

Effectively Targeting New Adult Hunters

Volume 1 of 3:
New Hunter Personas
and Journey Maps
Multistate Grant #F22AP01126



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This project is a joint effort of The Wildlife Management Institute, Southwick Associates, and DJ Case & Associates to develop a better understanding of new adult hunters in the United States and the journey they take from their first interest in hunting through their entire hunting experience. In addition, it offers R3 practitioners strategies and tactics to support and encourage new hunters along that journey.



1101 14th St NW
Washington, DC 20005
202-371-1808
wildlifemanagement.institute



23 S 3rd St
Fernandina Beach, FL 32034
904-277-9765
www.southwickassociates.com



317 E. Jefferson Blvd
Mishawaka, IN 46545
574-258-0100
www.djcase.com

This report is the first volume of a three-volume set described below:

Volume 1 – New Hunter Personas & Journey Maps

summarizes the entire 2 Phase project. It includes **four new hunter audience personas** with infographics to describe each group and aid in marketing to them. It also includes a **journey map** for the journey each audience takes toward and eventually through hunting. This volume is designed to be very approachable and help the R3 practitioner take advantage of the personas & journey maps without pouring through the data that was required to create them. Volume 1 is meant to be the primary tool used by R3 practitioners.

Volume 2 – New Hunter Personas Background and Support Materials

(phase 1) reports on the data that was the foundation of the four new hunter personas in phase 1 of this project. It describes the research process, a summary of focus group discussions, and comprehensive data on each segment's answer to all the survey questions used to develop the four personas. This volume is meant to provide support and additional data for the information depicted in Volume 1

Volume 3 – New Hunter Journey Map Background and Support Materials

(phase 2) reports on the data that was the foundation of the journey map developed in phase 2 of this project. It describes the research process, survey, and comprehensive data on each segment's answer to survey questions regarding their journey through hunting. This volume is meant to provide support and additional data for the information depicted in Volume 1.

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ABOUT THIS PROJECT



ASSOCIATION of
FISH & WILDLIFE
AGENCIES



SOUTHWICK
ASSOCIATES

DJCase
& associates
Engaging people in conservation

The Need

This project was designed to discover the demographic, geographic, and outdoor recreation profiles of adults with the highest likelihood of taking up hunting (with the least R3 intervention). Identifying these groups will allow R3 practitioners to better prioritize organizational focus, funding, and staff time where they are most likely to generate the greatest impact. The insights illuminated by this research will help the R3 community develop a clearer picture of their priority potential customers and how to best shorten their path to adopting and persisting in hunting.

The need for R3-vested organizations to develop strategic approaches to R3 that are rooted in social science is becoming more acute given that the single largest hunter demographic group (Caucasian, male, Baby Boomers) have begun to age out and will continue to reduce in number over the next 15 years. Thus, R3 practitioners need reliable resources and tools to help identify potential hunters into types organized by their likelihood of adoption. With a national hunter population on the decline largely due to the aging out of its largest cohort, R3 practitioners cannot afford to invest their limited resources in audiences with little or no interest in hunting.

Our Research

In the first phase of this project, The Wildlife Management Institute, Southwick Associates, and DJ Case & Associates developed personas for new adult hunters in the United States. Project leads worked with individuals representing each of the personas to develop a journey map that identifies the issues each persona encounters as they become hunters.

This research was initiated with a series of interviews with new hunters (those who have been hunting for less than 5 years and did not hunt as children) recruited from state hunting license lists to solicit reactions to a series of test messages and to discuss their introduction to and early steps into the activity. This information was used to refine the test messages and inform a 23-state survey. The survey was sent only to individuals who had purchased a hunting license for fewer than five years. Any respondents who had hunted for more than five years or had hunted frequently as children were filtered out of the respondent pool before analysis. The participants were segmented into four groups (one for each persona) using the same questions used to develop our original personas.

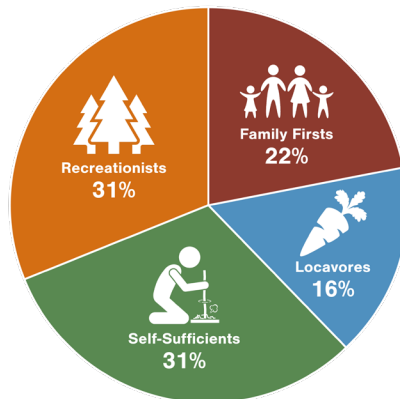
The survey data was used to develop a journey map for new hunters. A journey map depicts the process individuals go through to become aware of, consider, evaluate, and decide to “purchase” a new product or service. By interviewing new hunters and comparing survey responses for participants in each segment, the project then explores how this journey might differ for each persona and makes recommendations to R3 practitioners for how to engage each persona and assist them on their journey. The Volume Two “Background and Support Materials” document has more detailed survey results.

HUNTING PERSONAS

To ensure that this research presents results that are relevant and accessible for practitioners, audience segment data has been converted into personas. Personas are fictitious individuals whose characteristics personify the optimal, representative members of a target audience. The four personas have been given alliterative names that include the name of the audience segment to help emphasize their motivation for hunting. These personas were based on new hunter interviews and survey responses with names, locations, and other details to make them “real.”

Personas can be a valuable tool in the development of messages and programs. R3 practitioners are encouraged to write marketing messages and design programs with a specific persona in mind.

A statistical analysis of the survey responses in the first phase of this project (see volume 2 for details) found four primary market segments (Recreationalists, Family Firsts, Self-Sufficients, and Locavores). Details on each of these segments are found later in this report.



You can click on each segment below to navigate to that section of the report.

Family Firsts (22%) – Family Firsts hunt to spend more time with their families. Their motivation for hunting is predominantly (though not exclusively) spending time with a specific group of individuals. This segment had the largest percentage of females at nearly 50%. (Details on Family Firsts and their journey begin on page 30)

Self-Sufficients (31%) – Self-Sufficients hunt for meat - to make themselves and their families less dependent on stores and big agriculture. Self-Sufficients hunt to increase their lifestyle independence. (Details on Self-Sufficients and their journey begin on page 52)

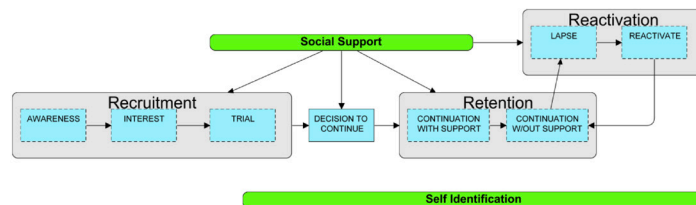
Locavores (16%) – Locavores hunt because they believe it is a more environmentally sustainable source of protein. They aim to lower their environmental footprint by only eating food raised and processed within 100 miles of their home, reducing the fossil fuels, chemicals, and preservatives required to feed their families. (Details on Locavores and their journey begin on page 74)

Recreationalists (31%) – Recreationalists hunt for the enjoyment of the activity. They like being outdoors and enjoy the challenges of hunting more than other segments. That enjoyment is their primary motivation for hunting. (Details on Recreationalists and their journey begin on page 8)

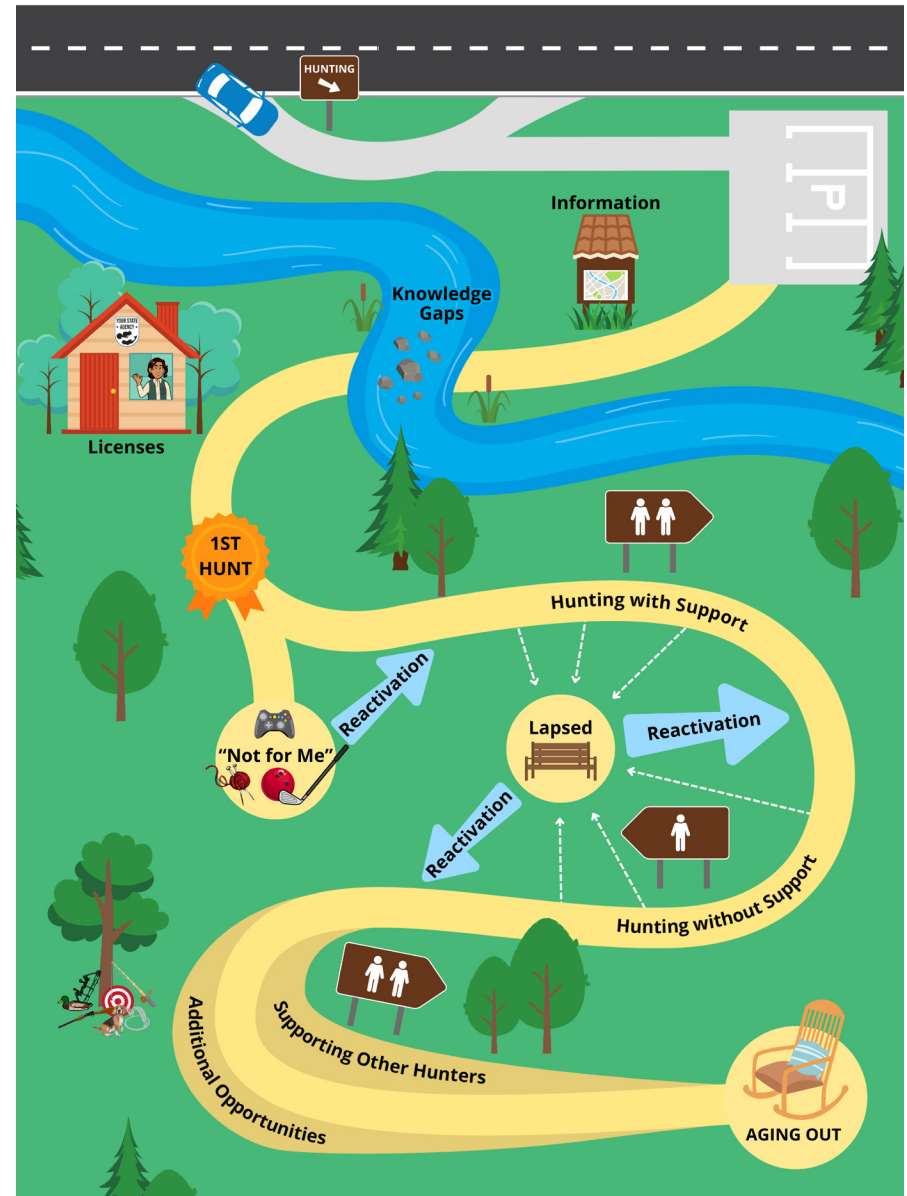
THE JOURNEY

To maximize the effectiveness and efficiency of R3 efforts, we need to know not only who our target audience is (personas) but also the series of actions we are encouraging them to take. This series of actions is called a customer journey or journey map. Our journey map outlines an individual's hunting journey from the moment the idea/need/desire of hunting pops into their mind until they eventually become a hunter and live through their hunting experience.

We have based our journey on the Outdoor Recreation Adoption Model (ORAM) with a few small modifications. The ORAM, developed by Matt Dunfee and Bob Byrne in 2009, is widely accepted in R3 as the journey for individuals considering outdoor activities. Based on our research in this and other projects (see Appendix 1), we have adapted the ORAM slightly to create a consumer journey into hunting. The motivations, barriers, and needs at each step in the journey are slightly different from one persona to the next, but the journey itself remains largely the same.



Understanding the type of person an R3 practitioner desires to engage (the persona) and the series of steps that the R3 professional wishes them to take (the journey map) allows communications, programming, customer service, and all other facets of an R3 intervention to be designed to meet the needs of prospective, new, or seasoned hunters as they move through their hunting journey.



The Journey continued

1) Taking the Exit – As we travel the road of life, we see signs for different activities. If they are appealing to our motivations and circumstances, we follow them.

2) Information Gathering – People interested in hunting don't just become hunters. If interested, new hunters will pursue extra information to decide if they want to learn more.

3) Overcoming Knowledge Gaps and Barriers – Hunting is complicated and requires specific knowledge. Since everyone is different, they face different barriers. As R3 practitioners, we can offer stepping stones to help them overcome these barriers.

4) Buying a License – License purchasing is the simplest step for states to track and provides funding for conservation. Make this step as easy as possible for new hunters.

5) First Hunt – The first hunt is crucial. By aligning the experience of the first hunt with a new hunter's motivations, we can create a satisfying first experience and prevent new hunters from quitting.

6) Continuing with support – In this stage, the new hunter does not feel competent. They require outside support to build their hunting confidence. The R3 community needs to provide this support.

7) Continuing without support – After gaining skill and experience, a new hunter can hunt independently. That said, some hunters (new and existing) may lapse in their hunting journey. The R3 community should work to retain hunters as it is considerably easier than reactivating them once they have lapsed.

8) Additional Opportunities – Helping hunters discover more hunting opportunities improves retention and can generate additional funding. Some hunters learn about new species, firearms, locations, or become a mentor/educator.

9) Aging Out – Hunters may want to continue hunting forever, but time eventually causes them to age out. Addressing challenges that come with age can extend hunting participation.

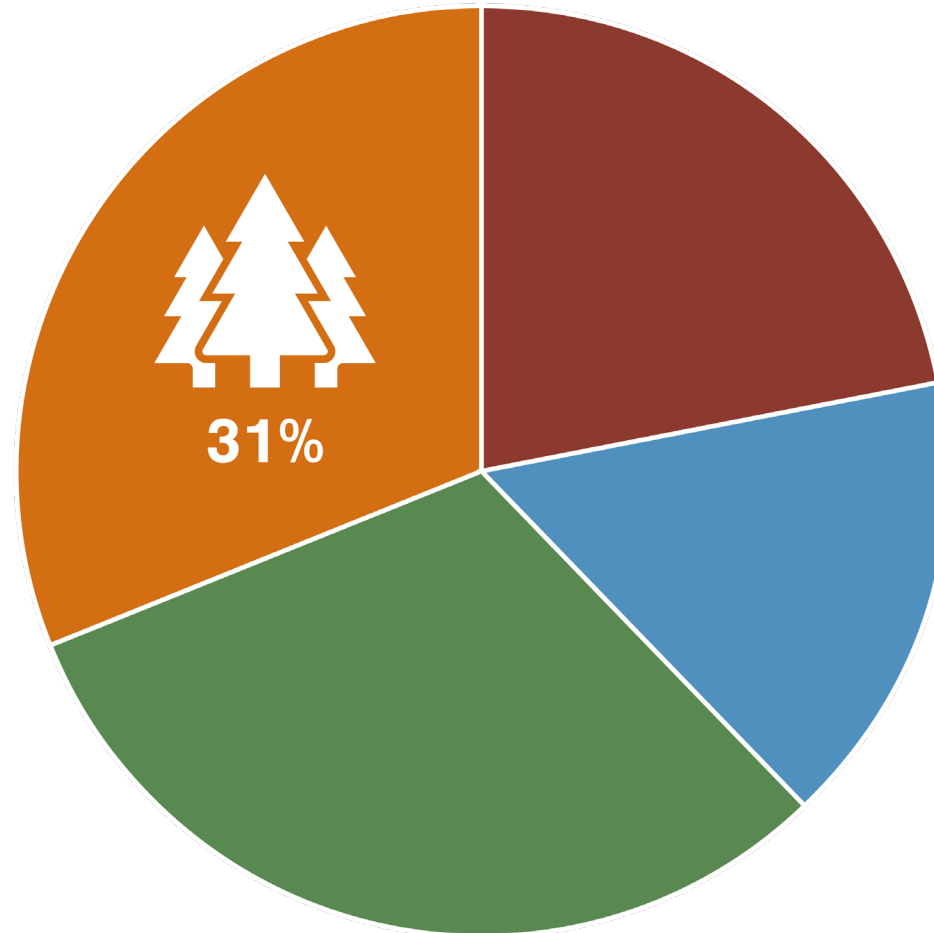
*** Reactivation** – Lapsed hunters can be inspired to begin hunting again with messaging that reignites their interest.



Starting on the next page, this document details each of the four personas, describes their journey, and offers advice as to how the R3 community could motivate and assist each of the personas along the way.

Appendix 1 walks through every step of the journey map and provides supporting questions from Volume 2 of this project and other works that led to its development.

RECREATIONALISTS



Recreationalists (31% of respondents) hunt for the satisfaction of hunting itself rather than as a means to some other end. Hunting with family members (adults or children) is much less popular with Recreationalists. Recreationalists are most likely to hunt with their friends but are also content to hunt alone.



RICK RECREATIONALIST

Demographics



85.4% male



53.6% suburban

39

Average age



60.8% graduated college



83.9% married or living with a partner



49.2% make more than \$100k/year



78.8% have children

Rick Recreationalist, our Recreationalist persona, hunts for the joy of it. He loves the outdoors and enjoys the challenges presented by hunting. Rick hunts with a group of friends from the bottling department at work.

Rick is 45 years old. He is the Marketing Director at Bell's Brewery. He was born in Lansing, Michigan, and majored in marketing at Michigan State. He now lives in a relatively new subdivision in the suburbs of Kalamazoo with his partner Robin and their daughter Rachel.

Rick and other Recreationalists are fairly well educated with 60.8% having graduated college or a technical school. This education shows in their income with 49.2% having a household income of more than \$100,000/year. Recreationalists are the most suburban segment with 53.6% reporting they live in the suburbs. About 80.67% of Recreationalists have suburban or rural homes, leaving very few Recreationalists in the city.

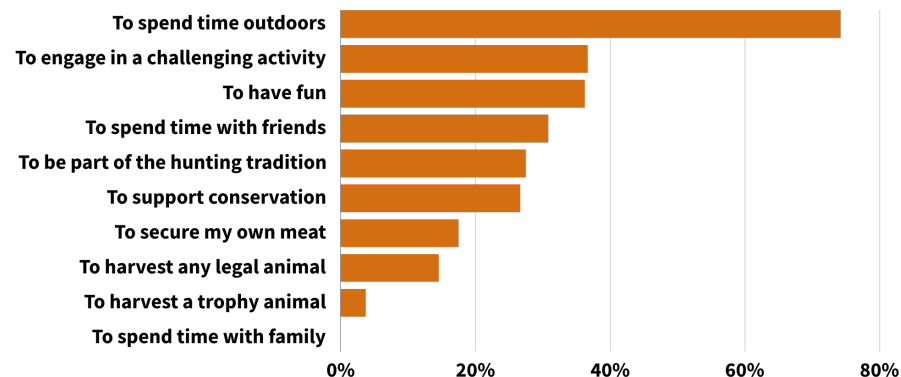


RICK RECREATIONALIST

Taking the Exit

Recreationalists are driving down the road of life with the windows open and pulling over for outdoor activities every chance they get. They enjoy the outdoors and the challenge of doing new things. This makes recreationalists ideal targets for pursuing multiple species and for both sport shooting and hunting. By pursuing a variety of wildlife species and firearms types, recreationalists can keep themselves outdoors year-round and learn new challenging skills for years to come.

Which of the following were the most important reasons that you decided to take up hunting?





During the Consideration Phase

These ads were created based on the personas developed in Phase 1 of this project, then refined through interviews with new adult hunters. They were later tested with new hunters through an online survey. The following recommendations are based on the results of that survey and help us understand how to target certain personas during the Consideration phase of their journey.

The messages that Recreationalists are most drawn to are those that resonate with their motivations.

Since Recreationalists are motivated to hunt due to the challenge and time spent outdoors, it's no surprise that this new hunter group reported that the "Enjoy the Outdoors" ad was the most motivating ad campaign. We recommend using this message when targeting Recreationalists through their motivations.

The chart below lists the ads recreationalists were motivated enough to click compared to all survey respondents.

Message	Recreationalists	All Survey Participants
Enjoy the Outdoors	60.6%	54.2%
Spend Time with Family Image #2	50.9%	55.3%
Spend Time with Family Image #1	45%	48.3%
Save a Trip to the Grocery Store	34.9%	42.6%
Lower your Carbon Footprint	24.4%	25.9%





Media Use

Because they are Americans of approximately the same age, all of the audience segments are participating in the same media trends. Traditional print media is on the decline, and digital media channels are on the rise. The art of targeting a specific segment is a combination of specific media channels and messages targeted specifically to the interests and motivations of each segment.

Rick posts pictures of his family, outdoor adventures, and interesting projects at work on Facebook, Instagram, and LinkedIn.

Recreationalists' love of the outdoors provides a host of potential media outlet opportunities to reach them. Outdoor and nature shows on TV or streaming platforms, how-to videos on YouTube, or special interest social media groups and pages are all likely ways to reach Recreationalists.



96.6%
Web/online



75.1%
Stream video



72.5%
Social media



75.3%
Stream Music



75.9%
Radio



71.2%
TV/cable/broadcast



30.1%
Satellite radio



22.1%
Magazines



29.3%
Newspapers



Life Events

Since recreationalists are attracted to hunting and shooting for the fun and challenge of the activities, the life events that are the most important to them involve the creation of opportunities. Use your Customer Relationship Management system (CRM) and the information you have on license holders and event attendees to target messages to individuals in the right stages of their lives.

