (squirrels, rabbits, etc)	4.5, -0.3	2.6, +0.2
Migratory Birds (waterfowl and doves)	2.6, +0.3	1.8, +0.5
Other Game Animals (raccoons, groundhogs, etc)	2.2, +1.1	.9

The Orange-Man Group

Paradigm Shift in Species Focus

🔥 1955

↓ ~10 M Small Game Hunters

↓ > 5 M Big Game Hunters

🔥 2011

↓ > 5 M Small Game Hunters

↓ ~11 M Big Game Hunters





The Orange-Man Group

Why They Hunt

1. 43% participate for the recreational sport of hunting
2. 25 % are motivated by consumptive use (meat)
3. 21% enjoy being close to nature
4. 12% hunt in order to spend time with family and friends

*Additional reasons include family tradition, specific methodology skills, trophy selectivity, health, spiritual.

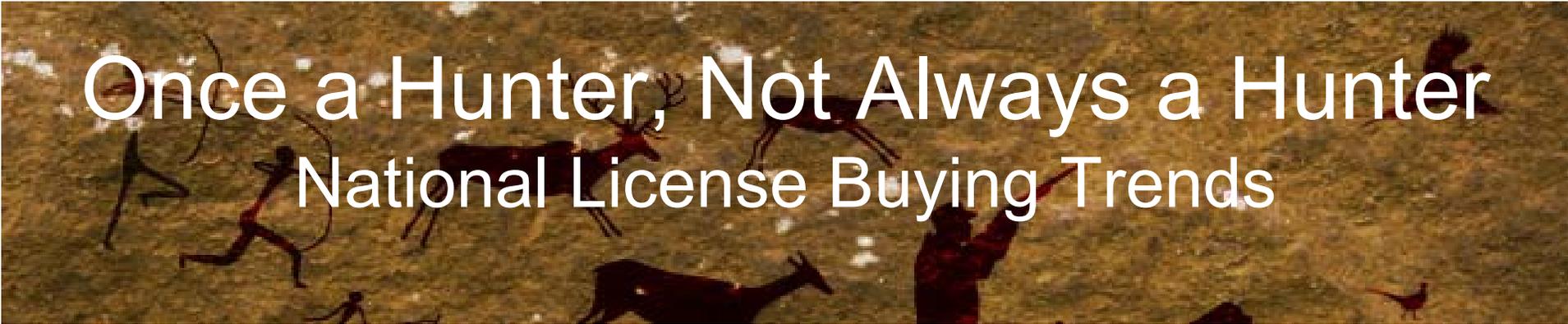


Barriers

Why Hunters Stop Hunting

Top Ten (or so)

- ⌘ Reduced amount of time
- ⌘ Obligations to family, school and work
- ⌘ No place to hunt or loss of access
- ⌘ Loss of interest
- ⌘ No one to hunt with or loss of hunting partner
- ⌘ Physical limitations (Old Person's Disease)
- ⌘ Cost
- ⌘ Move to new area
- ⌘ Crowded hunting areas, perceived or real



Once a Hunter, Not Always a Hunter

National License Buying Trends

- Nationally, 78% of resident hunters and 49% of non-residents purchase a license in 2 consecutive years.
- In general, just over 40% of resident hunters will purchase a license only once or twice in a 5 year period. 77% of nonresidents.
- Gender: Females are less avid based on purchasing behaviors



How is a Hunter Made?

Initiation

- Nearly 70% (~2/3) of all hunters are initiated when 20 years old or less.
 - ↓ 58% had hunted at least once by the age of 12
- Socioeconomic studies dating back to the '70's (Applegate 1977) indicate that initiation to hunting and other outdoor activities before the age of 20 is essential to a "life-long appreciation."
- Mentors (68% from fathers) and social support system are in place
 - ↓ Mentored new hunters more likely to stay hunting. Family, social support, complete initiation process.

