

## Who should you target with your R3 effort?

Hunting license sales continue to decline, and the largest single participant group (white, male, Baby Boomers) continues to age ever closer to desertion. The hunting R3 community is desperately seeking ways to identify other participant groups to fill in behind these users as they age out. Early research and recent, anecdotal evidence suggest that the young adult audience holds promise, but there is great need to narrow that audience down into manageable units. No matter how good the product, or how convincing the messaging, R3 practitioners cannot stem the loss of hunters without having a target audience that is predisposed to take up the activity.

### We're going to find out.

The Wildlife Management Institute, DJ Case and Associates and Southwick Associates have teamed up to discover the *demographic, geographic, and outdoor recreation profile* of young adults with the highest likelihood to take up hunting so that the R3 community can concentrate funding and effort where it will generate the greatest return.

How? We're surveying real, new hunters over 25 years old who purchased their first license within the past 5 years, asking about their hunting interests, demographics, location, media usage and other recreational activities. We will use these results to create a profile of the individuals most likely to start hunting. We'll also conduct a needs-based segmentation analysis to determine target audience motivations for hunting, and then compare our results with national hunter segmentation study results, further enriching the effectiveness of the profiles.

State agencies and R3 partners can use these profiles to micro-target programs and communication efforts to those audiences most likely to take up hunting. Once the project team has completed the target audience profile, we will develop a short, user-friendly report that describes the results and how to use them to more effectively target "new-adult" hunters. This report will be circulated to R3 agencies and organizations. In addition, results will be presented to relevant conferences.

### How can you be involved?

We need your help to reach your state's new adult hunters. They will serve as the real-world foundation of this analysis. In exchange for your participation, we'll send you an analysis of the survey results for your state.

### If you are interested or if you have a question, contact:

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