Graduate high school	17-19
Leave home	18-20
Graduate college/trade school	19-24
Start career	20-25
Buy a house	30-40
Become an empty-nester	40-60
Buy a recreational property	45-75
Retirement	65-75

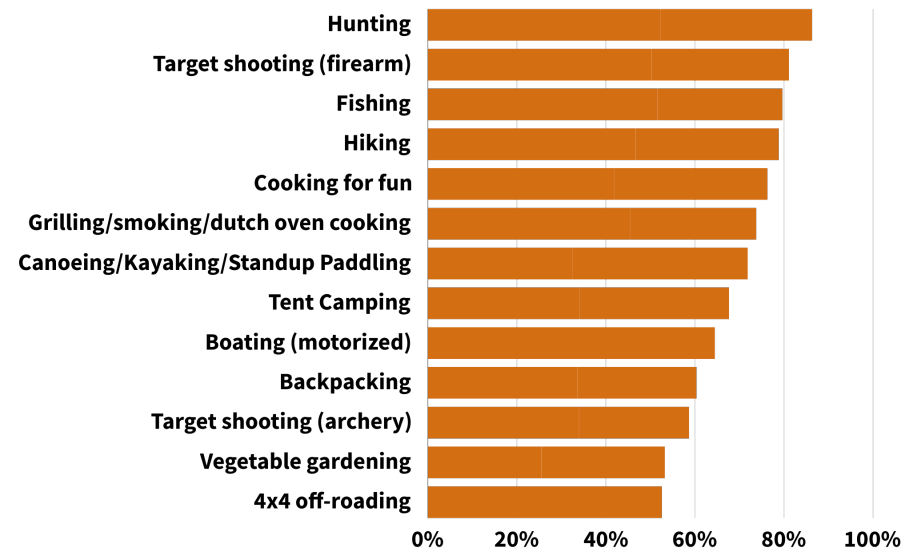
Other Activities

Because Recreationalists enjoy the outdoors, they are drawn to outdoor activities. Rick (and other recreationalists) enjoys target shooting, fishing, and hiking activities that combine being outside with an element of challenge. Recreationalists tend to prioritize outdoor activities over food or cooking-related activities. Recreationalists' top activities (other than hunting) were target shooting, fishing, and hiking.

Recreationalists may be using the services of fish and wildlife agencies, park departments, and other organizations. Look for individuals who show up on these agencies' customer lists but don't have a hunting license.

Recreationalists hunt with their friends, so a friend might introduce them to hunting. Target your current license holders from ages 25 to 45 with incentives to take a friend hunting.

Which of the following best describes your thoughts about each of these types of activities? ("I love it" or "I enjoy it")





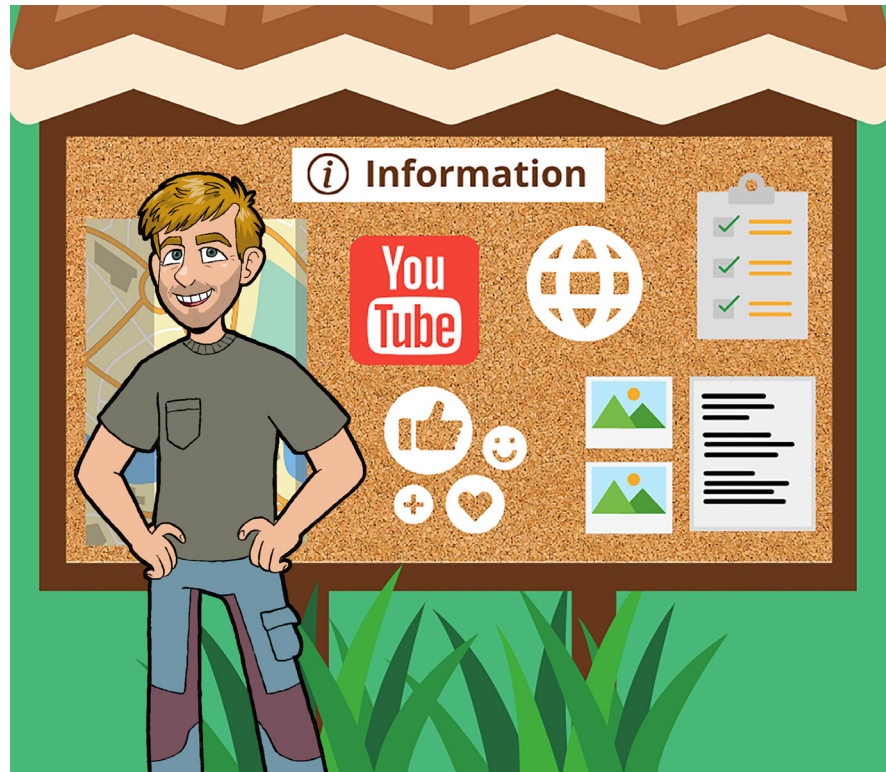
1 – Recreationalists love the outdoors and challenges. Opportunity is all they need to spur them into action. An invitation from a friend, moving to a location with better access, or a global pandemic are all great reasons to get outside and try new things.

Try to create opportunities. Here are a few ideas:

- Easy opportunities to learn more, such as how-to videos or recreational events
- Encourage current license holders to invite a friend, spouse, or child
- Highlight varieties of species and techniques
- Send personal, year-round promotions based on seasons and availability

2 – You know what media Recreationalists are likely to use, their motivations for hunting, and the other activities they enjoy. Use this combination of information to place paid advertising in front of individuals likely to consider hunting. Here are a few of the hundreds of potential combinations to illustrate the point:

Media	Type of Content	Message	Offer
Paid Search	Searches about hunting	Hunting is fun	Video to introduce hunting basics
Online Display	Searches about hunting	The challenge of bowhunting	Bowhunting for beginners' event
Facebook Ads	Ads on content about camping	Get outdoors in a whole new way	Video to introduce hunting basics
YouTube Ads	Ads on videos about camping or hiking	Learn about hunting	Event about hunting



Once a Recreationalist decides they would like to hunt, they will go online and research licenses, gear, and techniques. Their first step is likely to be their state’s fish and wildlife agency website to find information about classes and licenses. They will also check out digital (or physical) regulations books. Because these individuals don’t tend to be involved with their state agency, they aren’t very likely to be following their state’s social media accounts. They are more likely to check out high-profile influencers like Steve Rinella/Meat Eater or local hunting groups on Facebook or retailers.

Recommendations

This is where state-owned resources shine! Make sure your website, regulations, and magazine are informative and easy to understand—not just for avid hunters, but for beginners as well. Don’t use your social media accounts to reach new people; instead, use social media to reach out to current hunters about taking a friend or use paid social media to get your message in front of new people.

In addition, paid search ads could target common questions new hunters might have, and paid display ads could be placed on content for new hunters. Because you can geo-target your online advertising, you can always limit your ads to only appear in your state so your budget is never wasted.

Media	Type of Content	Message	Offer
Regs book	Article about buying your first rifle	Learn more at (state) events	Beginning hunter event
Paid search	Searches for “getting started hunting” and “how to hunt”	It’s easy to get started	Article on getting started hunting
Website	Article on public hunting lands	Where can you hunt in (state)?	Article and/or maps on public hunting land
Paid display	Ad for mentor program	Learn about the (state) hunting mentor program	Information about mentor program



Rick, like other Recreationalists, is concerned with understanding hunting regulations. Nothing would ruin a day in the woods like getting in trouble with the game warden.

Like everyone not blessed with hunting land in the family, Rick needs help finding public land and understanding how he and other hunters can use it. He would also like help with hunting techniques.

Rick would also like to know how he can forage mushrooms, berries, and greens to go with his game meat and give him a reason to get out in the woods during other parts of the year.

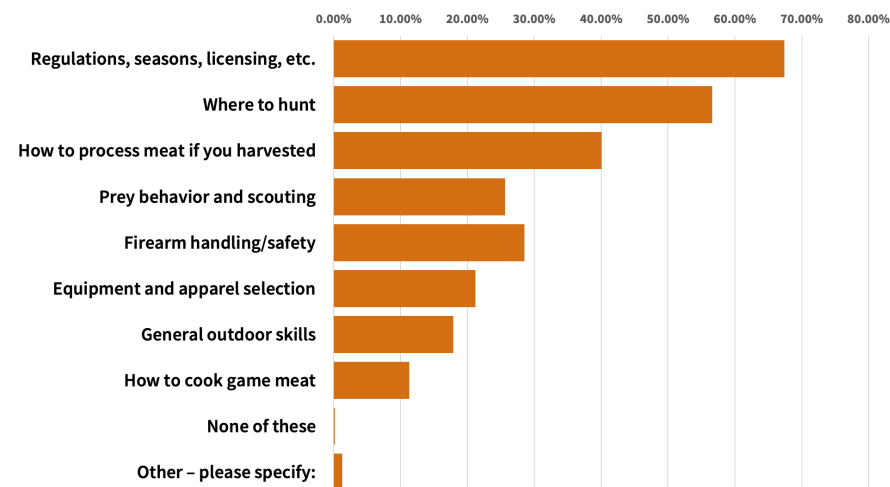
In general, new adult hunters don't feel traditional hunter education provides them with the level of understanding they need to be confident, self-reliant hunters. They would be interested in more in-depth classes on specific subjects, outside resources they can watch or read on their own, or best of all, mentors to add the knowledge and confidence they feel they are missing.

Recommendations

Offer and promote classes and content that address common barriers. Be sure to address all the major barriers for each activity.

Media	Type of Content	Message	Offer
Paid display	Class on getting started hunting	Learn how to get started hunting	Sign up for class
YouTube ads	Class on bow hunting	Learn how to bow hunt	Sign up for class
Paid search	Firearm safety event	Learn how to handle a firearm safely	Sign up for class
Paid social post	Video on game processing	Learn how to field dress a deer	Watch video

As you were considering going hunting, which of the following topics did you want to learn more about?





These ads were created based on the personas developed in Phase 1 of this project, then refined through interviews with new adult hunters. They were later tested with new hunters through an online survey. The following recommendations are based on the results of that survey and help us understand how to target certain personas during the Consideration phase of their journey.

Recreationalists found the most motivating message to be “Learn about Where to Hunt”. We recommend using this message first when targeting Recreationalists through their knowledge gaps.

For this persona’s responses to other ads tested in this survey, see the chart below.

Message	Recreationalists	All Survey Participants
Learn About Game Processing	61.6%	62.7%
Learn About Where to Hunt	60%	57%
Learn About Hunting Regulations	50.2%	48.9%
Learn How to Hunt	50.2%	48.8%
Learn About Firearm Skills	39.8%	38.7%

Please also review the *National Recommendations* section at the end for more information about the best messaging for people with specific knowledge gaps. We identified the most motivating ad campaigns for new hunters with specific knowledge gaps independent of their persona. The information may be useful in planning campaigns addressing specific knowledge gaps.





RICK RECREATIONALIST

Buying a License

Rick buying his license is significant in three ways. First, it is a real commitment to the activity. Second, it is 100% measurable and can even be tracked back to what ads, classes, and content lead up to the purchase. And third, it allows you to start a one-on-one relationship with every new hunter via your Customer Relationship Management (CRM) system.

Use your CRM to welcome new hunters to the community, provide useful content, and learn more about them.

Media	Type of Content	Message	Offer
Email	Quick segmentation survey	What is your motivation for hunting?	Links to resources in line with their motivations
Email	Quick knowledge gap survey	What would you like to learn about hunting?	Links to content and classes they will be interested in
Email	Welcome & resources	Welcome! We're here to help!	Links to resources for new hunters
Email	Quick species preference survey	What types of hunting are you interested in?	Links to resources for their target species





RICK RECREATIONALIST

The First Hunt

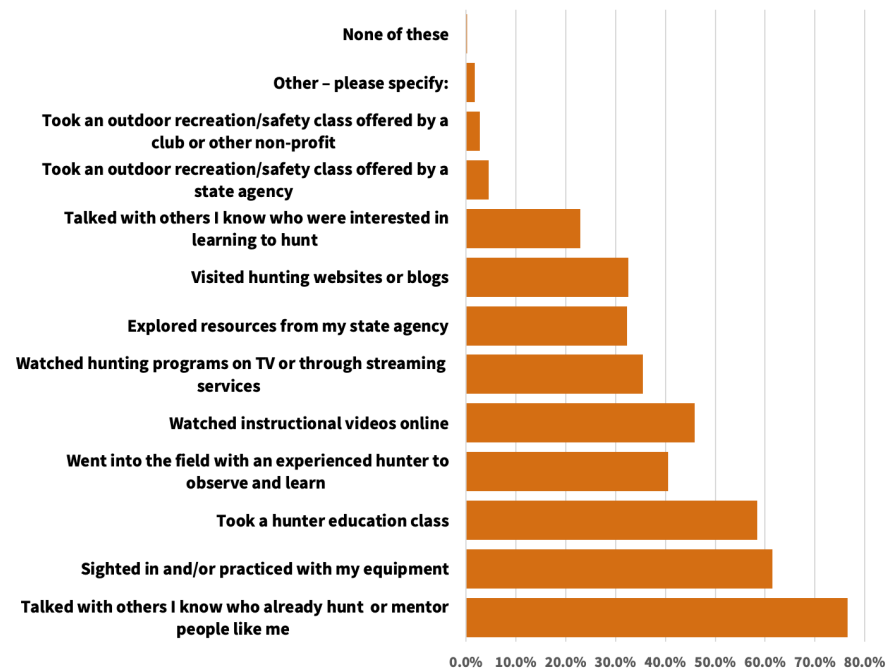


To prepare for their first hunt, Recreationalists primarily talked with others who already hunt (friends, family, or coworkers) or people who mentor new hunters. Recreationalists also sighted in and/or practiced with their equipment, took a hunter education class, or went into the field with an experienced hunter to observe and learn.

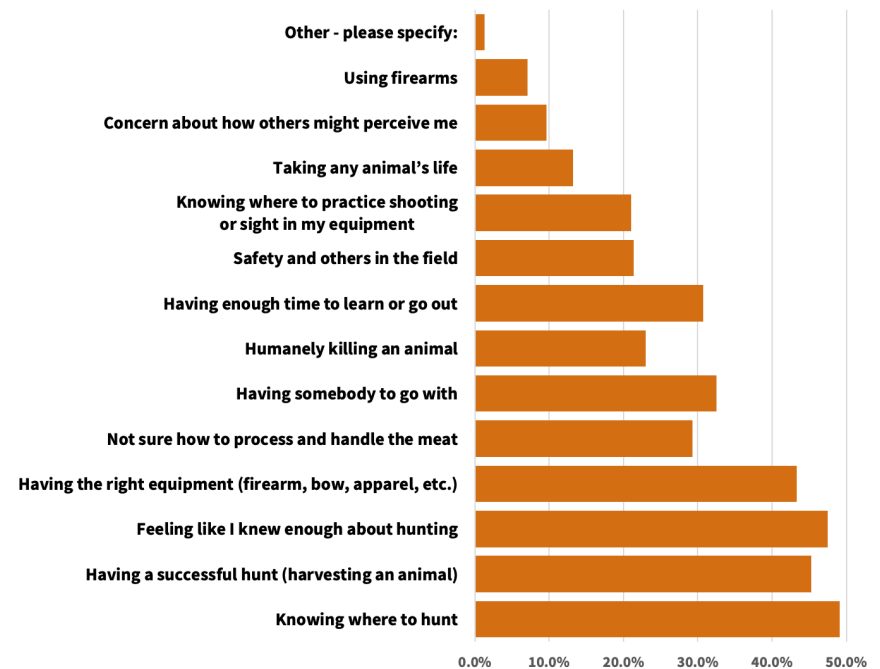
The biggest challenge for a Recreationalist was knowing where to hunt followed closely by feeling like they knew enough about hunting. Addressing this knowledge gap prior to a Recreationalist's first hunt will help them prepare for and feel more confident going into their first hunt.

For more information concerning first hunts, please visit the *National Recommendations* section where we cover other information that is relevant to all personas.

How did you prepare for your first hunting experience? Select all that apply.



How much of a challenge were the following as you prepared for your first hunt?





During their first hunt, Recreationalists primarily hunted big game mammals with upland game birds qualifying as a distant second choice.

Recreationalists also primarily hunted with a firearm that they owned or borrowed. Most new hunters in this category (59.9%) said that they hunted with a firearm that they owned. The second most commonly used tool was a bow or crossbow that the individual owned.

Most Recreationalists hunted with a friend or coworker during their first hunt.

To prevent new adult hunters from quitting after their first hunting experience—or from quitting later in their hunting journey—hunting mentors and educators should make sure to include and address the individual’s primary motivations and barriers. Quitting is not as simple as a fork in a new hunter’s journey. Rather, quitting is the primary decision that we are working hard to prevent. Thus, making sure new participants do not quit is crucial.

Depending on the persona, a successful hunting experience means something uniquely different. If these conditions are not addressed, the individual is at risk of feeling uninterested in and unfulfilled by hunting. At worst, this could cause them to abandon the activity.

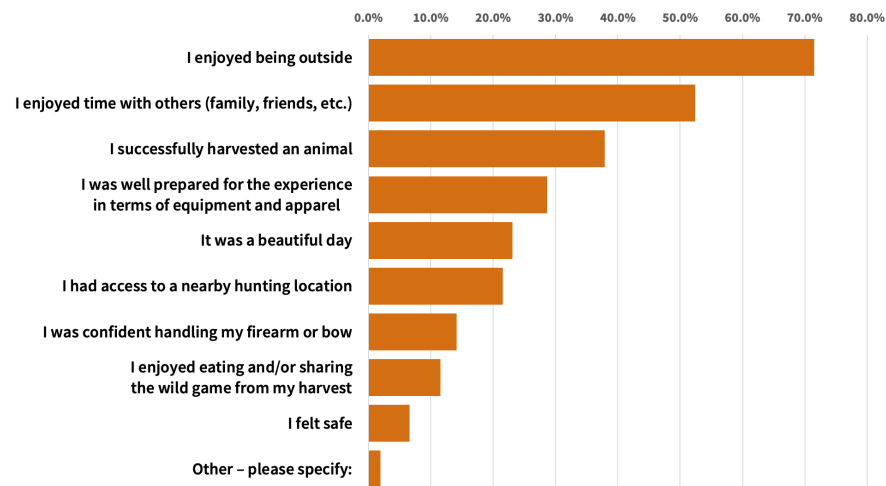
A Recreationalist’s motivation for hunting is spending time outside, taking on a new challenge, and spending time with friends. If these primary motivations are addressed during their first hunting experience, a Recreationalist is much more likely to continue hunting. This is because their motivation for hunting will be reflected in their experience.

True to form, Recreationalists cited the following as the top three reasons they were satisfied with their first hunt:

- I enjoyed being outside. (72.5%)
- I enjoyed time with others. (52.4%)
- I successfully harvested an animal. (37.9%)

Time outside and in nature is particularly important to Recreationalists. Because they also enjoy the challenge, Recreationalists may enjoy walking or driving deeper into natural areas to hunt.

Why were you satisfied with your first hunting experience? Select up to three reasons.



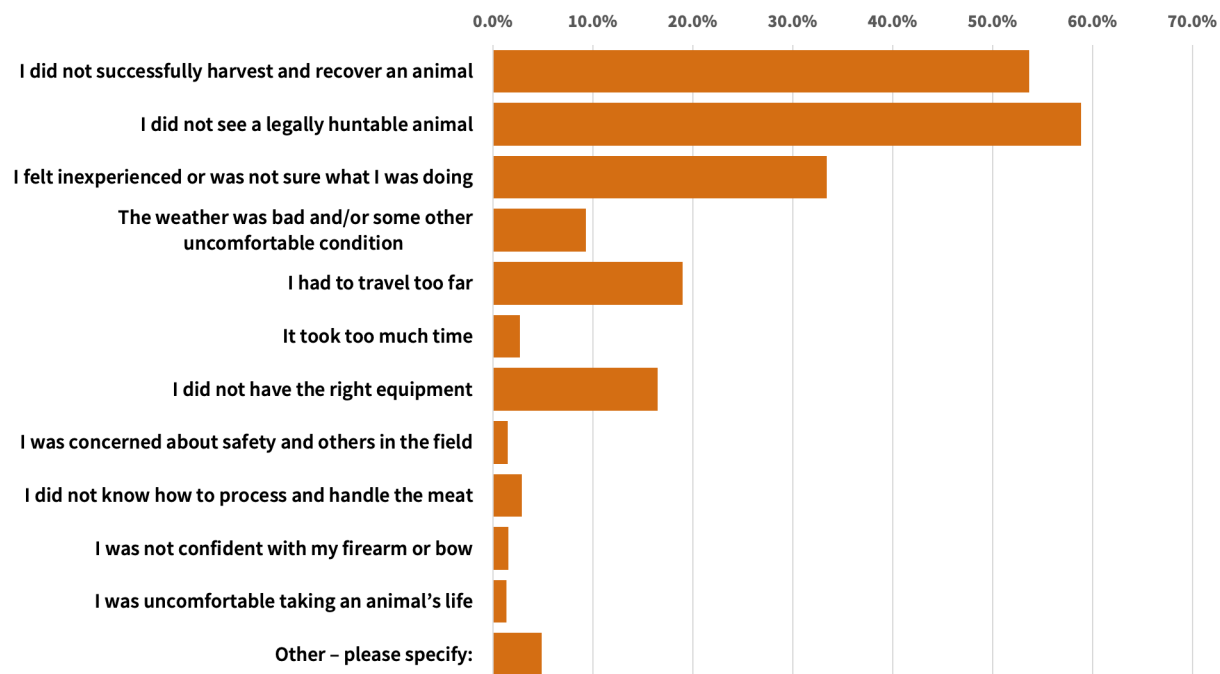


In our study, Recreationalists were not satisfied with their first hunting experience because of the following reasons:

- I did not see a legally huntable animal. (58.9%)
- I did not successfully harvest and recover an animal. (53.7%)
- I felt inexperienced or was not sure what I was doing. (33.4%)

Since hunting success is dictated by many factors outside our control, addressing a sense of self-confidence and independence is crucial to support Recreationalist hunters who do not harvest animals. That said, improved training and education will increase the likelihood of a successful harvest. This is something well within our ability to positively impact.

Why were you not satisfied with your first hunting experience? Select up to three reasons.