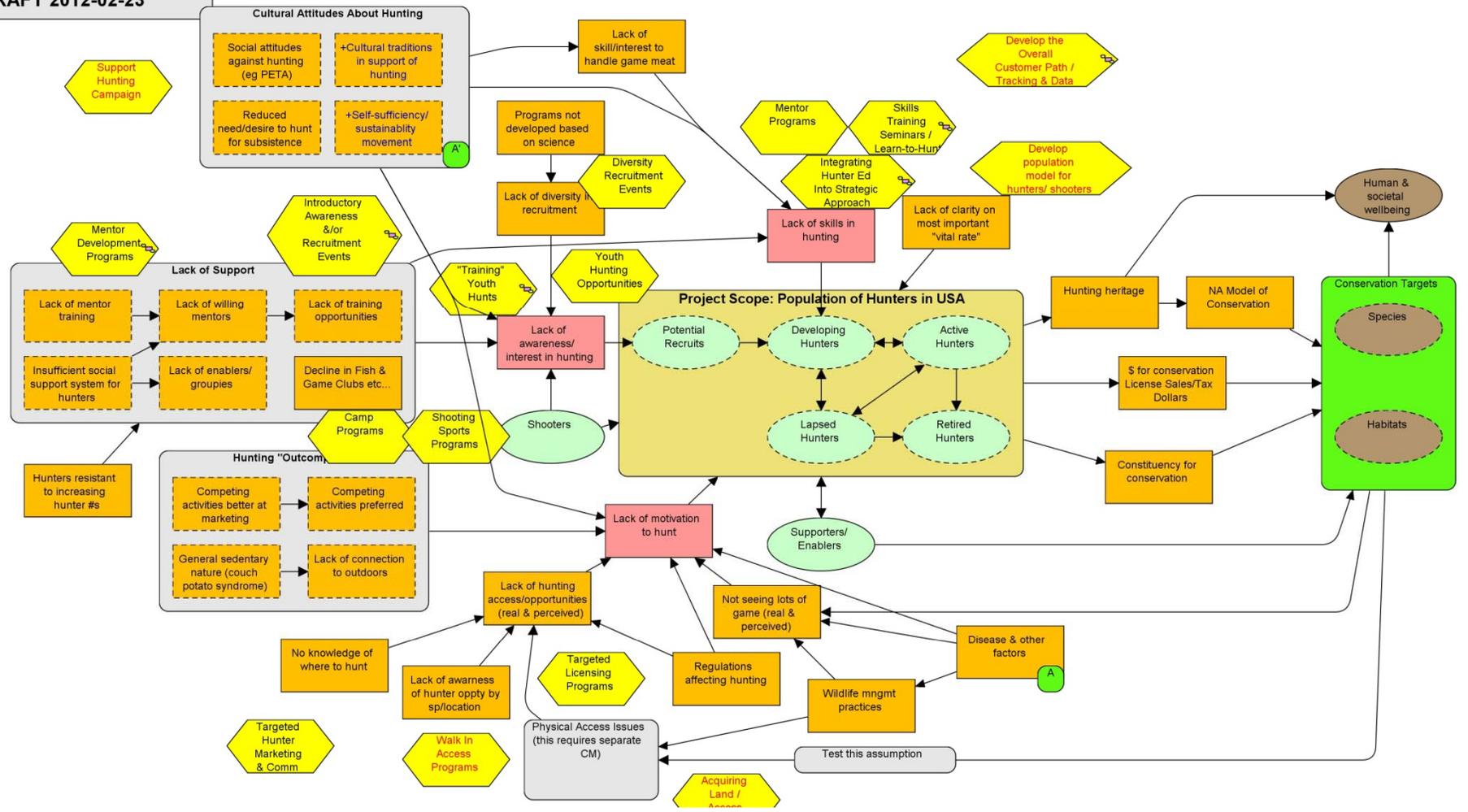


- “ Not entirely sure, but has ties to social support and age of initiation.
 - ↓ In a national study (Responsive Management 2008), 90% of hunters “very interested” in hunting in the next 2 years were initiated when 4-6 yrs old. The majority of hunters “not at all interested” were initiated when 26-30 yrs old.
- “ For new hunters, particularly youth, lack of social support is a leading factor to early lapse or desertion.
- “ Highly invested hunters participate regardless of perceived constraints or outcomes (Barro & Manfredi 1996)



So, What's the Problem?