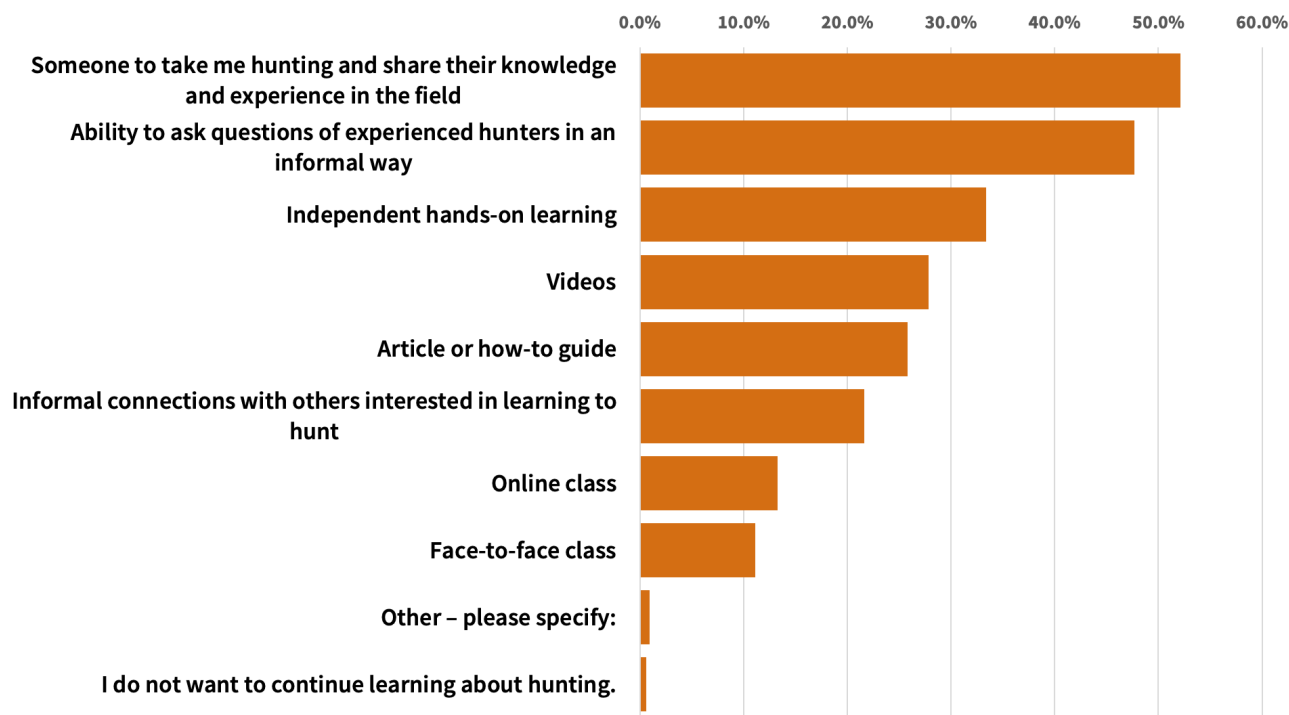




Recreationalists are the least likely of the four segments to need their state agency for support. They are already outdoorsy and adept at learning new activities. They are likely to hunt and shoot with friends who can offer some support even if they themselves are beginners. Creating opportunities is the key for Recreationalists because they have the motivation on their own. Try to create situations where new Recreationalist hunters have the opportunity to meet one another and create friendships.

During our study, we asked Recreationalists what would support their hunting goals in the future. This table covers the areas that we can address during a Recreationalist's continuing with support phase:

Looking to the future, which would be most effective to support your continued learning about hunting? Select all that apply.





Recommendations

- 1** – Recreationalists want to be outside having fun and learning new things. Add field components and homework assignments to Hunter Ed and other events. Assign groups or pairs for the assignments. A Recreationalist’s partner from a scouting assignment in Hunter Ed could become a lifelong hunting buddy.
- 2** – Since Recreationalists have outdoor experience, allow them to share their knowledge with less experienced classmates. They’ll enjoy the opportunity and might meet new social support channels.
- 3** – Have off-season events to give Recreationalists a chance to get out of the house and remain engaged. That might mean a clinic or meeting as a group to see the latest archery equipment at a retailer in late winter/early spring.

Media	Type of Content	Message	Offer
Email	Winter deer hunting tips	Hunt all year	Video on winter deer hunting
Email	New hunting property	New hunting property near you	Map and info on new hunting property
Hunter ed	Field activities	N/A	Add field activities like scouting, range days, 3D archery shoots, etc. to adult hunter ed classes
Email	Preseason camo classes	Learn the ABCs of camo	Camo classes at retailers



RICK RECREATIONALIST

Continuing without Support

Continuation without support is the goal of your new hunter's journey. We've added a few details on Rick Recreationalist's ultimate hunting habits to help you fully understand the persona and how they will engage with the outdoors.

Rick likes to hunt because it gives him a chance to be outdoors and to spend time with friends. He also likes the fact that he is supporting conservation initiatives all over his state. He is less interested in harvesting a trophy than he is taking home his own meat. He goes hunting with a group of friends or sometimes his adult family members. He also likes to go hunting by himself to enjoy the solitude and sounds of nature. He likes the challenge of hunting for different species and often has competitions with his friends and family to see who can get the most squirrels, first duck, etc.

Just because a new hunter is confident enough to hunt on their own doesn't mean your work is done. Every communication you have with a hunter is a chance to keep them active in the activity. Your license record system is the key. Use what you know about your license holders to customize your communications to highlight and address their specific motivations, concerns, and situations.

Media	Type of Content	Message	Offer
Email	Class on squirrel hunting and fried squirrel	Squirrel fry fun	Article on the fun of hunting and frying up squirrel. Include the specifics of setting up a squirrel fry
Email	Article on hunting with friends	Take the new guy at work hunting	Article on taking someone hunting to get to know them
Email	Turkey season reminder	It's turkey time	Traditional turkey hunting season reminder but using images of friends of the same gender as the license holder (and age too if possible)
Email	Squirrel hunting promotion	You don't have to wait for deer season to go hunting!	Content on the fun and challenge of squirrel hunting



Hunters often lapse due to factors outside of your control. Moving to a new place, having children, or starting college are three examples that may cause someone to lapse and are things that state agencies have little control over.

While reasons for lapsed hunters include significant life events that we do not have control over, there are still plenty of things we can address. Hunting mentors and educators should always make sure to include and address the individual's primary motivations and barriers to keep them interested in hunting. That said, each persona has a unique set of issues they consider when deciding whether to continue.

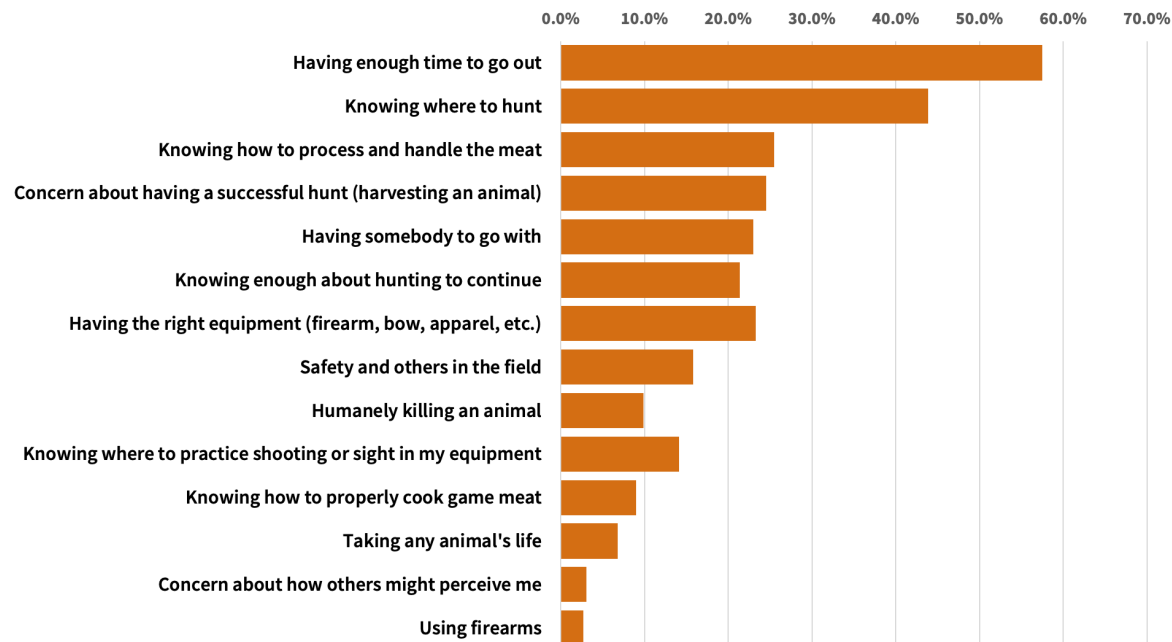
When asked, Recreationalists cited these top three issues when considering continuing to hunt:

- Having enough time to go out. (57.5%)
- Knowing where to hunt. (43.9%)
- Knowing how to process and handle the meat. (25.5%)

Addressing these hesitations and providing Recreationalists with experiences that align with their motivations will keep them interested and confident enough to keep hunting.

If these things are not addressed, a new adult hunter may lapse in their journey.

Are any of the following issues for you when considering continuing to hunt? Select all that apply.





RICK RECREATIONALIST

Additional Opportunities

While most Recreationalists' first hunting experience was for big game animals (upland game birds a distant second), since their first hunt, Recreationalists hunted big game, small game, wild turkeys, and upland game birds. The last three species were hunted in nearly the same numbers, suggesting that Recreationalists are quick to branch out to new species after their first big game hunt.

Recreationalists who have purchased licenses for the first time may be great candidates for media that advertises hunting different or new species. Because they enjoy the recreation of being outside, providing them many opportunities to do so will ensure more Recreationalists are hitting the field.

Forms of additional opportunities include a new location, firearm, technique, or species.





Expanding to New Hunting Methods

When addressing expanded opportunities based on firearm, the data showed an interesting pattern. Those that reported using a firearm on their first hunt generally report confidence with bows and crossbows as well. And those who used archery equipment on their first hunt are considerably less confident with firearms.

This knowledge is very useful when you consider what sorts of additional hunting opportunities to offer a new hunter. If the new hunter started with archery, it's best to offer them additional species that can be easily hunted with a bow or crossbow (like big game or turkey). If the new hunter started with a firearm, you have a broader range of opportunities you can offer them, including other species that are easily hunted with a firearm or expanding their current species choice by hunting with a bow or crossbow as well.

Those who first hunted with a bow/crossbow.

Before your first hunt, how confident were you handling the following equipment?

	Not confident	Neither confident nor not confident	Confident	Not Applicable
Firearm	33%	10%	25%	31%
Bow/Crossbow	11%	7%	67%	14%
Other	29%	5%	29%	37%

Those who first hunted with a rifle/shotgun.

Before your first hunt, how confident were you handling the following equipment?

	Not confident	Neither confident nor not confident	Confident	Not Applicable
Firearm	6%	4%	85%	5%
Bow/Crossbow	6%	4%	79%	12%
Other	8%	8%	53%	33%

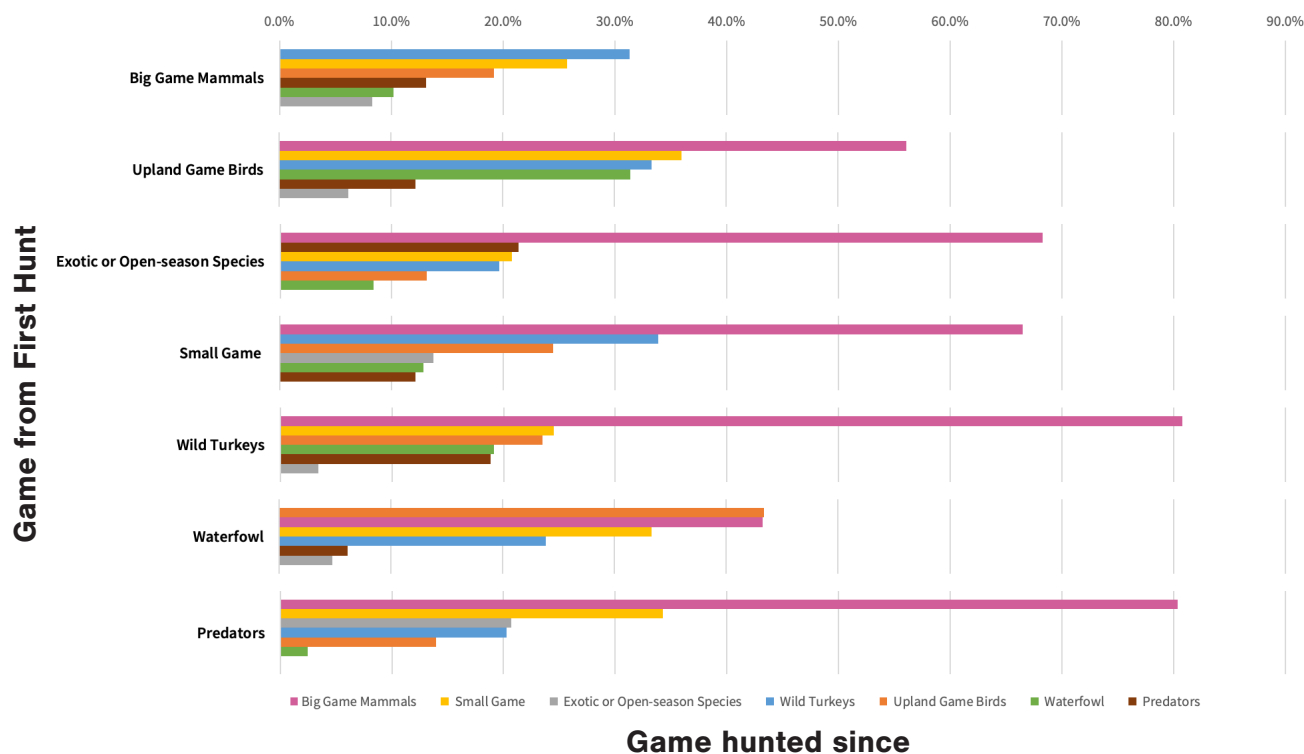


Hunting Additional Species

State agencies can use their license records to understand license purchasing data and offer new hunters additional species that address their interests. In general, new adult hunters are most likely to continue hunting the species they hunted during their first hunt. If an individual started with something other than big game, the next thing they want to hunt is very likely, big game. Generally, for new hunters who hunted a big game species like deer, the next best species to offer is wild turkey. It is also possible to offer other big game species to these individuals in states that have multiple big game species.

The graph below illustrates the species our new hunter survey participants added after starting with each species option. This table can assist you in your efforts to offer new hunters additional hunting opportunities they will be interested in.

What game have you hunted since your first hunt? Select all that apply.



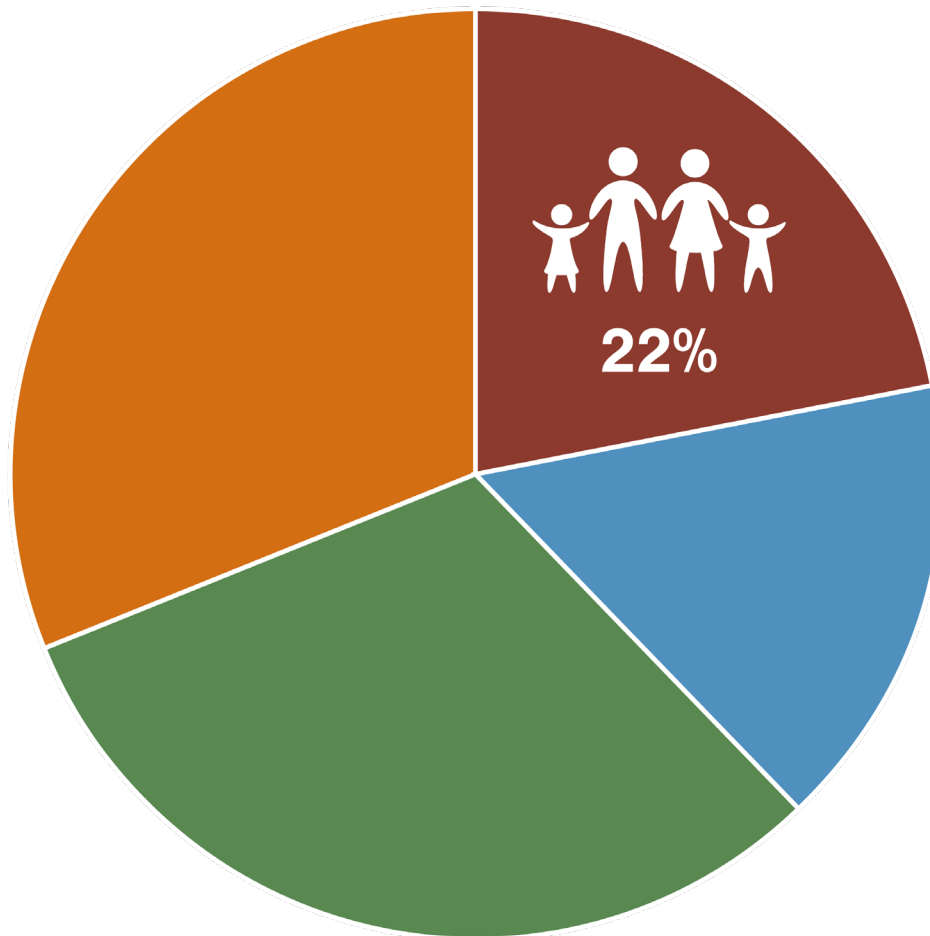


Remember that for Recreationalists, they are motivated to hunt by the challenge, time spent outside, and, to some extent, time spent with friends. Aging Recreationalists may seek out areas where there are wheelchair or mobility-impaired blinds, take up hunting species that require traveling less distance, or hunting in early seasons when the weather is warmer. These all require hunting skills and ability, while at the same time offering Recreationalists the time outside that they enjoy.

Aging Recreationalists may also enjoy trying new firearms. If an aging Recreationalist has hunted deer with a bow their entire life, offering them a crossbow or muzzleloader may fulfill their desire to feel challenged, yet afford them more time to hunt before they age out.



FAMILY FIRSTS



Family Firsts (22% of respondents) primarily hunt to spend time with family members. This socially motivated group is 45.2% female, which is significantly more than other segments. Family Firsts are most likely to hunt with an adult relative or significant other. A Family First individual is nearly 20% more likely to hunt with an adult family member than they are with a friend.



FERNANDA FAMILY FIRST

Demographics



45.2% female



43.7% suburban

38

Average age



52.3% graduated college



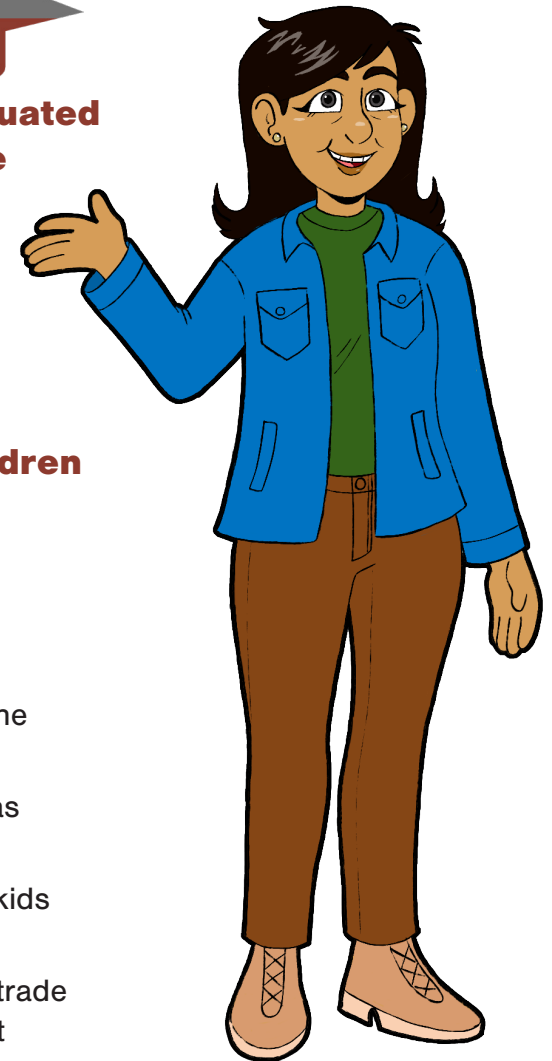
82% married or living with a partner



54.5% make more than \$100k/year



99.4% have children



Fernanda, our Family First persona, hunts with her father, Fedele, nearly every weekend in the fall.

Fernanda is 42. She and her husband, Fred, have 3 kids: Francis, Franky, and Faith. She was born, raised, and still lives in Broken Bow, Oklahoma. She works at Paycom Software.

They live in an old farmhouse on the edge of town with a big garden and a pond where the kids go fishing and swimming.

Family Firsts are the least educated of the four segments, with 52.3% graduating college or trade school. That translates to 54.5% having a household income of under \$100,000/ year. About 84% of Family Firsts live in a rural or suburban area.

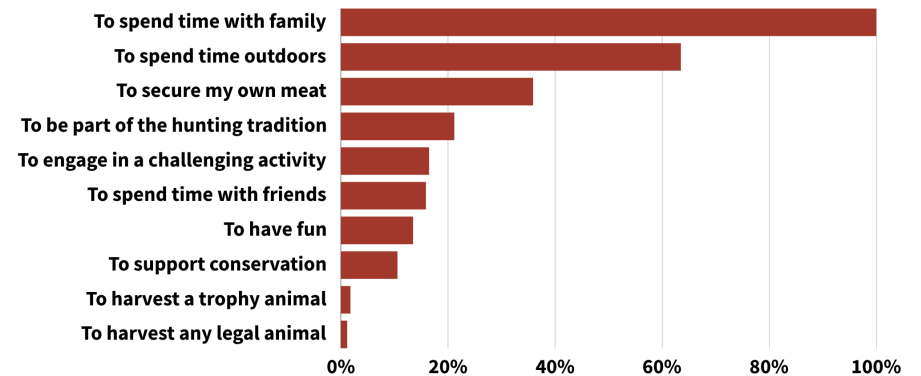


FERNANDA FAMILY FIRST

Taking the Exit

Family Firsts are headed down the road in their minivans looking for ways to spend time with their children, spouses, parents, and other adult relatives. While they enjoy the outdoors, their primary aim is family time, so you will always want to package hunting with family if you want Fernanda to pull over and consider a new activity.

Which of the following were the most important reasons that you decided to take up hunting?





Ad Recommendations During Taking the Exit Stage

These ads were created based on the personas developed in Phase 1 of this project then refined by interviews with new adult hunters. They were later tested with new hunters through an online survey. The following recommendations are based on the results of that survey and help us understand how to target a certain persona during the consideration phase of their journey.

Since Family Firsts are motivated to hunt due to spending time with family, it's no surprise that this new hunter group reported that the "Spend Time with Family" (Image #2) ad was the most motivating ad campaign. We recommend using this ad campaign when targeting Family Firsts through their motivations.

Message	Family Firsts	All Survey Participants
Spend Time with Family Image #2	68.1%	55.3%
Spend Time with Family Image #1	60.2%	48.3%
Enjoy the Outdoors	41.1%	54.2%
Save a Trip to the Grocery Store	30.4%	42.6%
Lower your Carbon Footprint	26.9%	25.9%





Media Use

Because they are Americans of approximately the same age, all of the audience segments are participating in the same media trends. Traditional print media is on the decline, and digital media channels are on the rise. The art of targeting a specific segment is in a combination of specific media channels and messages targeted specifically to the interests and motivations of each segment. Fern uses Facebook and Instagram to share family activities, share the kids' achievements, and stay in touch with friends and family.

Family Firsts are socially motivated, so target them on social media. Consider Facebook groups that focus on family or activities Family Firsts enjoy like cooking, fishing, and shooting. Use messages that focus on hunting as a way to spend time with spouses, parents, and other family members.

Family Firsts don't live in big cities, so you can isolate digital or traditional media to small towns and the suburbs, avoiding more expensive, highly populated urban areas.



97%
Web/online



80.3%
Stream video



78.7%
Social media



73.2%
Stream Music



76.3%
Radio



70%
TV/cable/broadcast



32.7%
Satellite radio



17.8%
Magazines



17.2%
Newspapers



Life Events

Since Family Firsts are interested in hunting as a way to spend time with family, life events are particularly important to their motivations. Use your Customer Relationship Management system (CRM) and the information you have on license holders and event attendees to reach individuals in the right stages of their lives.

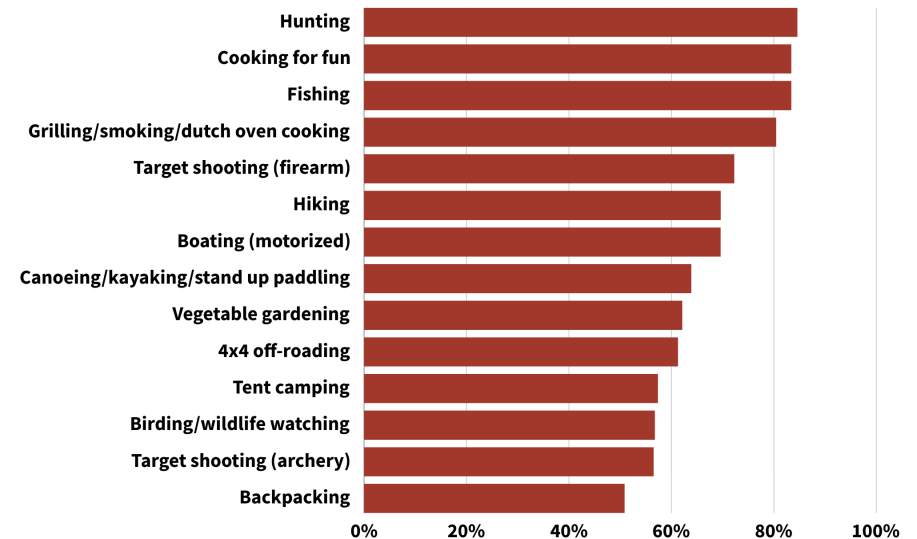
Pair bond	25-35
Children become 10 years old	35-45
Consider mortality of parents	35-50
Grandchildren turn 10 years old	60-70

Other Activities

Fernanda, Fred, and their kids enjoy cooking together on weekends. The kids say Fernanda makes the best flan in Oklahoma. When they aren't in the kitchen, Fernanda and Fred enjoy target shooting together. The entire family enjoys fishing on their backyard pond and Mountain Fork River.

One great way to find new Family First hunters is to look for them participating in other outdoor activities. Look for couples at the shooting range or who both have fishing licenses and don't hunt. Consider Valentine's Day or Sweetest Day specials that offer couples classes or license specials, or promote hunting with a father or mother on Father's Day or Mother's Day.

Which of the following best describes your thoughts about each of these types of activities? ("I love it" or "I enjoy it")





Recommendations

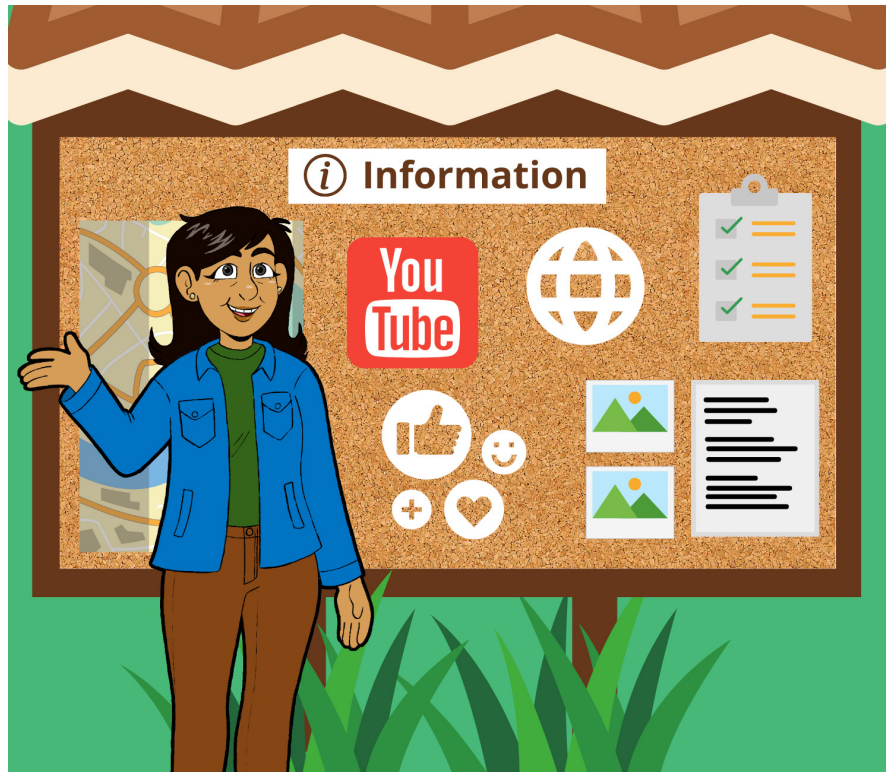
1 – Family is more important than hunting or fishing to Fernanda. And her family members having a good time is more important than a successful harvest.

- Try to target her via life events involving her children or parents
- Messages should feature images of parents, children, or significant others, even if the message itself is not about family.
- Messages about her family members will have the most impact.

2 – You know what media Family Firsts are likely to use, their motivations for hunting, and the other activities they enjoy. Use this combination of information to place paid advertising in front of individuals likely to consider hunting.

Here are a few of the hundreds of potential combinations to illustrate the point:

Media	Type of Content	Message	Offer
Paid Search	Searches about outdoors activities with youth	Hunting with youth	Content on deer hunting with youth
Online Display	Ads on content about date ideas	Who says date night has to be inside?	Couples intro to hunting class
Facebook Ads	Ads on pages of family time ideas	Spend time in the woods with your dad	Easy access small game hunting locations
YouTube Ads	Ads on videos about hunting with your children	Learn how to hunt with your child	Parent/child mentored hunt



Once a Family First decides they would like to hunt, they will go online and research licenses, gear, and techniques. Their first step is likely to be their state’s website to find information about classes and licenses. They will also check out digital (or physical) regulations books. Because these individuals don’t tend to be involved with their state agency, they aren’t very likely to be following their state’s social media accounts. They are more likely to check out high-profile influencers like Steve Rinella/Meat Eater or local hunting groups on Facebook or retailers.

Recommendations

This is where state-owned resources shine! Make sure your website, regulations, and magazine are informative and easy to understand—not just for avid hunters, but for beginners as well. Don’t use your social media accounts to reach new people; instead, use paid social media to reach out to parents looking for new activities for their kids. You could also reach out to current hunters about their children, parents, and spouses.

In addition, paid search ads could target common questions new hunters might have and paid display ads could be placed on content for new hunters. Because you can geo-target your online advertising, you can always limit your ads to only appear in one state so your budget is never wasted.

Media	Type of Content	Message	Offer
Regs book	Beginner equipment for kids	What do your kids need to get started hunting?	Content on hunting equipment for kids
Paid search	Search on “places to hunt with kids.”	Safe places to hunt with kids	Directory of safe hunting locations for kids
Website	Easy access hunting for older parents	Easy access hunting for older parents	Directory of easier access hunting locations
Paid display	Article on planning a hunting “date.”	Take your honey hunting	Content on planning a hunting date

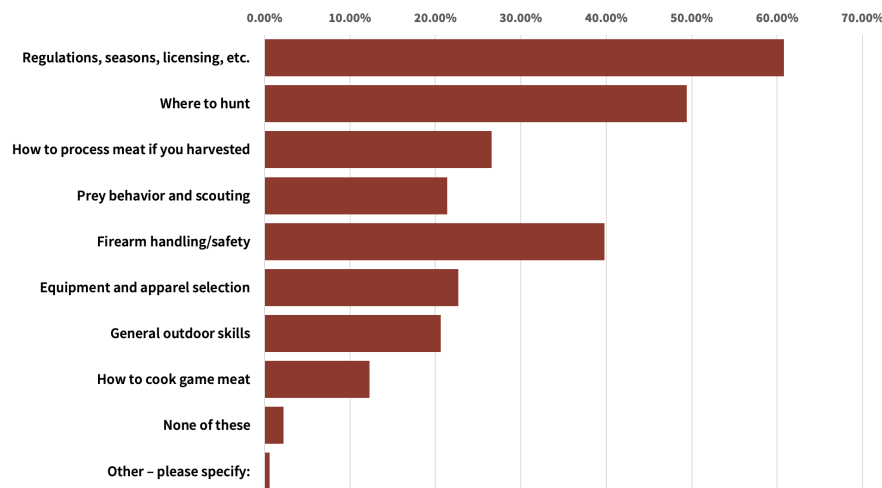


Like all new adult hunter segments, new Family First hunters want to learn about hunting regulations the most. They are only half as interested in learning where to hunt or hunting techniques as they are learning about regulations.

In general, new adult hunters don't feel traditional hunter education provides them with the level of understanding they need to be confident, self-reliant hunters. They are interested in more in-depth classes on specific subjects, outside resources they can watch or read on their own, or best of all, mentors to add the knowledge and confidence they feel they are missing. Family First was the segment most interested in firearm safety training.

Fernanda is also interested in learning how/where to gather mushrooms, berries, and greens as a way to introduce her kids to the outdoors.

As you were considering going hunting, which of the following topics did you want to learn more about?



Recommendations

Offer and promote classes and content that address common barriers. Be sure to address all the major barriers for each activity. Here are a few examples of classes and how they might be promoted:

Media	Type of Content	Message	Offer
Paid display	Class on getting started hunting	Learn how to get started hunting	Sign up for class
YouTube ads	Class on bow hunting	Learn how to bow hunt	Sign up for class
Paid search	Firearm safety event	Learn how to handle a firearm safely	Sign up for class
Paid social post	Video on game processing	Learn how to field dress a deer	Watch video



These ads were created based on the personas developed in Phase 1 of this project, then refined through interviews with new adult hunters. They were later tested with new hunters through an online survey. The following recommendations are based on the results of that survey and help us understand how to target certain personas during the overcoming knowledge gaps/barriers phase of their journey.

Family-Firsts found the most motivating imagery and messaging to be the “Learn About Game Processing” ad campaign. We recommend using this ad campaign when targeting Family Firsts through their knowledge gaps.

For this persona’s responses to other ads tested in this survey, see the chart below.

Message	Family Firsts	All Survey Participants
Learn About Game Processing	46.9%	62.7%
Learn How to Hunt	46%	48.8%
Learn About Where to Hunt	44.8%	57%
Learn About Hunting Regulations	42.2%	48.9%
Learn About Firearm Skills	40.1%	38.7%

Please also review the *National Recommendations* section at the end for more information about the best messaging for specific knowledge gaps. We identified the most motivating ad campaigns for new hunters with specific knowledge gaps independent of their persona. The information may be useful in planning campaigns addressing specific knowledge gaps.





Fernanda buying her license is significant in three ways. First, it is a real commitment to the activity. Second, it is 100% measurable and can even be tracked back to what ads, classes, and content lead up to the purchase. And third, it allows you to start a one-on-one relationship with every new hunter via your Customer Relationship Management (CRM) system.

Use your CRM to welcome new hunters to the community, provide useful content, and learn more about them.

Media	Type of Content	Message	Offer
Email	Quick segmentation survey	What is your motivation for hunting?	Links to resources in line with their motivations
Email	Quick knowledge gap survey	What would you like to learn about hunting?	Links to content and classes they will be interested in
Email	Welcome & resources	Welcome! We're here to help!	Links to resources for new hunters
Email	Quick species preference survey	What types of hunting are you interested in?	Links to resources for their target species



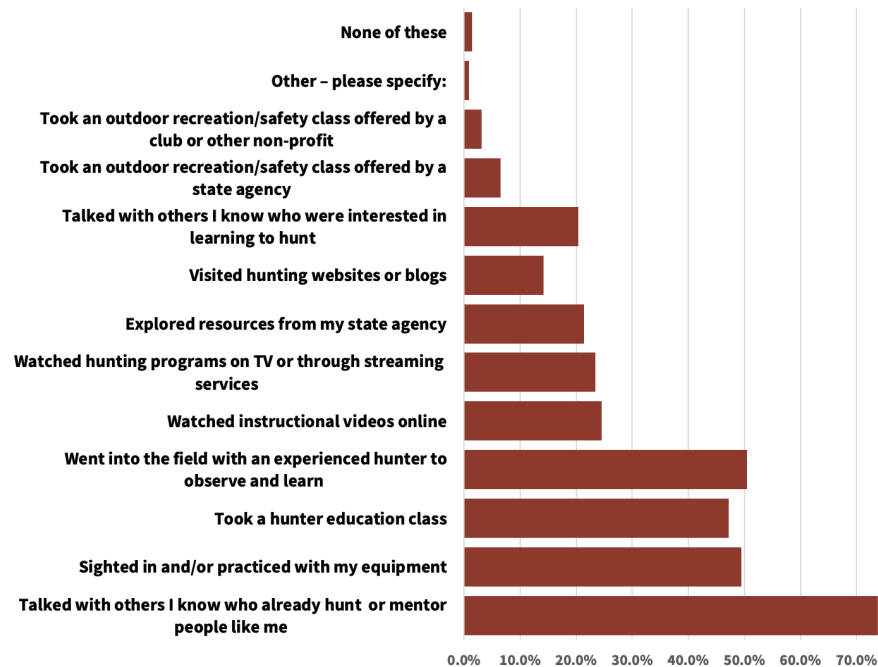


To prepare for their first hunt, all four new hunter personas primarily talked with others who already hunt (friends, family, or coworkers) or people who mentor new hunters.

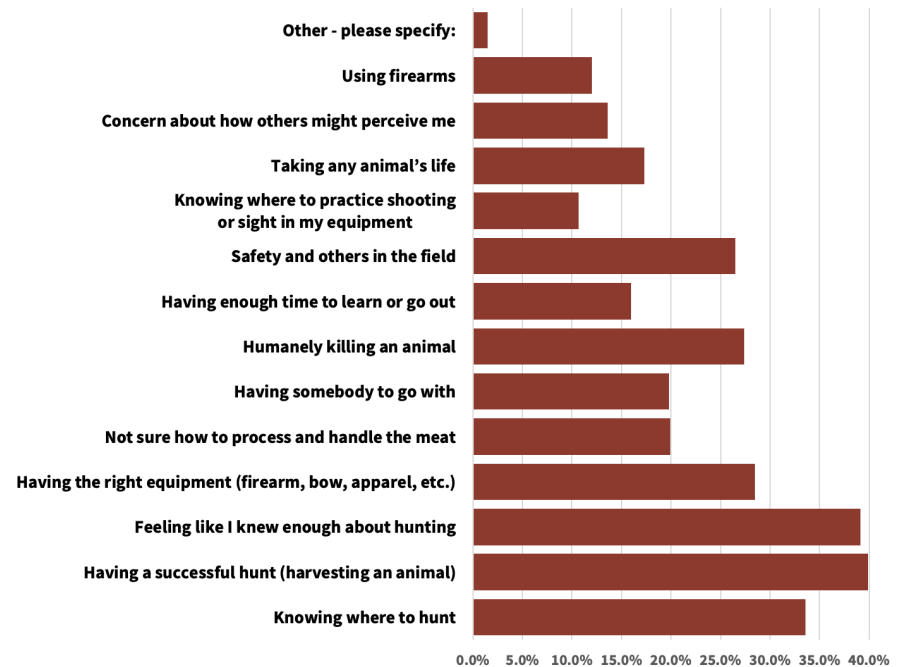
True to their values and unlike the other new hunter personas, Family First hunters' second-most-cited preparation activity was to go into the field with an experienced hunter to observe and learn. This was more pronounced (although narrowly) than sighting in or practicing with equipment. Family First hunters hunt for social time. It makes sense that they would go hunting with others to learn this new skill.

For more information concerning first hunts, please visit the *National Recommendations* section where we cover other information that is relevant to all personas.

How did you prepare for your first hunting experience? Select all that apply.



How much of a challenge were the following as you prepared for your first hunt?





Family First hunters said that “Safety and others in the field” was a challenge as they prepared for their first hunt more than the other personas. Providing extra safety tips and guidance to these groups is important to make them feel comfortable in the field.

The majority of first hunts in this segment were for big game mammals with upland game birds qualifying as a distant second.

Regardless of equipment, Family First hunters tended to borrow their gear more often than other new hunter personas.

Family First hunters said that during their first hunt, they hunted with an adult family member, spouse, or significant other more than other personas. They were also much less likely to hunt alone for their first hunting experience. It is very important to Family First hunters that they hunt with family, not just friends, coworkers, mentors, or instructors. Programs and courses that speak to family units may be more inviting to these audiences.

Family First hunters were the least likely to hunt again after their first hunt. However, many said that they would like to go again. Since the Family First primary motivation for hunting is to be with family, it’s likely that they wait to hunt in family units rather than independently seeking out more hunting opportunities.

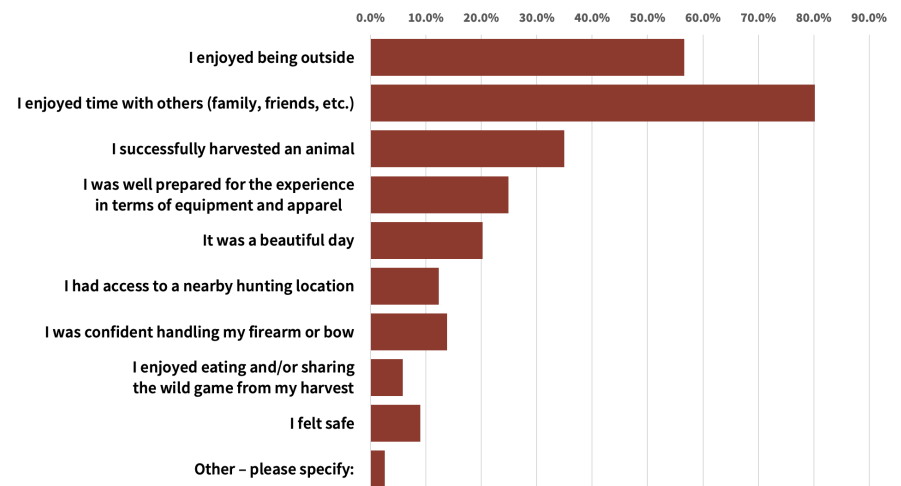
To prevent new adult hunters from quitting after their first hunting experience—or from quitting later in their hunting journey—hunting mentors and educators should make sure to include and address the individual’s primary motivations and barriers. Quitting is not as simple as a fork in a new hunter’s journey. Rather, quitting is the primary decision that you are working hard to prevent. Thus, making sure new participants do not quit is crucial to ultimate R3 success.

Depending on the persona, a successful hunting experience means something uniquely different. If these conditions are not addressed, the individual is at risk of feeling uninterested in and unfulfilled by the hunting activity. At worst, this could cause them to quit.

A Family Firsts motivation for hunting is spending time with family, and to a lesser degree, spending time with friends. If this primary motivation is addressed during their first hunting experience, a Family First is much more likely to continue hunting. This is because their motivation for hunting will be reflected in their experience.

True to form, Family Firsts cited “I enjoyed time with others” (80.2%) as the top reason why they were satisfied with their first hunt. This is very high compared to the collective average response to “I enjoyed time with others” which was 53%.

Why were you satisfied with your first hunting experience? Select up to three reasons.