Hunter R&R Conceptual Model
DRAFT 2012-02-23



Hunting Heritage Action Plan

huntingheritage.org

The screenshot shows the website's navigation menu with links for Home, Contact Us, Organizations, R&R Programs, Access Programs, and Legal. The main header features the title "Hunting Heritage Action Plan" over a background image of hunters and wildlife. A left sidebar contains three expandable sections: "Action Plan" (with sub-links for About, Plan updates, Resources for leaders, Contact us, and Organizations), "Recruitment And Retention" (with sub-links for Programs, Plans and Evaluations, Assessment Reports, and R&R Research Database), and "Hunter Access" (with sub-links for Programs, Plans and Evaluations, and Assessment Reports). The main content area includes a search bar, a "Share Your Program" section with a three-step process (Log in or create an account, Add information about your organization, Add details about your hunting/shooting/access program), a "Take Action" section with a call to use the site for recruitment and outreach, and a "Wildlife Conservation's Critical Link" section with a paragraph and an image of two hunters. The browser's taskbar at the bottom shows a file named "R&R Model 2012-02....png" and a "Show all downloads..." button.

Home Contact Us Organizations R&R Programs Access Programs Legal

Hunting Heritage Action Plan

- Action Plan
 - [About](#)
 - [Plan updates](#)
 - [Resources for leaders](#)
 - [Contact us](#)
 - [Organizations](#)
- Recruitment And Retention
 - [Programs](#)
 - [Plans and Evaluations](#)
 - [Assessment Reports](#)
 - [R&R Research Database](#)
- Hunter Access
 - [Programs](#)
 - [Plans and Evaluations](#)
 - [Assessment Reports](#)

SEARCH

Share Your Program

- 1 [Log in](#) or [create an account](#)
- 2 Add information about your organization
- 3 Add details about your hunting/shooting/access program

Take Action

Use *HuntingHeritage.org* to exchange information about your hunting recruitment, retention, outreach and public access efforts.

Wildlife Conservation's Critical Link

A critical link exists between hunting and wildlife conservation. From all measures, the *user-pays* system of wildlife conservation in North America has more than fulfilled the dreams of its early founders. However, that system is showing signs of wear. Hunting license sales are generally in decline nationwide, which has consequences for long-term conservation efforts. Those consequences could potentially



Hunting Heritage Action Plan

🔊 400+ program efforts

↓ Absent or ineffective evaluation. Focused on outputs, not outcomes.

🔊 Lots of stuff, few answers

🔊 Great need to increase state's ability to prove and improve R&R efforts.

Best Practices for Hunting & Shooting



Best Practices

WEBINARS

TOOL KIT

COMMITTEE MEMBERS

The Future of Hunting and the Shooting Sports

Research-Based Recruitment and Retention Strategies



Responsive Management and The National Shooting Sports Foundation

Produced under a grant from the United States Fish and Wildlife Service, Division of Federal Aid, Federal Aid in Sport Fish and Wildlife Restoration Game Agreement (CSM66)

Recruitment and Retention Assessment Survey Report

HIGHLIGHTS



Hunting Heritage Action Plan

A painting depicting a hunt scene. Several hunters are shown in various poses, some running and some aiming bows. In the center, a large animal, possibly a deer or stag, is running. The background is a textured, brownish-green landscape. The text "Meeting the Challenge of R, R & R" is overlaid in white, bold, sans-serif font.

Meeting the Challenge of R, R & R

☞ The upshot?

- ↓ No nationally comparable data
- ↓ Few answers as to what works and what doesn't
- ↓ No differentiation between outputs and outcomes
- ↓ Very little true program evaluation
- ↓ Same programs have different results in different states



Hunting Heritage Action Plan

🔥 The Products: The Magnificent 11

Skills Training Seminars / Learn-to-Hunt Programs	Diversity Recruitment Events
Training Hunts	Targeted Licensing Programs
Mentor Development Programs	Camp Programs
Shooting Sports Programs	Targeted Hunter Marketing & Communications Programs
Introductory Awareness &/or Recruitment Events	Mentor Programs
Youth Hunting Opportunities	

HUNTER ADOPTION MODEL



What it Takes To Make A
Hunter

(A comprehensive
parts list)



THE RESEARCH

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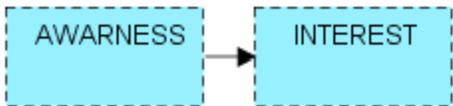
AWARENESS