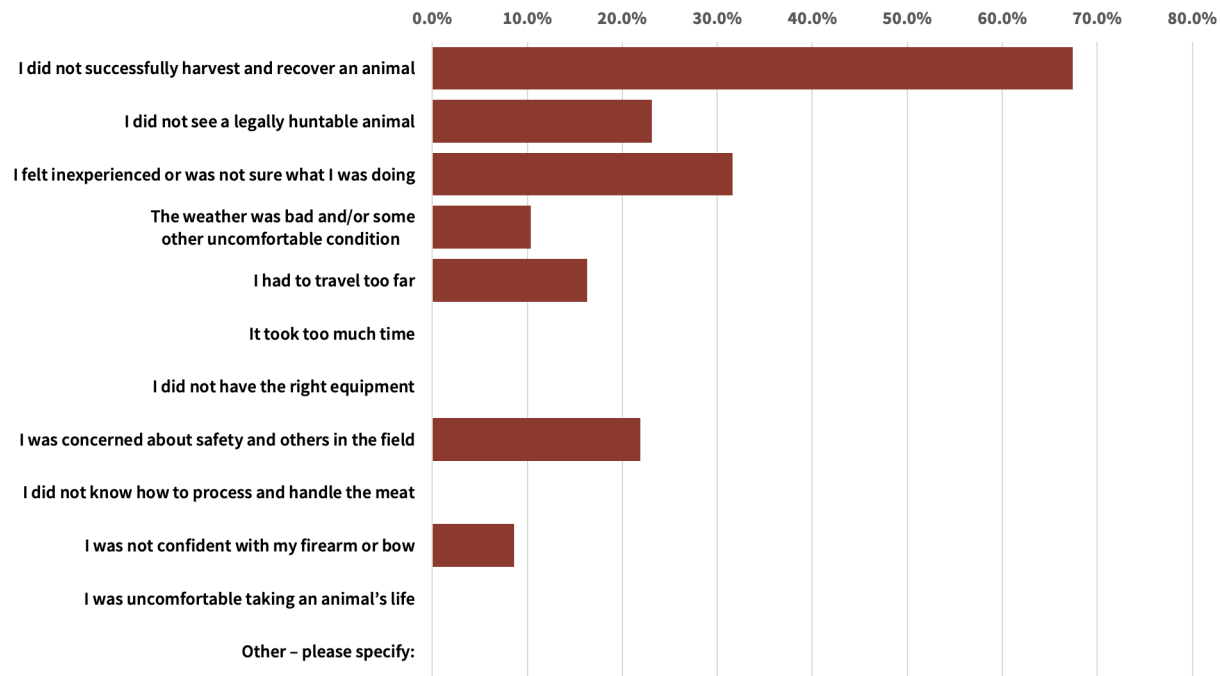


In our study, Family Firsts were not satisfied with their first hunting experience because of the following reasons:

- I did not successfully harvest and recover an animal. (67.4%)
- I felt inexperienced or was not sure what I was doing. (31.6%)
- I did not see a legally huntable animal. (23.1%)

Since hunting success is dictated by many factors outside your control, addressing a sense of self-confidence and independence is crucial to support Family First hunters who do not harvest animals. That said, improved training and education will increase the likelihood of a successful harvest. This is something well within your ability to positively impact.

Why were you not satisfied with your first hunting experience? Select up to three reasons.

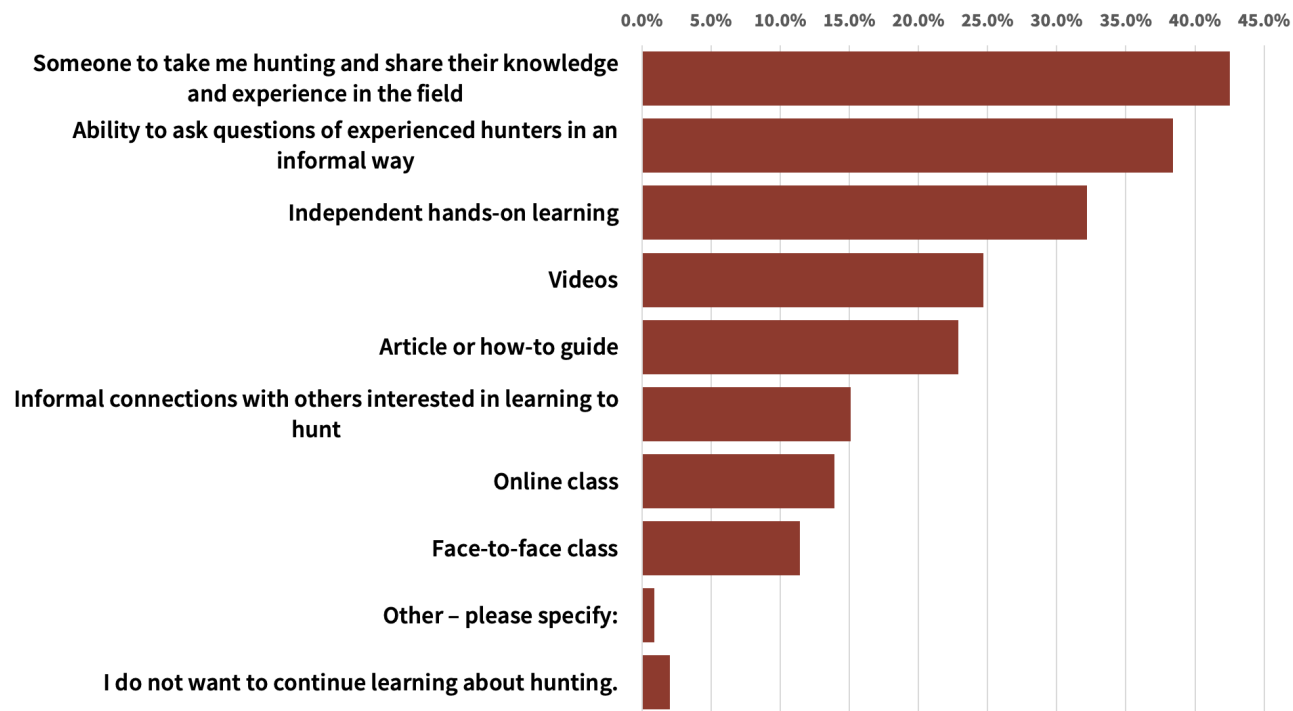




When you support Fernanda, you are supporting her family. Try to integrate family into every aspect of your support effort.

During our study, we asked Family Firsts what would support their hunting goals in the future. This table covers the areas that we can address during a Recreationalist's continuing with support phase:

Looking to the future, which would be most effective to support your continued learning about hunting? Select all that apply.





Recommendations

- 1** – Consider parent/child hunter ed. Don't just force a parent/child team into traditional Hunter Ed so that mom or dad can embarrass their child, but set up a Hunter Ed class only for parents and children who want to learn to hunt together.
- 2** – Support Family Firsts with content, access, and events designed specifically for family, e.g., safe places to hunt with children, easy access hunting locations for older adults, etc.
- 3** – A kids' gear exchange or swap meet where fast-growing kids can swap last year's camo for a larger size, or maybe even luck out and find a gun or a bow that fits better.

Media	Type of Content	Message	Offer
Email	Family hunting class	Learn how to hunt with your family	Sign up for family hunting class
Email	Lands with great hunting	Where can you hunt?	Directory of state parks with good hunting
Hunter ed	Parent/child hunter ed	Take hunter ed with your son or daughter	Sign up for parent/child hunter ed
Email	Kids hunting gear swap meet	Don't spend big money on gear your kids will grow out of	Sign up for kids hunting gear swap meet



Continuation without support is the goal of your new hunter's journey. We've added a few details on Fernanda Family's ultimate hunting habits to help you fully understand the persona and how they will engage with the outdoors.

When it comes to hunting, Fernanda goes in the field mostly with her adult family members, friends, or her husband. She likes hunting with her father, Fedele, nearly every weekend in the fall. The bonding time is her favorite part, but she also likes to harvest her own meat and be a part of the close-knit hunting tradition she is getting to know more and more. Fernanda also likes to fish because, like hunting, it gives her an activity to spend outdoors with her family.

Just because a new hunter is confident enough to hunt on their own, doesn't mean your work is done. Every communication you have with a hunter is a chance to keep them active in the activity. Your license record system is the key. Use what you know about your license holders to customize your communications and offers, highlighting and addressing their specific motivations, concerns, and situations.

Media	Type of Content	Message	Offer
Email	Class on squirrel hunting and squirrel cookouts with kids	Family squirrel fry fun	Article on the fun of hunting squirrel and having a squirrel hunt. Include the specifics of setting up a big squirrel fry
Email	Article on hunting with teens	Get your teenager in the woods	Article on taking teens hunting
Email	Turkey season reminder	It's turkey time	Traditional turkey season reminder but using images of families hunting
Email	Squirrel hunting promotion	Start your kids hunting squirrels	Article on squirrel hunting as a first step for kids into hunting



Hunters often lapse due to factors outside of your control. Moving to a new place, having children, or starting college are three examples that may cause someone to lapse and are things that state agencies have little control over.

While the reasons hunters lapse include significant life events that we do not have control over, there are still plenty of things we can address. Hunting mentors and educators should always make sure to include and address the individual's primary motivations and barriers to keep them interested in hunting. That said, each persona has a unique set of issues they consider when deciding whether to continue.

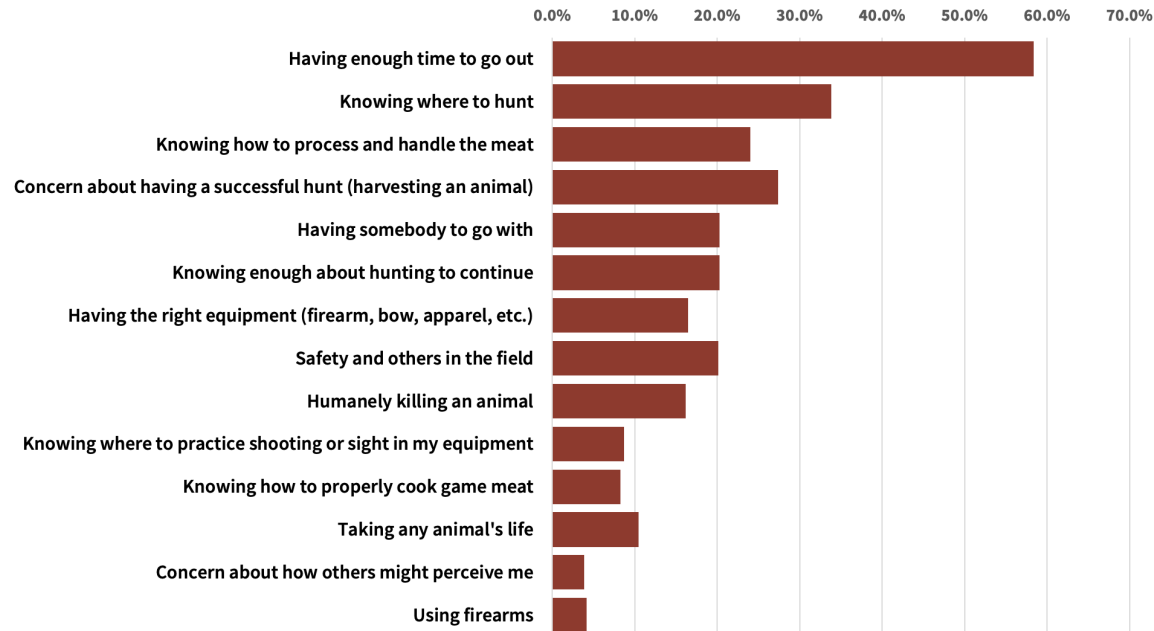
When asked, Family Firsts cited these as the top three issues when considering continuing to hunt.

- Having enough time to go out. (57.4%)
- Knowing where to hunt. (33.8%)
- Concern about having a successful hunt (harvesting an animal). (27.4%)

Addressing these hesitations and providing Family Firsts with experiences that align with their motivations will keep them interested in and confident enough to keep hunting.

If these things are not addressed, a new adult hunter may lapse in their journey.

Are any of the following issues for you when considering continuing to hunt? Select all that apply.





FERNANDA FAMILY FIRST

Additional Opportunities

Family First new hunters continued to hunt primarily big game animals. However, they also hunted for wild turkeys and upland game birds with small game being the fourth most common game to hunt after their first hunting experience.

Offering Family First hunters new opportunities to hunt different species will help them discover new ways of spending time with family. They will be less concerned with other opportunities that provide a new challenge and more concerned with other opportunities for spending time with family. For example, if a Family First's initial hunting trip is in the fall for big game, offering them spring turkey hunting will provide them not only a new species to hunt but also a new opportunity to spend time with their family in a different season of the year.

Forms of additional opportunities include a new location, firearm, technique, or species.





Expanding to New Hunting Methods

When addressing expanded opportunities based on firearm, the data showed an interesting pattern. Those that reported using a firearm on their first hunt generally reported confidence with bows and crossbows as well. And those who used archery equipment on their first hunt were considerably less confident with firearms.

This knowledge is very useful when you consider what sorts of additional hunting opportunities to offer a new hunter. If the new hunter started with archery, it's best to offer them additional species that can be easily hunted with a bow or crossbow, like big game or turkey. If the new hunter started with a firearm, you have a broader range of opportunities you can offer them, including other species that are easily hunted with a firearm or expanding their current species choice by hunting with a bow or crossbow as well.

Those who first hunted with a bow/crossbow.

Before your first hunt, how confident were you handling the following equipment?

	Not confident	Neither confident nor not confident	Confident	Not Applicable
Firearm	33%	10%	25%	31%
Bow/Crossbow	11%	7%	67%	14%
Other	29%	5%	29%	37%

Those who first hunted with a rifle/shotgun.

Before your first hunt, how confident were you handling the following equipment?

	Not confident	Neither confident nor not confident	Confident	Not Applicable
Firearm	6%	4%	85%	5%
Bow/Crossbow	6%	4%	79%	12%
Other	8%	8%	53%	33%

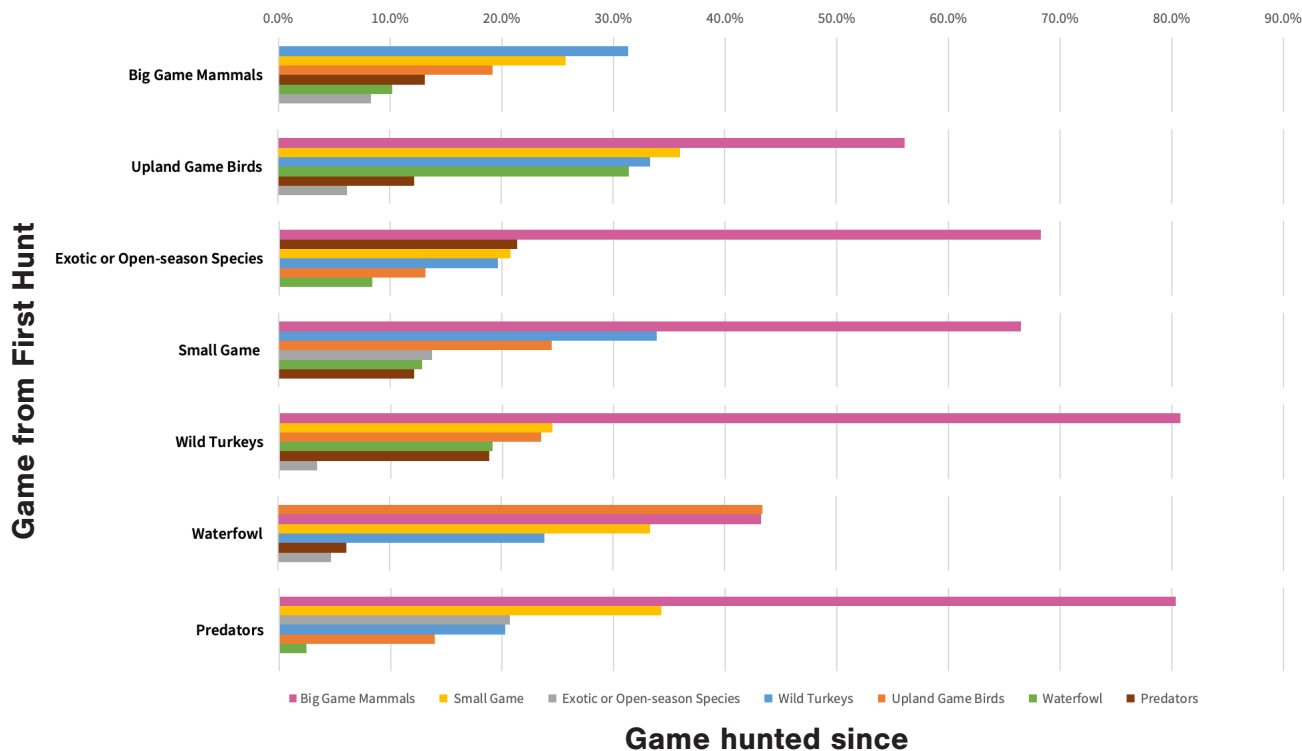


Hunting Additional Species

State agencies can use their license records to understand license purchasing data and offer new hunters additional species that address their interests. In general, new adult hunters are most likely to continue hunting the species they hunted during their first hunt. If an individual started with something other than big game, the next thing they want to hunt is very likely, big game. Generally, for new hunters who hunted for a big game species like deer, the next best species to offer is wild turkey. It is also possible to offer other big game species to these individuals in states that have multiple big game species.

The graph below illustrates the species our new hunter survey participants added after starting with each species option. This table can assist you in your efforts to offer new hunters additional hunting opportunities they will be interested in.

What game have you hunted since your first hunt? Select all that apply.

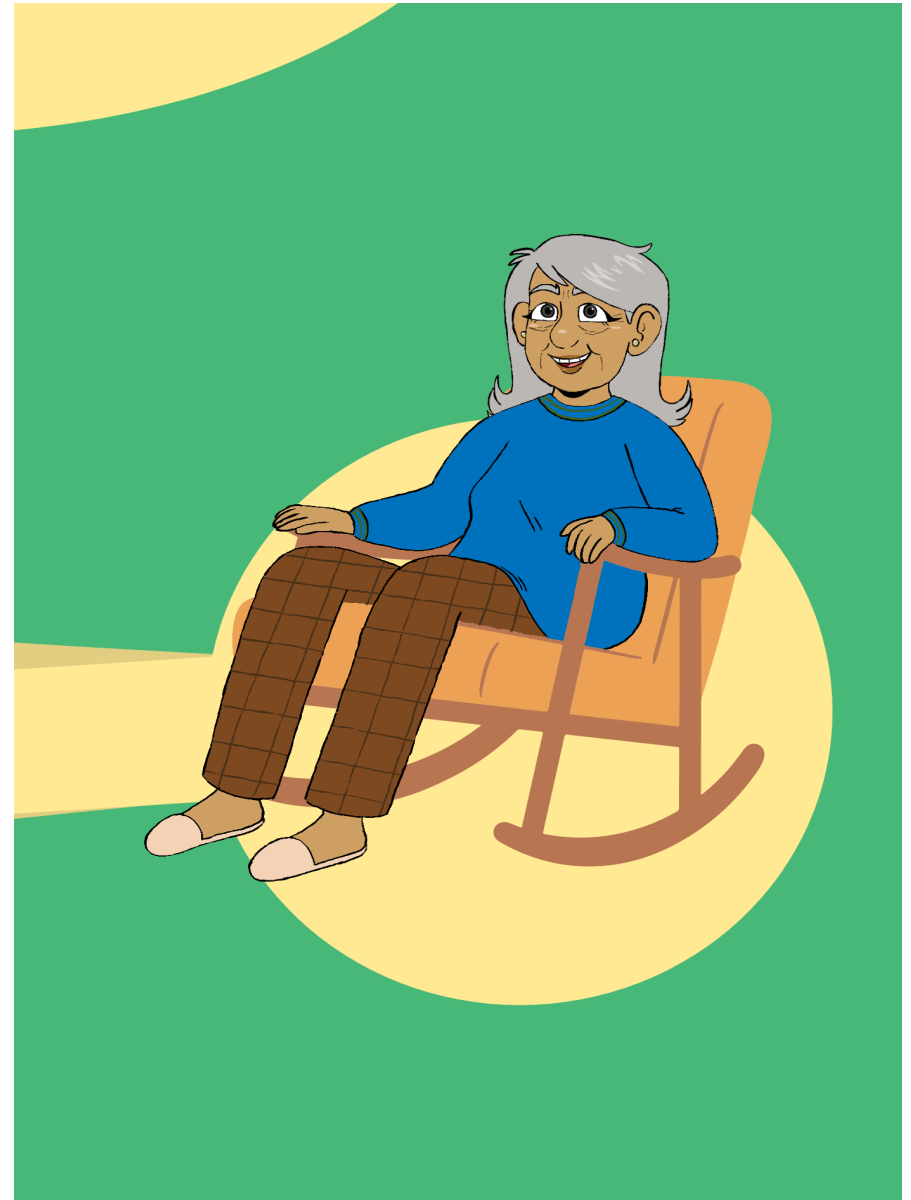




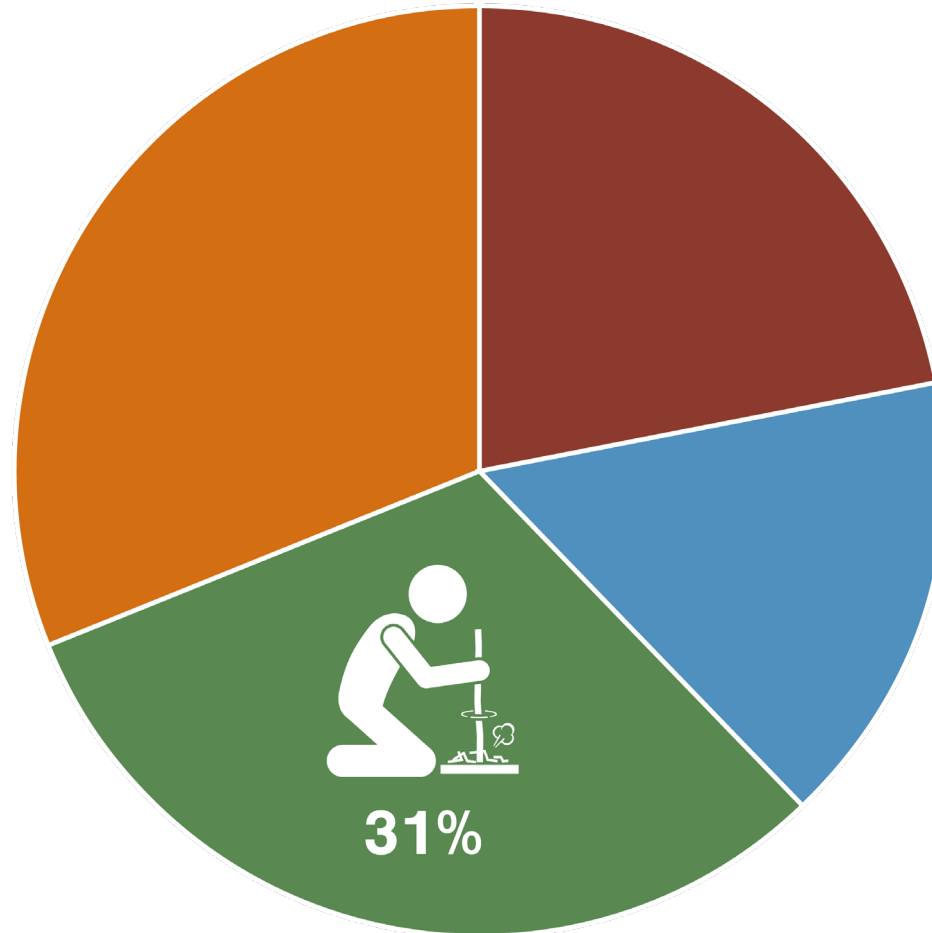
Remember that Family Firsts are motivated to hunt by time spent with family. Promoting hunting as a multi-generational activity with grandma or grandpa may help aging Family First hunters stay involved in hunting and maintain a strong community.

Aging Family Firsts may enjoy social hunting opportunities for species like ducks, doves, or other waterfowl. The whole family can sit in a waterfowl blind: kids, parents, and grandparents.

This kind of messaging and framing is attractive to aging Family First hunters who may not hunt on their own anymore and may lapse or quit without their family to hunt with. Mentoring youth hunters may also be a highly attractive way for aging Family First hunters to stay engaged with grandkids or other young family members.



SELF-SUFFICIENTS



Self-Sufficient (31% of respondents) primarily hunt for the meat, but unlike Locavores, their motivation for procuring meat by hunting is to become more self-sufficient by relying less on retailers and agriculture to provide their protein. Self-Sufficient are the most likely segment to hunt alone.




SAMMY SELF-SUFFICIENT


Demographics




83.8% male


49.9% suburban

38
Average age


57.8% graduated college


83.1% married or living with a partner


42.9% make more than \$100k/year


84.3% have children

Sammy, our Self-Sufficient persona, tends to hunt alone, not because he doesn't like the thought of hunting with a friend, but because he has a freezer to fill and that is more important to him than socializing.

Sammy is 36 years old and lives in Lee's Summit, Missouri. He got his associate's degree at the Aviation Institute in Kansas City and now is the Head of Maintenance at Jet Midwest. He lives near the Kansas City Airport with his wife, Suzy, and their twins, Shawn and Shawna. They own 10 acres on the Little Blue River where they are planning to build a cabin.

While 57.8% of Self-Sufficient respondents graduated college or trade school, 57.1% of them have a household income of less than \$100,000. Self-Sufficients are the most urban of the four segments, with 49.2% reporting they live in an urban area. Food-oriented messages in an urban environment should probably focus on self-sufficiency rather than locavorism.

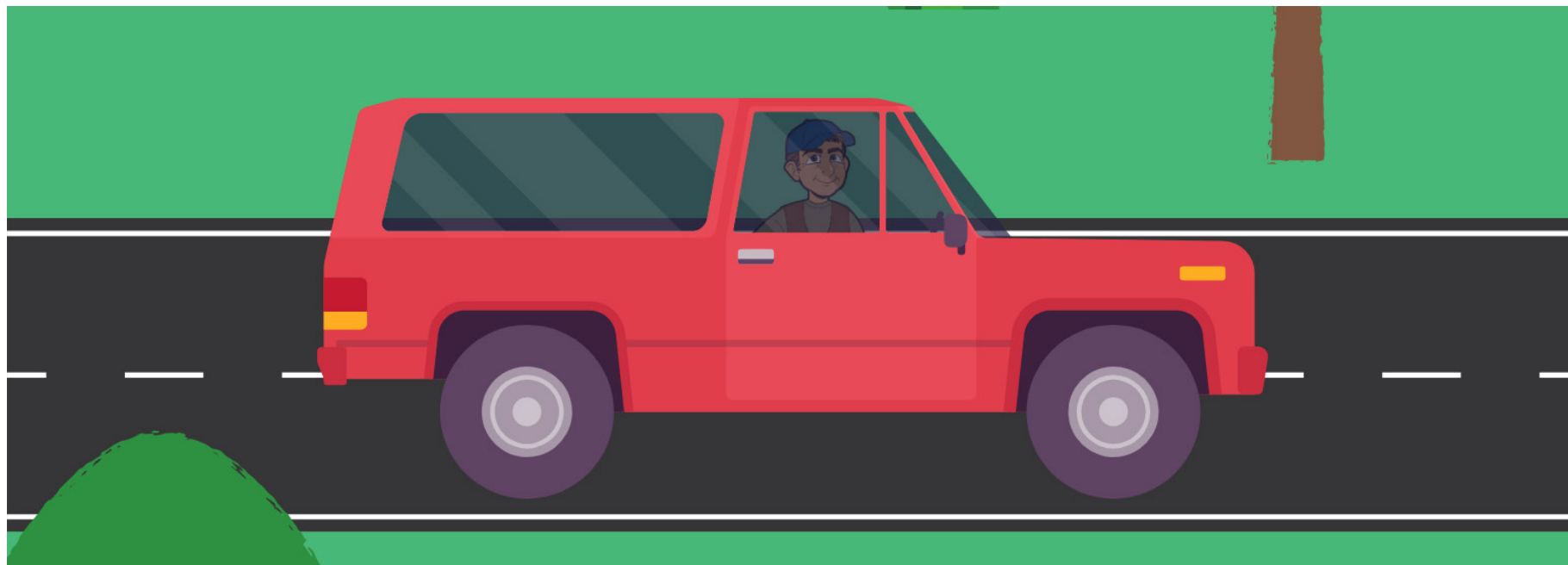
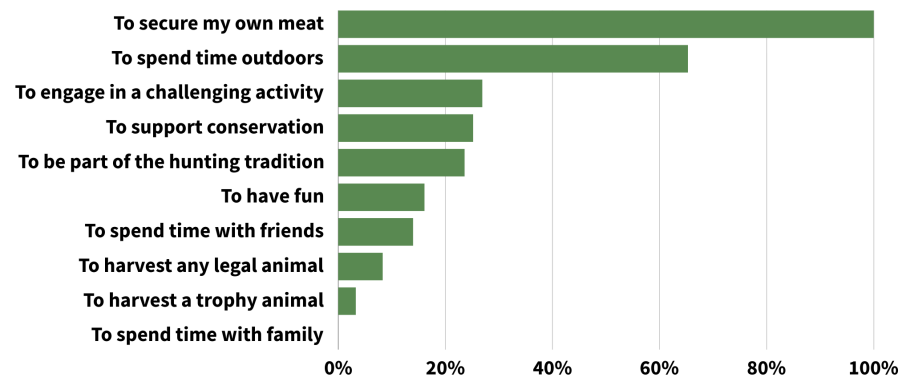


SAMMY SELF-SUFFICIENT

Taking the Exit

Self-Sufficients drive down the road listening to talk radio. They are upset about inflation, do not trust big agriculture, and are tired of empty meat cases at the grocery. They would rather find a dependable meat supply, even if it requires a little more effort on their part. Because Self-Sufficients want to keep the freezer full every month of the year, they are ideal targets for hunting for multiple species. By pursuing a variety of wildlife species, Self-Sufficients can feed themselves year-round.

Which of the following were the most important reasons that you decided to take up hunting?





SAMMY SELF-SUFFICIENT

Taking the Exit continued

During the Consideration Phase

These ads were created based on the personas developed in Phase 1 of this project then refined after interviews with new adult hunters. They were later tested with new hunters through an online survey. The following recommendations are based on the results of that survey and help us understand how to target a certain persona during the consideration phase of their journey.

Self-Sufficients are motivated to hunt due to harvesting protein and doing so for their families. The most motivating images include “Spend Time with Family” (Image #2), “Save a Trip to the Grocery Store,” and “Enjoy the Outdoors.” We recommend using these messages when targeting Self-Sufficients through their motivations.

For this persona’s responses to other ads tested in this survey, see the chart below.

Message	Self-Sufficients	All Survey Participants
Spend Time with Family Image #2	58.8%	55.3%
Enjoy the Outdoors	55.8%	54.2%
Save a Trip to the Grocery Store	55.7%	42.6%
Spend Time with Family Image #1	50.9%	48.3%
Lower your Carbon Footprint	24.1%	25.9%





SAMMY SELF-SUFFICIENT

Taking the Exit continued



Media Use

Because they are Americans of approximately the same age, all of the audience segments are participating in the same media trends. Traditional print media is on the decline, and digital media channels are on the rise. The art of targeting a specific segment is to use a combination of specific media channels and messages targeted specifically to the interests and motivations of each segment.

Sammy uses YouTube to learn more about hunting, shooting, and tips for building a cabin and attracting wildlife to his and Suzy's property.

Self-Sufficients want to learn things on their own. YouTube is a great place to find them. Try placing ads on how-to content about shooting, wood craft, outdoor cooking, hunting, and fishing. Appeal to their desire to be independent. Use headlines with terms like "on your own," "without going to the store," "better than a butcher shop," etc.



95.8%
Web/online



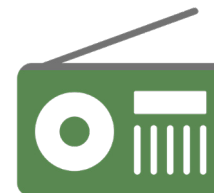
86.1%
Stream video



72.7%
Social media



82.4%
Stream Music



66.9%
Radio



54.8%
TV/cable/broadcast



24.1%
Satellite radio



14.6%
Magazines



22.6%
Newspapers



Life Events

Since Self-Sufficients are seeking food independence by hunting, life changes that increase the amount or quality of food they need for their family are the most likely to motivate them.

Use your Customer Relationship Management system (CRM) and the information you have on license holders and event attendees to target messages to individuals in the right stages of their lives.

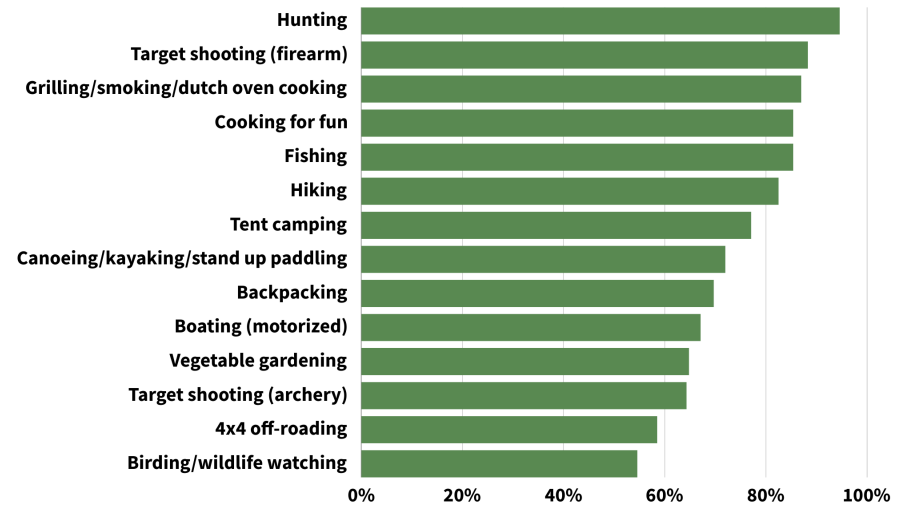
Pair Bond	25-35
Have kids	25-35

Other Activities

Sammy enjoys activities that will add to his independence. He enjoys target shooting, cooking (especially grilling), and fishing.

You can use this understanding of Self-Sufficients' favorite activities to find Self-Sufficients who might be considering becoming hunters. Look for shooters who use your state shooting ranges and don't have hunting licenses. Advertise on YouTube videos about cooking, grilling, and smoking meat. Try partnering with gun shops and shooting ranges. Email state shooting range users that don't already have a hunting license.

Which of the following best describes your thoughts about each of these types of activities? ("I love it" or "I enjoy it")





Recommendations

- Current events will motivate a Self-Sufficient (shortages, inflation, steroid use in the meat industry). Leverage news stories for both messaging and media choices.
- Self Sufficient will notice messages about hunting and food, but try to concentrate on self-sufficiency rather than gourmet/foodie or ecological impact food messages.
- Try cross-promoting with foraging opportunities or offer classes on all of the above. You know what media Self-Sufficient are likely to use and their motivations for hunting and the other activities they enjoy. Use this combination of information to place paid advertising in front of individuals likely to consider hunting.

Here are a few of the hundreds of potential combinations to illustrate the point:

Media	Type of Content	Message	Offer
Paid Search	Search ads that appear on public hunting land searches	How to hunt the big ones!	Article on how to hunt mature deer.
Online Display	Ads on content about target shooting	How to hunt with your target shooting setup	Video on how to hunt effectively with target shooting setups
Facebook Ads	Ads on Facebook hiking groups	How to hunt nearly every month of the year	Article on what species are available to hunt each month of the year
YouTube Ads	Ads on videos about grilling	How to field dress a deer	Class on field dressing and processing deer



Once a Self-Sufficient decides they would like to hunt, they will go online and research licenses, gear, and techniques. Their first step is likely to be their state’s website to find information about classes and licenses. They will also check out digital (or physical) regulations books. Because these individuals don’t tend to be involved with their state agency, they aren’t very likely to be following state-owned social media accounts. They are more likely to check out high-profile influencers like Steve Rinella/MeatEater or local hunting groups on Facebook or retailers.

Recommendations

This is where state-owned resources shine! Make sure your website, regulations, and magazine are informative and easy to understand—not just for avid hunters, but for beginners as well. Don’t use your social media accounts to reach new people; instead, use paid social media to reach out to individuals interested in outdoor cooking, saving on food, gardening, etc.

In addition, paid search ads could target common questions new hunters might have and paid display ads could be placed on content for new hunters. Because you can geo-target your online advertising, you can always limit your ads to only appear in your state so your budget is never wasted.

Media	Type of Content	Message	Offer
Regs book	Article on picking a good skinning knife	What skinning knife is right for you?	Article on skinning knives
Paid search	Searches on how to clean and cook deer	More than one way to skin a deer	Video on ways to clean a deer
Website	Article on how to find big does	Where the does are...	Article on where and how to hunt for big does
Paid display	Display on how-to hunting content	How to skin a squirrel	Video on how to skin and process



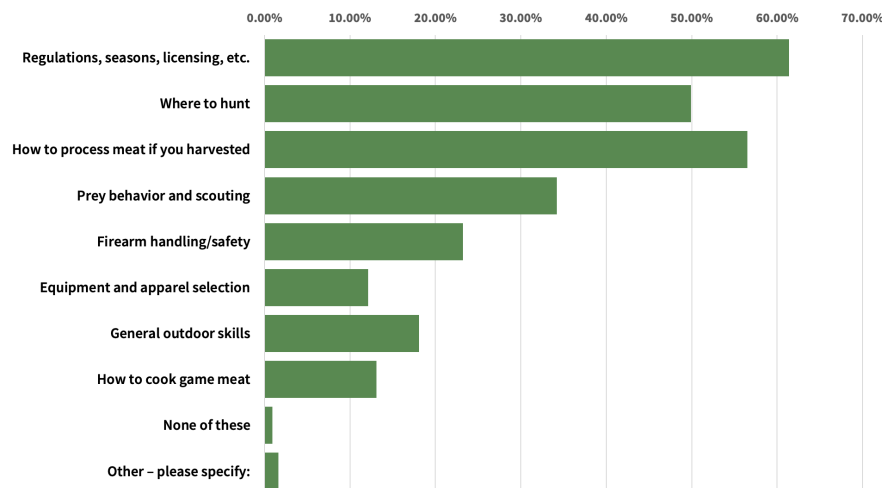
SAMMY SELF-SUFFICIENT

Knowledge Gaps and Barriers

Sammy, like other Self-Sufficient, is primarily concerned with understanding hunting regulations. He would like to become a better hunter and increase his success, so he would also like to learn about hunting techniques and new (potentially more productive) places he could hunt. To become even more independent, Sammy would also like to know how he can forage mushrooms, berries, and greens so that he wouldn't need stores, farmers, or other people as much.

In general, new adult hunters don't feel traditional hunter education provides them with the level of understanding they need to be confident, self-reliant hunters. They would be interested in more in-depth classes on specific subjects, outside resources they can watch or read on their own, or best of all, mentors to add the knowledge and confidence they feel they are missing.

As you were considering going hunting, which of the following topics did you want to learn more about?



Recommendations

Offer and promote classes and content that address common barriers. Be sure to address all the major barriers for each activity. Processing and storage are big issues with this group.

Here are a few examples of classes and how they might be promoted:

Media	Type of Content	Message	Offer
Paid display	Ads on content about hunting	Learn how to cook deer	Sign up for a deer cooking class
YouTube ads	Ads on content about hunting	How to clean wild game	Link to videos on cleaning several kinds of wild game
Paid search	Ads on hunting searches	How to fill your freezer with wild protein all year long	Content on various hunting seasons and how you can eat wild game all year
Paid social post	Game processing equipment	What do you need to process big game?	Article on game processing equipment



SAMMY SELF-SUFFICIENT

Knowledge Gaps and Barriers continued

These ads were created based on the personas developed in Phase 1 of this project, then refined through interviews with new adult hunters. They were later tested with new hunters through an online survey. The following recommendations are based on the results of that survey and help us understand how to target certain personas during the overcoming knowledge gaps/barriers phase of their journey.

Self-Sufficients found the most motivating message to be the “Learn about Game Processing” ad campaign. We recommend using this ad campaign when targeting Self-Sufficients through their knowledge gaps.

For this persona’s responses to other ads tested in this survey, see the chart below.

Message	Self-Sufficients	All Survey Participants
Learn About Game Processing	71.1%	62.7%
Learn About Where to Hunt	59.6%	57%
Learn About Hunting Regulations	50.5%	48.9%
Learn How to Hunt	49.4%	48.8%
Learn About Firearm Skills	35%	38.7%

Please also review the *National Recommendations* section at the end for more information about the best messaging for specific knowledge gaps. We identified the most motivating ad campaigns for new hunters with specific knowledge gaps independent of their persona. The information may be useful in planning campaigns addressing specific knowledge gaps.





SAMMY SELF-SUFFICIENT

Buying a License

Sammy buying his license is significant in three ways. First, it is a real commitment to the activity. Second, it is 100% measurable and can even be tracked back to what ads, classes, and content led up to the purchase. And third, it allows you to start a one-on-one relationship with every new hunter via your Customer Relationship Management (CRM) system.

Use your CRM to welcome new hunters to the community, provide useful content, and learn more about them.

Media	Type of Content	Message	Offer
Email	Quick segmentation survey	What is your motivation for hunting?	Links to resources in line with their motivations
Email	Quick knowledge gap survey	What would you like to learn about hunting?	Links to content and classes they will be interested in
Email	Welcome & resources	Welcome! We're here to help!	Links to resources for new hunters
Email	Quick species preference survey	What types of hunting are you interested in?	Links to resources for their target species





SAMMY SELF-SUFFICIENT

The First Hunt



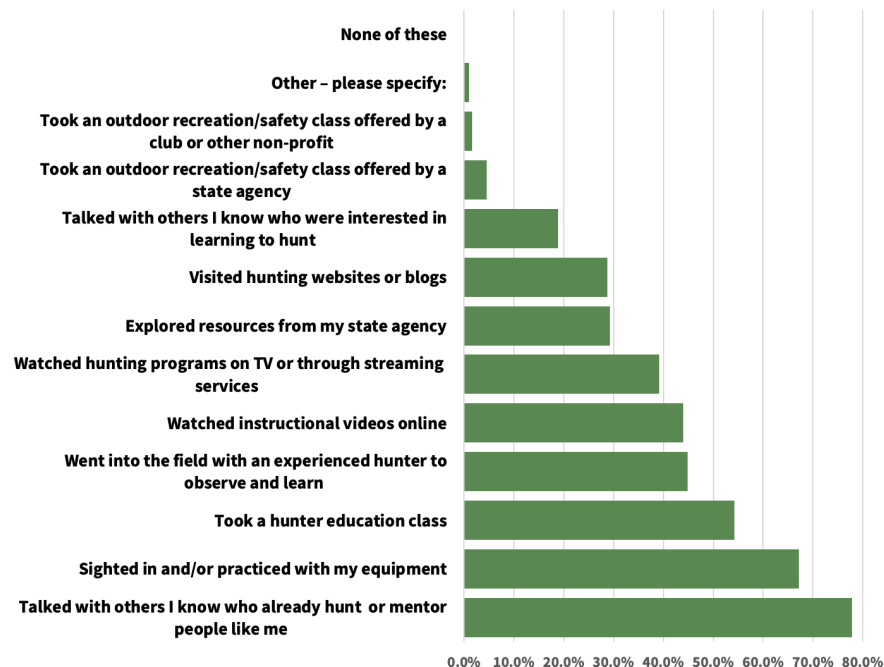
To prepare for their first hunt, all four new hunter personas primarily talked with others who already hunt (friends, family, or coworkers) or people who mentor new hunters. Self-Sufficient hunters then focused on sighting in/practicing with their equipment.