THE RESEARCH

AWARNNESS

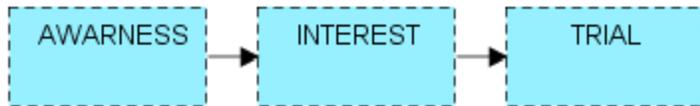
INTEREST

THE RESEARCH



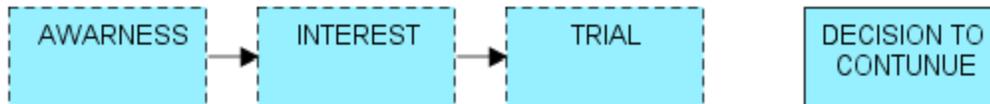
TRIAL

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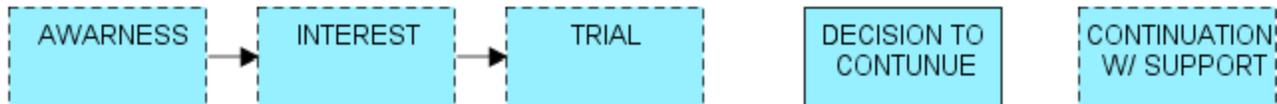
**DECISION TO
CONTINUE**

THE RESEARCH



**CONTINUATION
WITH SUPPORT**

THE RESEARCH



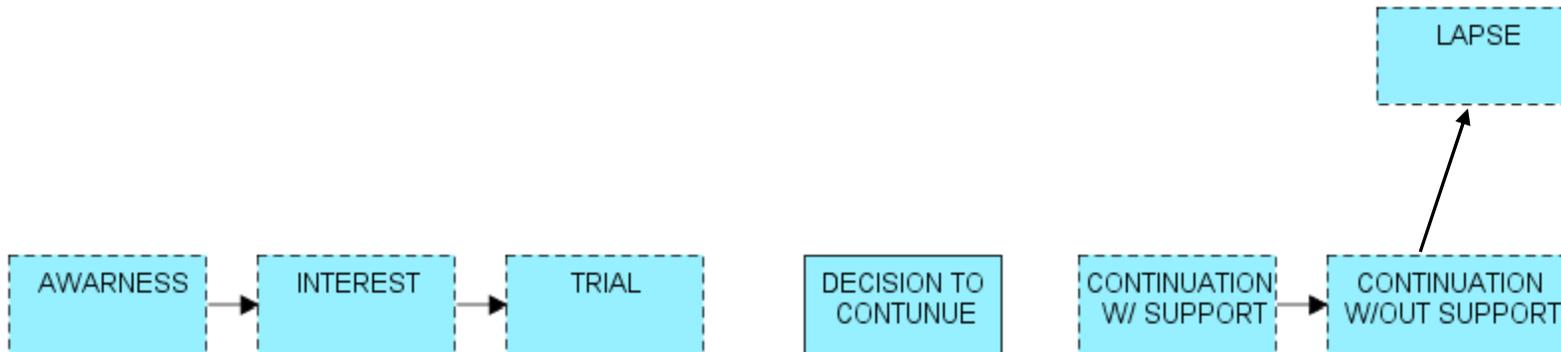
**CONTUNATION
WITHOUT SUPPORT**

THE RESEARCH



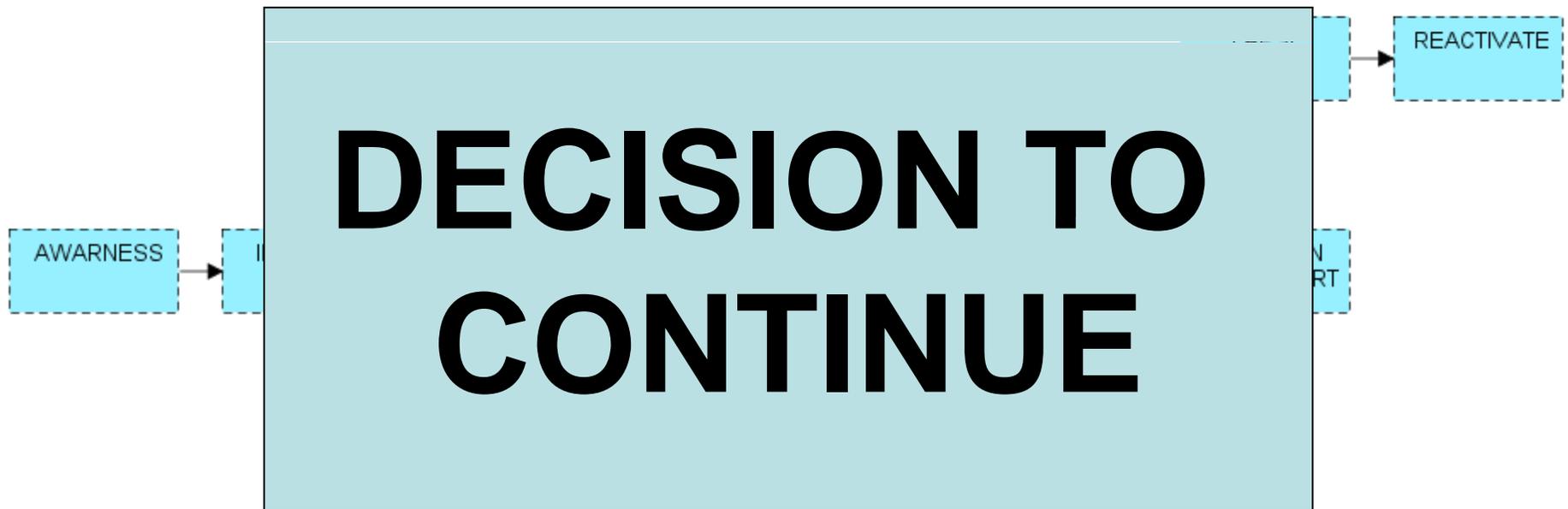
LAPSE

THE RESEARCH

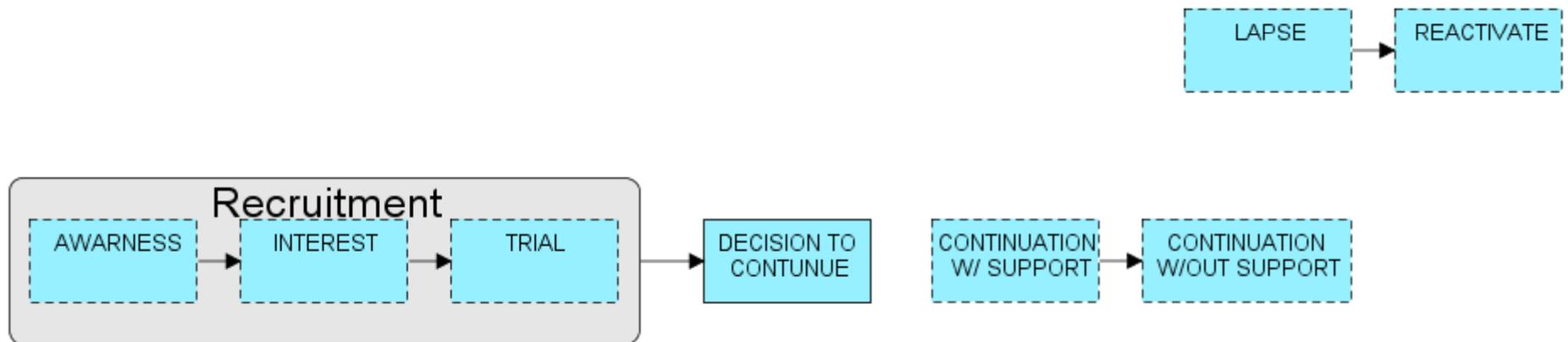


REACTIVATE

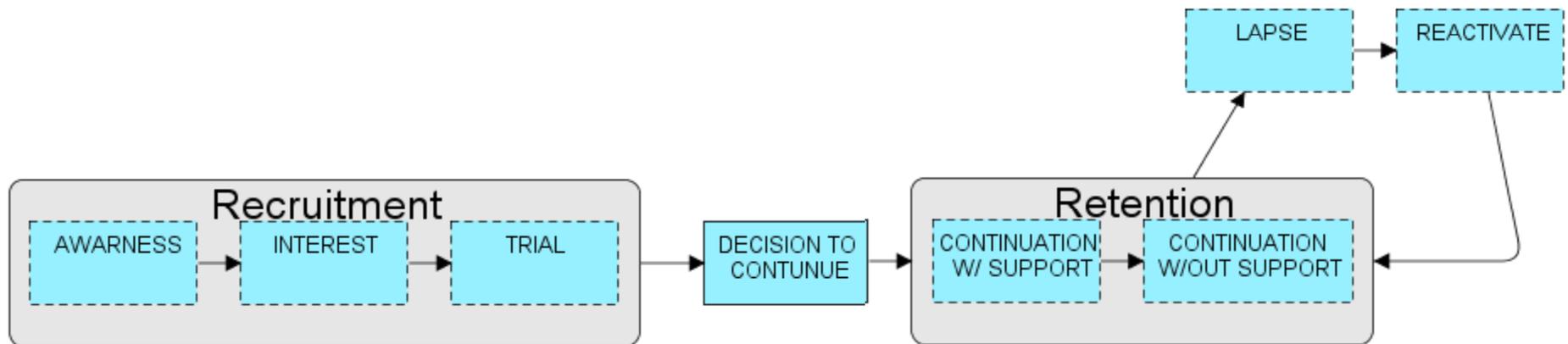