Since Self-Sufficient hunters strive for self-reliance and independence, providing these new hunters opportunities to

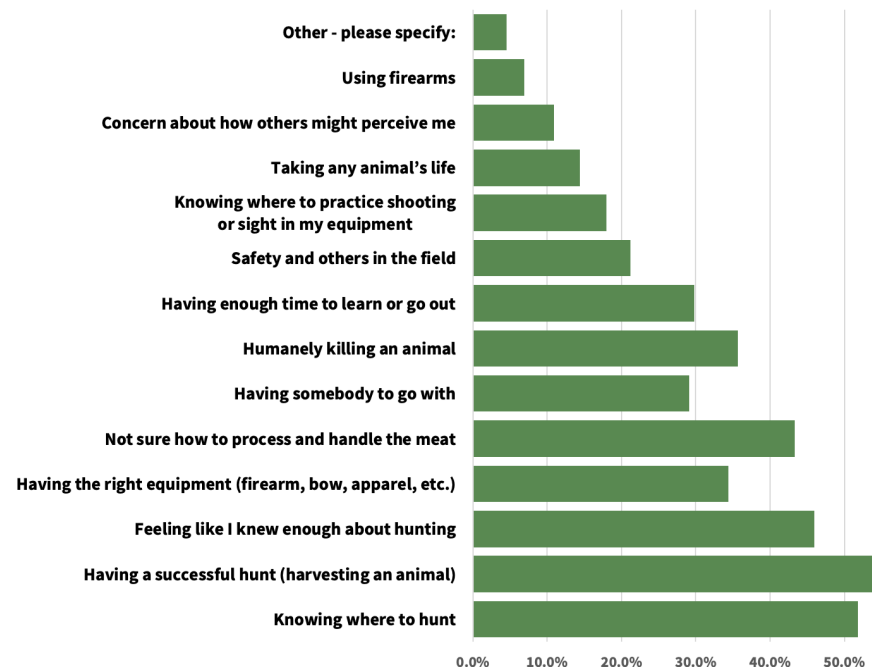
practice on their own or teaching them the skills to do so is one way to help them stay active. This does not mean that Self-Sufficient hunters don't like learning from others. In fact, 54.3% of this hunter group said they took a hunter education class to prepare for their first hunt. This was the third most common method of preparing for their first hunt.

For more information concerning first hunts, please visit the *National Recommendations* section where we cover other information that is relevant to all personas.

How did you prepare for your first hunting experience? Select all that apply.



How much of a challenge were the following as you prepared for your first hunt?





SAMMY SELF-SUFFICIENT

The First Hunt continued

Their biggest challenge as they prepared for their first hunt was having a successful hunt. Since filling their freezer is a Self-Sufficient's main motivation, they will be more concerned with and focused on having a successful hunt than other new hunter personas.

Three out of the four new hunter personas primarily hunted big game or upland game birds during their first hunt. However, while Self-Sufficient new hunters primarily hunted big game during their first hunt, the second most common species for their first hunt was wild turkeys.

This is likely because Self-Sufficient hunters hunt for the meat, and big game and wild turkeys are larger game animals. Focusing on meat volume may be the key to targeting Self-Sufficient new hunters.

Self-Sufficient hunters primarily hunted with a friend or a coworker during their first hunt.

Self-Sufficients were the least likely to be satisfied with their first hunting experience. Since meat procurement and the taking of a game animal is their main motivation, it makes sense that Self-Sufficient hunters cited not successfully taking a game animal as their primary reason for not being satisfied with their first hunt. Leaving the field without a game animal is common, and it may be important to highlight other methods of filling the freezer while hunting to keep these new hunter groups engaged.

Self-Sufficient hunters were the second most likely group to stop hunting after their first hunt (even though they say they want to go hunting again).

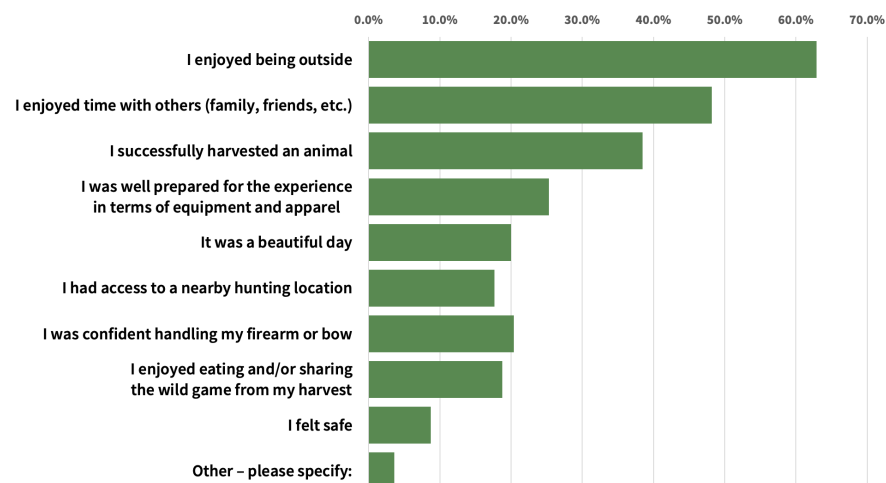
To prevent new adult hunters from quitting after their first hunting experience—or from quitting later in their hunting

journey—hunting mentors and educators should make sure to include and address the individual's primary motivations and barriers. Quitting is not as simple as a fork in a new hunter's journey. Rather, quitting is the primary decision that you are working hard to prevent. Thus, making sure new participants do not quit is crucial to ultimate R3 success.

Depending on the persona, a successful hunting experience means something uniquely different. If these conditions are not addressed, the individual is at risk of feeling uninterested in and unfulfilled by the hunting activity. At worst, this could cause them to quit.

A Self-Sufficient's motivation for hunting is sourcing protein. If this primary motivation is addressed during their first hunting experience, a Self-Sufficient is much more likely to continue hunting. This is because their motivation for hunting will be reflected in their experience.

Why were you satisfied with your first hunting experience? Select up to three reasons.





Self-Sufficients cited these top three reasons why they were satisfied with their first hunt.

- I enjoyed being outside. (62.9%)
- I enjoyed time with others (family, friends, etc.). (48.2%)
- I successfully harvested an animal. (38.5%)

It's likely that the only reason harvesting an animal is third on this list is because harvesting an animal is relatively rare for a first hunt.

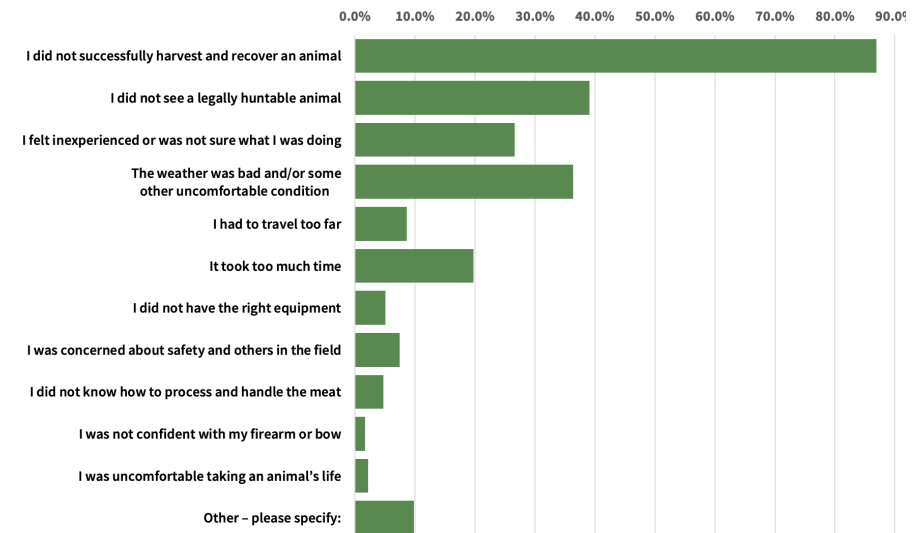
In our study, Self-Sufficients were not satisfied with their first hunting experience for the following reasons:

- I did not successfully harvest and recover an animal. (86.9%)
- I did not see a legally huntable animal. (39.1%)
- The weather was bad and/or some other uncomfortable condition. (36.4%)

Since hunting success is dictated by many factors outside your control, addressing the experience is crucial to support Self-Sufficient hunters who do not harvest an animal. That said, improved training and education will increase the likelihood of a successful harvest. This is something well within your ability to positively impact.

It's also important to note that Self-Sufficients appear to be the most weather sensitive Persona, with 36.4% of them stating that bad weather or some other uncomfortable condition was the reason they were not satisfied with their first hunt. The second most weather-impacted group were Locavores at 15.6%. This suggests that selecting fair weather days or preparing Self-Sufficients appropriately for poor weather may improve their first experience.

Why were you not satisfied with your first hunting experience? Select up to three reasons.



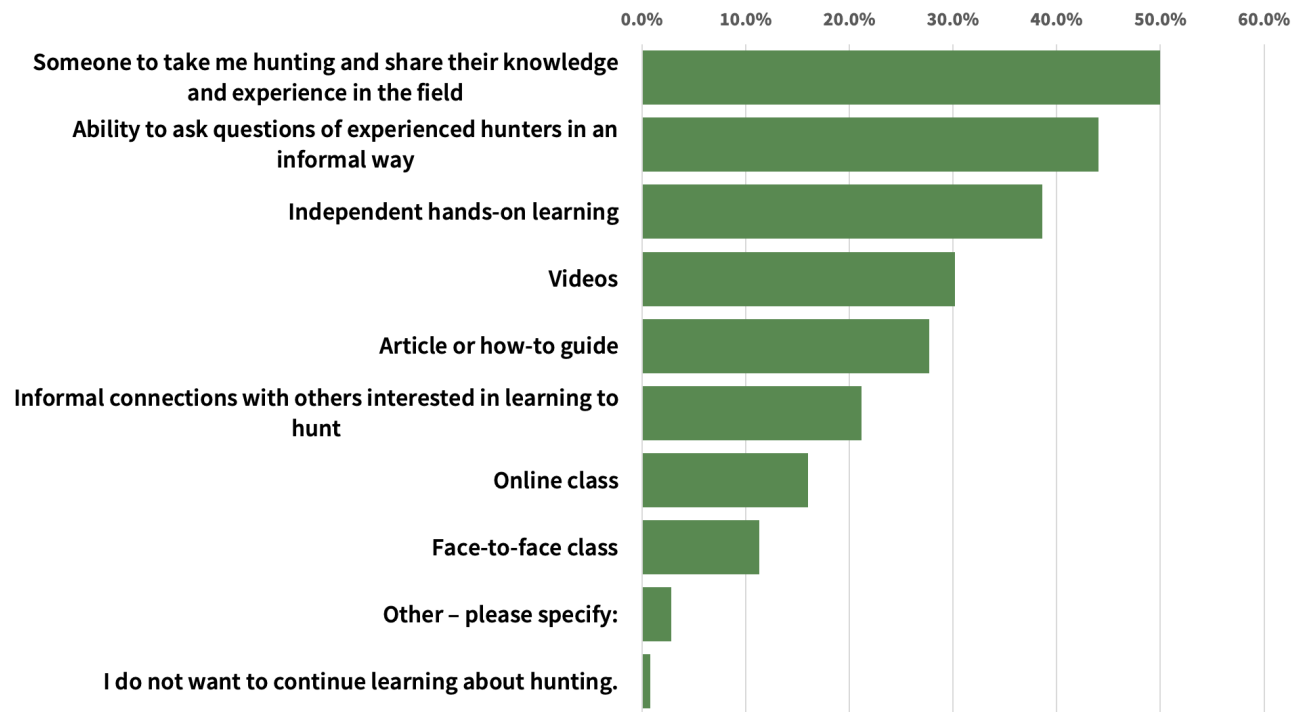


Self-Sufficients need to harvest to be satisfied with a hunting trip. Support them in that affair.

They want new techniques, places to hunt, or anything that will increase the likelihood of success.

During our study, we asked Self-Sufficients what would support their hunting goals in the future. This table covers the areas that we can address during a Self-Sufficient's Continuing with Support phase:

Looking to the future, which would be most effective to support your continued learning about hunting? Select all that apply.





Recommendations

- Underutilized access points
- New techniques
- Species to hunt for or things to do during off months
- Processing and cooking techniques

Media	Type of Content	Message	Offer
Email	Try a new firearm to increase your harvest	Harvest more with your new bow	Video on early season bow hunting
Email	New hunting properties	New hunting properties near you	Map and info on new hunting properties
Hunter ed	New ways to fill your freezer	Take hunter ed to fill your freezer with wild game	Sign up for hunter ed
Email	Wild game butchering classes	Learn the ABC's of wild game butchering	Butchering classes at butcher shops



SAMMY SELF-SUFFICIENT

Continuing without Support

Continuation without support is the goal of your new hunter's journey. We've added a few details on Sammy Self-Sufficient's ultimate hunting habits to help you fully understand the persona and how they will engage with the outdoors.

When it comes to hunting, Sammy goes out into the field with one goal in mind: bring home something for dinner. He loves the feeling of bringing home fresh venison or rabbit and cooking a nice meal with his family without all the grocery store madness. A secondary benefit of getting out in the field is to spend more time connecting with nature and being outdoors. He doesn't care much about harvesting a trophy animal, only the animals that will bring the best meal for the family. Sammy tends to hunt alone or with friends—not because he doesn't like the thought of hunting with more people or his family, but because he has a freezer to fill and that is more important to him than socializing.

Just because a new hunter is confident enough to hunt on their own, doesn't mean your work is done. Every communication you have with a hunter is a chance to keep them active in the activity. Your license records system is the key. Use what you know about your license holders to customize your communications and offers, highlighting and addressing their specific motivations, concerns, and situations.

Media	Type of Content	Message	Offer
Email	Class on squirrel hunting and squirrel fries	Food for the entire family!	Article on the fun of hunting and frying up squirrel. Include the specifics of setting up a big squirrel fry
Email	Class on cleaning deer	Learn how to clean your harvest	Article and class on deer cleaning
Email	Turkey season reminder	It's turkey time	Traditional turkey season reminder but using images of processing, cooking, and eating
Email	Squirrel hunting promotion	12 great squirrel recipes	Article on cooking squirrel with several recipes



Hunters often lapse due to factors outside of your control. Moving to a new place, having children, or starting college are three examples that may cause someone to lapse and are things that state agencies have little control over.

While reasons for hunters lapsing include significant life events that you do not have control over, there are still plenty of things you can address. Hunting mentors and educators should always make sure to include and address the individual's primary motivations and barriers to keep them interested in hunting. That said, each persona has a unique set of issues they consider when deciding whether to continue.

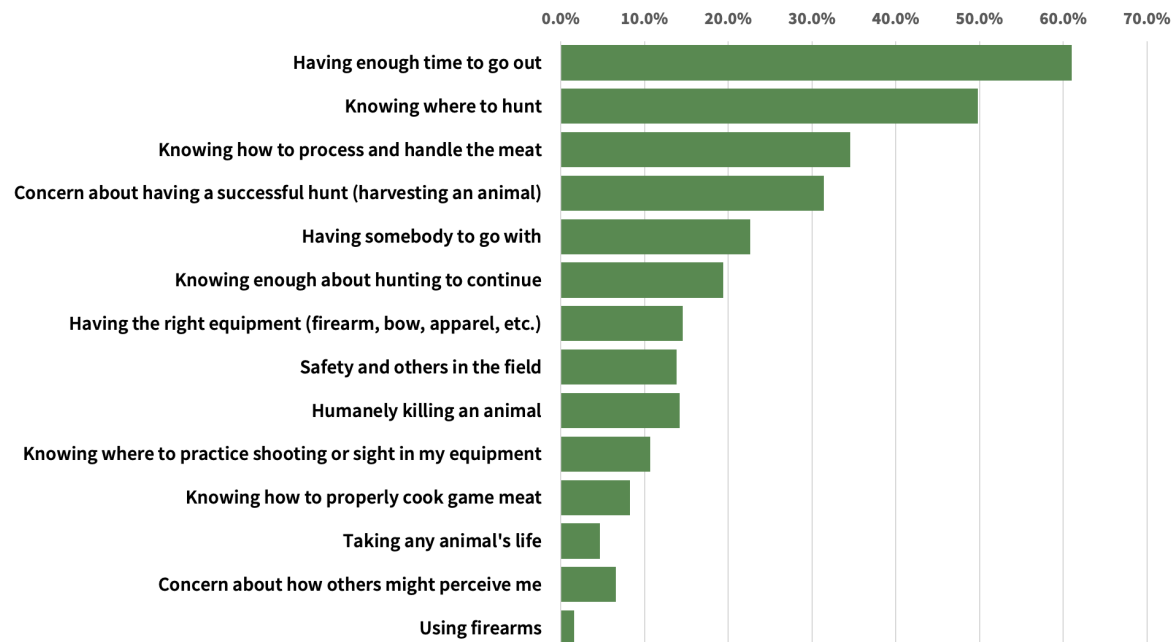
When asked, Self-Sufficient hunters cited these top three issues when considering continuing to hunt:

- Having enough time to go out. (61%)
- Knowing where to hunt. (49.8%)
- knowing how to process and handle the meat. (34.6%)

Addressing these hesitations and providing Self-Sufficient hunters with experiences that align with their motivations will keep them interested in and confident enough to keep hunting.

If these things are not addressed, a new adult hunter may lapse in their journey.

Are any of the following issues for you when considering continuing to hunt? Select all that apply.





SAMMY SELF-SUFFICIENT

Additional Opportunities

Self-Sufficient hunters were more likely to continue hunting big game animals and wild turkeys after their first hunt than the other three personas. This is most likely due to their focus on meat procurement.

These results show the importance of offering Self-Sufficient hunters additional opportunities for the purpose of meat procurement rather than a new challenge. Self-Sufficient hunters pursue additional hunting opportunities to put more meat in the freezer.

The majority of Self-Sufficient hunters hunted with a firearm and are most comfortable using firearms. Offering this new hunter group additional opportunities like muzzleloaders and pistols for hunting may be more appealing to them than a bow or crossbow.

Forms of additional opportunities include a new location, firearm, technique, or species.





Expanding to New Hunting Methods

When addressing expanded opportunities based on firearm, the data showed an interesting pattern. Those that reported using a firearm on their first hunt generally reported confidence with bows and crossbows as well. And those who used archery equipment on their first hunt are considerably less confident with firearms.

This knowledge is very useful when you consider what sorts of additional hunting opportunities to offer a new hunter. If the new hunter started with archery, it's best to offer them additional species that can be easily hunted with a bow or crossbow, like big game or turkey. If the new hunter started with a firearm, you have a broader range of opportunities you can offer them, including other species that are easily hunted with a firearm or expanding their current species choice by hunting with a bow or crossbow as well.

Those who first hunted with a bow/crossbow.

Before your first hunt, how confident were you handling the following equipment?

	Not confident	Neither confident nor not confident	Confident	Not Applicable
Firearm	33%	10%	25%	31%
Bow/Crossbow	11%	7%	67%	14%
Other	29%	5%	29%	37%

Those who first hunted with a rifle/shotgun.

Before your first hunt, how confident were you handling the following equipment?

	Not confident	Neither confident nor not confident	Confident	Not Applicable
Firearm	6%	4%	85%	5%
Bow/Crossbow	6%	4%	79%	12%
Other	8%	8%	53%	33%

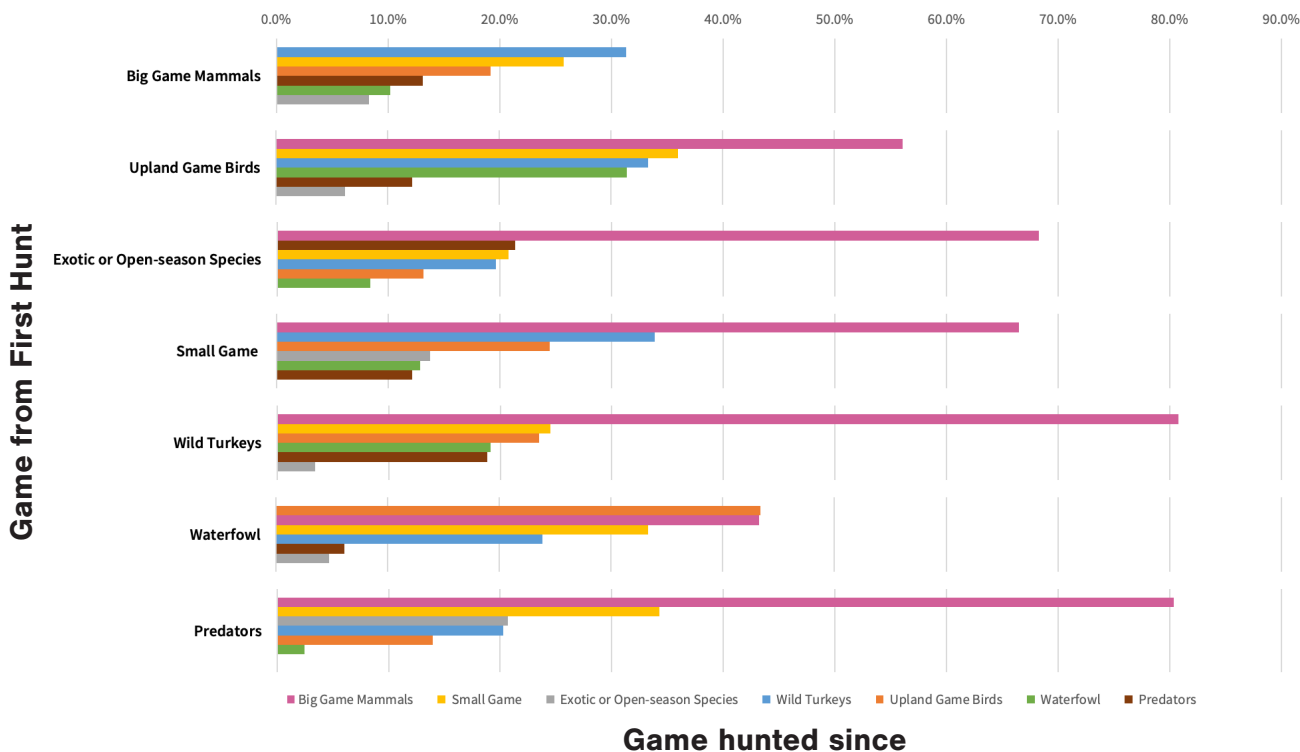


Hunting Additional Species

State agencies can use their license records to understand license purchasing data and offer new hunters additional species that address their interests. In general, new adult hunters are most likely to continue hunting the species they hunted during their first hunt. If an individual started with something other than big game, the next thing they want to hunt is very likely, big game. Generally, for new hunters who hunted for a big game species like deer, the best next species to offer is wild turkey. It is also possible to offer other big game species to these individuals in states that have multiple big game species.