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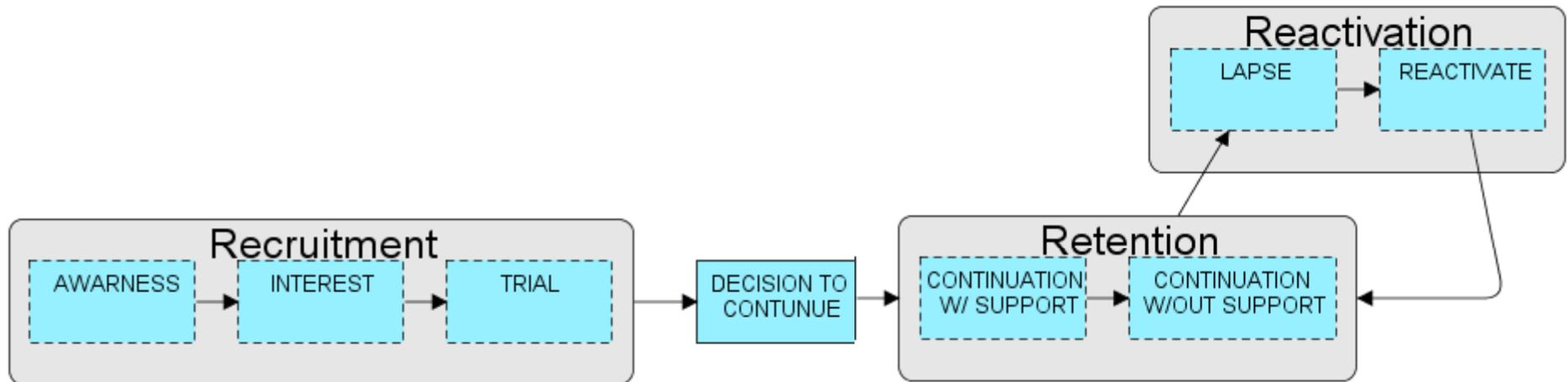
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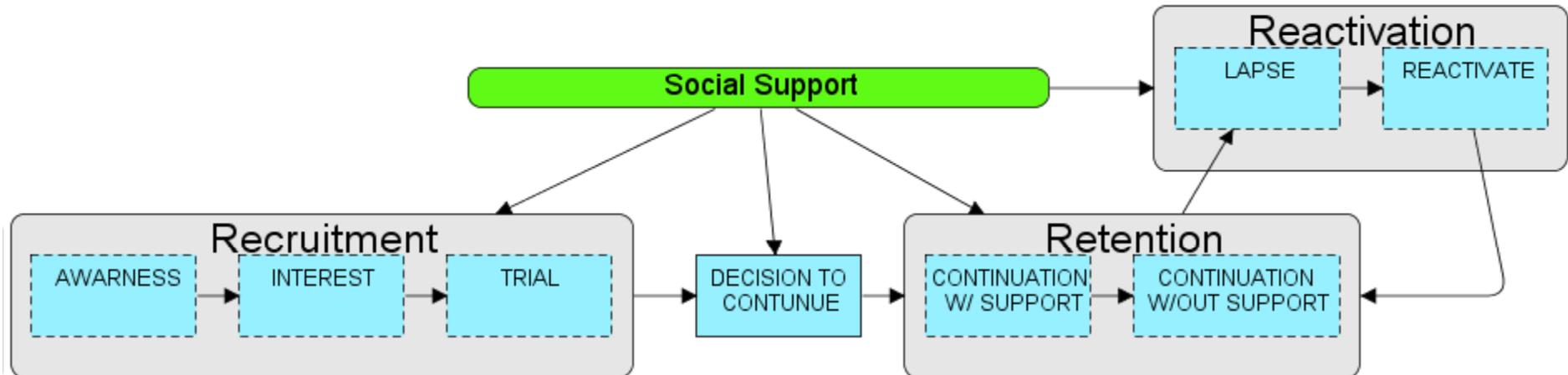
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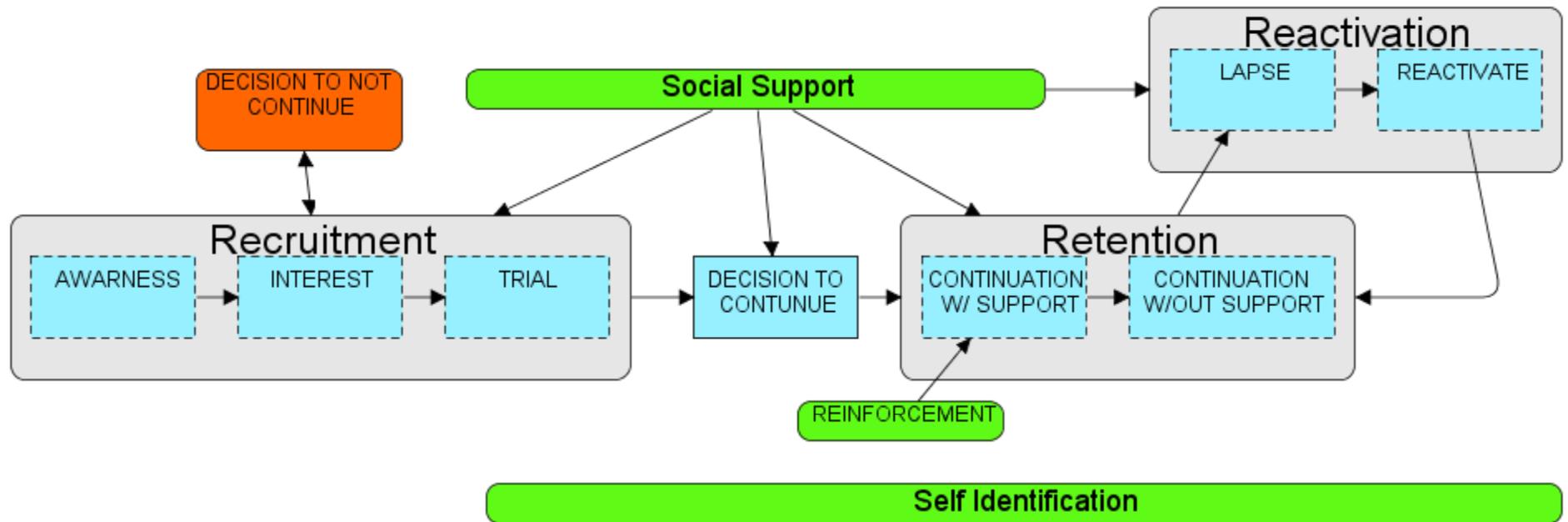
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THE RESEARCH



THE RESEARCH





But Does Anything Work?

- 🔥 You can't do everything, but you can do anything.
- 🔥 Drill in on your desirable outcomes, not outputs.
- 🔥 Choosing the right audience based on unique demographics.
- 🔥 Don't be afraid to start fresh; all the cool kids are doing it.

But Does Anything Work?

- ❗ Becoming a hunter is a process of repeated failures. Embrace the process and link the efforts.
- ❗ And finally.....



TEAMWORK

When One Bullet Just Won't Cut It



THANK YOU !

- Tasha Sorensen, *WY Game and Fish Dept.*
- Joseph Neville, *PA Game Commission*
- Robert Abernethy, *National Wild Turkey Federation*
- Dale Humburg, *Ducks Unlimited*
- Tasha Sorensen, *WY Game and Fish Dept.*
- Doug Burt, *AZ Game and Fish Dept.*
- Jason Kool, *SD Game, Fish and Parks*
- Bill Creighton, *Council to Advance Hunting and the Shooting Sports*
- Mark Whitney, *GA DNR*
- Chris Willard, *OR Dept. of Fish and Wildlife*
- Eric Nuse, *Orion, The Hunter's Institute*
- Aaron Hershberger, *NE Game and Parks Commission*
- Jeff Rawlinson, *NE Game and Parks Commission*
- Bob Holsman, *University of Wisconsin – Stevens Point*
- Peggy Farrell, *Becoming an Outdoor's Woman*
- Ryan Bronson, *Federal Premium Ammunition*
- Richard Hargrave, *OR Dept. of Fish and Wildlife*