The graph below illustrates the species our new hunter survey participants added after starting with each species option. This table can assist you in your efforts to offer new hunters additional hunting opportunities they will be interested in.

What game have you hunted since your first hunt? Select all that apply.





SAMMY SELF-SUFFICIENT

Aging Out

Remember that Self-Sufficienters are motivated to hunt by sourcing meat and they prefer to source it in volume. As Sammy ages, his ability to spend long days outdoors—and doing this for multiple species during the fall seasons—is diminished. Consider marketing and offering hunting styles, seasons, methods, or areas that are highly productive alongside areas with easier accessibility or that are closer to home.

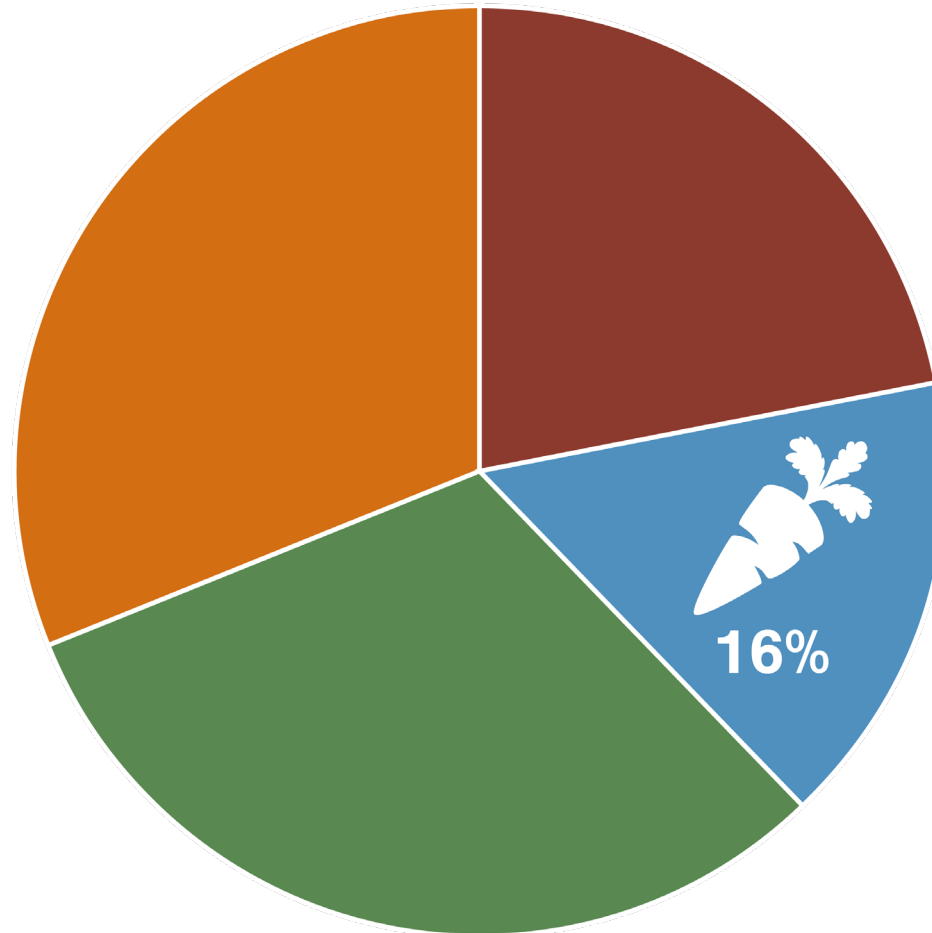
This may also include promoting extra tags, seasons, or opportunities that allow this food-motivated group to harvest more natural protein and stretch out their time in the field. Being able to take breaks between hunting trips might help this food motivated group stay “in the game.”

Early seasons in the warmth of early fall may also be attractive to aging Self-Sufficienters. They get more chances at harvesting meat and can do it during times of the year that aren’t as hard on older bodies.

This group may also be interested in unique hunting methods like party hunting (where legal) so that they may hunt with a group that shares the harvest and shares the daily bag limit in states where this is allowed. Sammy might spend more time hunting with his adult family members if it means he can also take home more meat for the freezer.



LOCAVORES



Locavores (16% of respondents), like Self-Sufficienters, hunt for the meat, but their primary motivation is to protect the environment rather than becoming more food-independent. Locavores strive to eat only food raised and processed within a 100-mile radius from their home. Their hope is that by eating local food, they will protect the environment. Locavores are slightly more likely to hunt with a friend than they are alone.



LESLIE LOCAVORE

Demographics



72.4% male



48% suburban

34

Average age



72.3% graduated college



88.4% married or living with a partner



50.4% make more than \$100k/year



74.8% have children



Leslie, our Locavore persona, sometimes hunts with an organic farmer from the local food co-op. If the farmer is busy on the farm, Leslie will hunt alone. Leslie tries to hunt as often as possible in as many seasons as possible to keep environmentally sustainable meat on the table year-round.

Leslie is 34 years old and was born in San Francisco. With a master's degree in English from Berkley, Leslie landed a coveted faculty position at Portland State University. Leslie and Lucy have an apartment near campus with their daughter, Lark.

Locavores are the most educated segment, with 72.3% graduating college/tech school or with an advanced degree. That education helps them to be the highest income segment as well, with 49.6% earning over \$100,000 a year. About 48% of locavores live in a suburban environment.

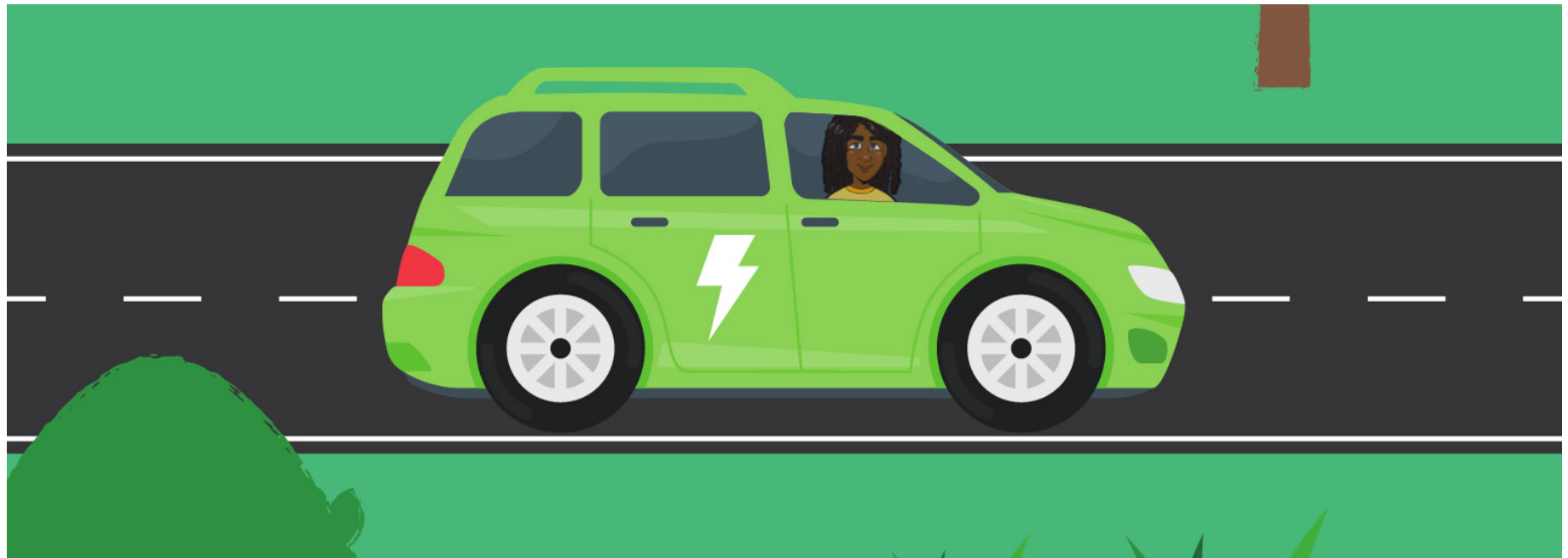
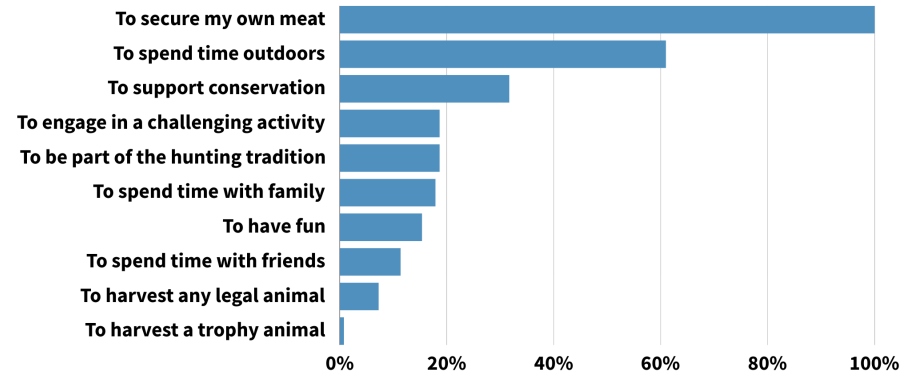
A food-oriented message in the suburbs or country is more likely to appeal to locavores. A food-motivated message in an urban location would be more likely to succeed if it targeted Self-Sufficients.



Locavores make many of their decisions based on an internal sense of environmentalism and community. When they can, they shop locally and prefer to spend their time at farm stands, small businesses, and local farmers markets. Knowing the farm where they buy their food is important. They try to reduce their environmental impact by shortening the distance goods need to travel to get to them. This means that Locavores tend to eat foods that are in-season.

This sense of responsibility to the land and their community makes Locavores very concerned about doing the right thing. They are the most concerned demographic about following regulations and reducing the suffering of any animal they hunt.

Which of the following were the most important reasons that you decided to take up hunting?





During the Consideration Phase

These ads were created based on the personas developed in Phase 1 of this project then refined after interviews with new adult hunters. They were later tested with new hunters through an online survey. The following recommendations are based on the results of that survey and help us understand how to target a certain persona during the consideration phase of their journey.

Locavores hunt to reduce their environmental impact. This new hunter group reported that the “Save a Trip to the Grocery Store” ad was the most motivating ad campaign. It’s interesting to note that Locavores scored the “Lower Your Carbon Footprint” ad as the least motivating message. This could mean that Locavores are actually more similar to Self-Sufficients than we originally assumed or that carbon footprint is not the yardstick they use when they consider their impact on the environment. In the 3rd phase of this project, we will be testing more finely refined versions of these messages and hope to learn more about this issue.

Message	Recreationalists	All Survey Participants
Save a Trip to the Grocery Store	57.1%	42.6%
Spend Time with Family Image #2	47.7%	55.3%
Enjoy the Outdoors	47.1%	54.2%
Spend Time with Family Image #1	40.5%	48.3%
Lower your Carbon Footprint	35%	25.9%





Media Use

Because they are Americans of approximately the same age, all of the audience segments are participating in the same media trends. Traditional print media is on the decline and digital media channels are on the rise. The art of targeting a specific segment is to use a combination of specific media channels and messages targeted specifically to their interests and motivations.

Leslie tends to browse websites and YouTube for the latest information and tips on living an environmentally friendly life as well as finding how-to videos.

Locavores are interested in food and the environment, a nexus that offers a unique means of reaching them. Try food-oriented messages in an environmental-oriented media outlet and/or environmental-oriented messages in food-oriented media.

Low-cost media outlets would include Google Advertising, websites, or Facebook and other social media groups. For environmental content target subjects like: organic gardening, DIY solar/wind energy, sustainable eating, global warming, environmental awareness, and conservation. For food-oriented content target content like: cooking, outdoor cooking/grilling, outdoor kitchens, and gardening.



97.5%
Web/online



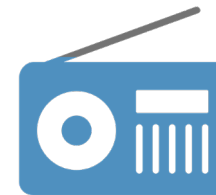
88.6%
Stream video



78.8%
Social media



83.7%
Stream Music



73.1%
Radio



54.5%
TV/cable/broadcast



25.2%
Satellite radio



19.5%
Magazines



27.6%
Newspapers



Life Events

Since Locavores are attracted to reducing their environmental impact and connecting with their community, the life events that are the most attractive to them involve opportunities to increase their independence. Use your Customer Relationship Management system (CRM) and the information you have on license holders and event attendees to target messages to individuals in the right stages of their lives. These life events increase a Locavore’s income and independence, making it easier for them to develop a locally-focused and ethically-sourced lifestyle.

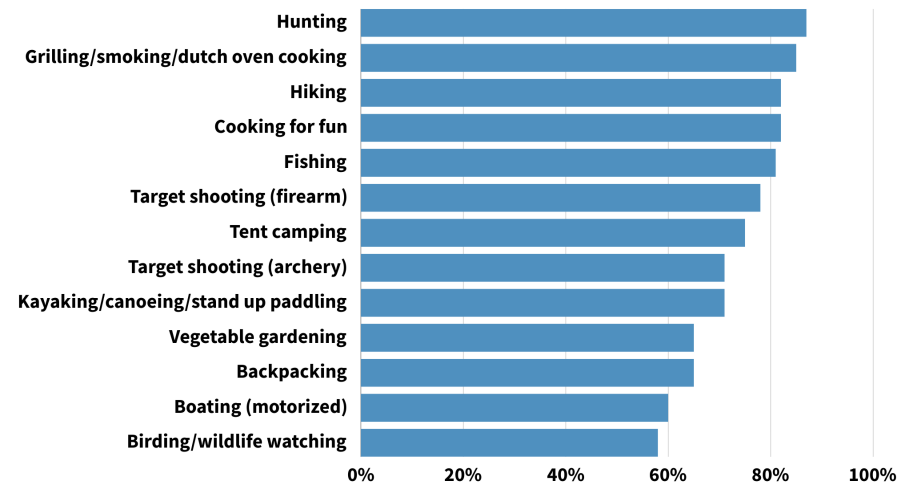
Graduate high school	17-19
Leave home	18-20
Graduate college/trade school	19-24
Start career	20-25
Buy a house	30-40
Buy a recreational property	45-75

Other Activities

Leslie grills nearly perfect steaks when friends come over and packs great trail lunches when the family spends the weekend hiking at Lewis and Clark National Historical Park.

You can find the Locavores most likely to consider hunting by targeting the individuals who enjoy food-oriented activities like cooking (especially grilling and smoking) and outdoorsy activities like hiking and fishing. You could team up with a local outdoor cooking retailer to host a grilled wild game tasting or post fliers on the trailhead bulletin boards at local hiking and backpacking trails. Food co-ops and farmer’s markets are another great location to find locavores. Try tastings, booths, posters, and partnering with venues for events.

Which of the following best describes your thoughts about each of these types of activities? (“I love it” or “I enjoy it”)





Recommendations

- Current events will motivate a Locavore (environmental disasters, extinctions, steroid use, food additives, and small business/small farm closures)
- Locavores will notice messages about hunting and food, but focus these messages on the ecological impact of food choices and importance of eating locally and in-season
- Try cross-promoting with seasonal foraging opportunities or try offering classes that discuss local food and cooking in season

Here are a few of the hundreds of potential combinations to illustrate the point:

Media	Type of Content	Message	Offer
Paid Search	Search ads that appear on public hunting land searches	How to find local deer	Article on how to find local deer
Online Display	Ads on content about local hunting opportunities	How to hunt locally	Video on how to find local hunting opportunities
Facebook Ads	Ads on Facebook farmer's market groups	When to harvest locally sourced protein	Article on what species are available to hunt each month of the year
YouTube Ads	Ads on videos about grilling	How to field dress a deer	Class on field dressing and processing deer



Once a Locavore decides they would like to hunt, they will go online and research licenses, gear, and techniques. Their first step is likely to be their state’s website to find information about classes and licenses. They will also check out digital (or physical) regulations books. Because these individuals don’t tend to be involved with their state agency, they aren’t very likely to be following state-owned social media accounts. They are more likely to check out high-profile influencers like Steve Rinella/MeatEater or local hunting groups on Facebook or retailers.

Recommendations

This is where state-owned resources shine! Make sure your website, regulations, and magazine are informative and easy to understand—not just for avid hunters but for beginners as well. Don’t use your social media accounts to reach new people; instead, use paid social media to reach out to individuals interested in outdoor cooking, saving on food, gardening, reducing your carbon footprint, etc.

In addition, paid search ads could target common questions new hunters might have and paid display ads could be placed on content for new hunters. Because you can geo-target your online advertising, you can always limit your ads to only appear in your state so your budget is never wasted.

Media	Type of Content	Message	Offer
Regs book	Article on picking a good gutting knife	What gutting knife is right for you?	Article on gutting knives
Paid search	Searches on how to butcher and cook deer	More than one way to skin a deer	Video on ways to butcher a deer
Website	Article on how to find big does	Where the does are...	Article on where and how to hunt for big does
Paid display	Display on how-to hunting content	How to skin a squirrel	Video on how to skin and process

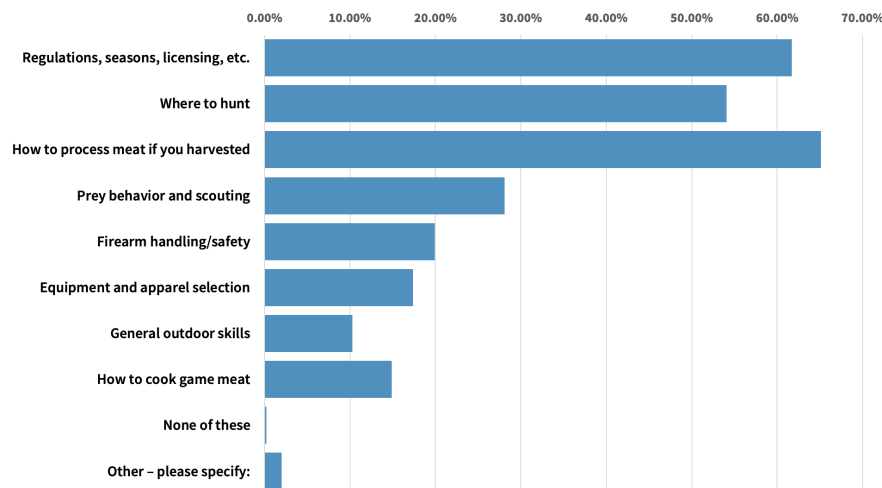


Leslie is new to hunting and careful about regulations, seasons, and bag limits. Locavores feel they need to learn most about hunting regulations. Their next highest concern is learning where they could hunt.

Foraging is very appealing to locavores. Gathering mushrooms, berries, greens, and other foods enables Leslie to add variety to the family’s diet while protecting the environment from the impacts of farm machinery, chemicals, and transportation impacts.

New adult hunters (especially those like Leslie who don’t come from an outdoorsy background) don’t feel that traditional hunter education provides them with the level of understanding they need to be confident, self-reliant hunters. They want classes on specific subjects and outside resources they can watch or read on their own. They are also very interested in having mentors while they gain confidence.

As you were considering going hunting, which of the following topics did you want to learn more about?



Recommendations

Offer and promote classes and content that address common barriers. Be sure to address all the major barriers for each activity. This group is particularly concerned about humanely killing an animal, properly processing and handling meat, and reducing their environmental impact through hunting.

Here are a few examples of classes and how they might be promoted:

Media	Type of Content	Message	Offer
Paid display	Ads on content about hunting	Learn about shot placement	Sign up for a hunting shot placement class
YouTube ads	Ads on content about hunting	How to prepare for your first hunt	Link to videos on preparing for your first hunt depending on species
Paid search	Ads on hunting searches	How to reduce your carbon footprint through hunting	Content on various ways hunting reduces your carbon footprint
Paid social post	Game processing equipment	What do you need to process big game?	Article on game processing equipment



These ads were created based on the personas developed in Phase 1 of this project, then refined through interviews with new adult hunters. They were later tested with new hunters through an online survey. The following recommendations are based on the results of that survey and help us understand how to target certain personas during the overcoming knowledge gaps/barriers phase of their journey.

Locavores found the most motivating imagery and messaging to be the “Learn About Game Processing” ad campaign. We recommend using this ad campaign when targeting Locavores through their knowledge gaps.

For this persona’s responses to other ads tested in this survey, see the chart below.

Message	Recreationalists	All Survey Participants
Learn About Game Processing	69.2%	62.7%
Learn About Where to Hunt	55%	57%
Learn About Hunting Regulations	51%	48.9%
Learn How to Hunt	50.5%	48.8%
Learn About Firearm Skills	41.5%	38.7%

Please also review the *National Recommendations* section at the end for more information about the best messaging for specific knowledge gaps. We identified the most motivating ad campaigns for new hunters with specific knowledge gaps independent of their persona. The information may be useful in planning campaigns addressing specific knowledge gaps.





Leslie buying a hunting license is significant in three ways. First, it is a real commitment to the activity. Second, it is 100% measurable and can even be tracked back to what ads, classes, and content led up to the purchase. And third, it allows you to start a one-on-one relationship with every new hunter via your Customer Relationship Management (CRM) system.

Use your CRM to welcome new hunters to the community, provide useful content, and learn more about them.

Media	Type of Content	Message	Offer
Email	Quick segmentation survey	What is your motivation for hunting?	Links to resources in line with their motivations
Email	Quick knowledge gap survey	What would you like to learn about hunting?	Links to content and classes they will be interested in
Email	Welcome & resources	Welcome! We're here to help!	Links to resources for new hunters
Email	Quick species preference survey	What types of hunting are you interested in?	Links to resources for their target species



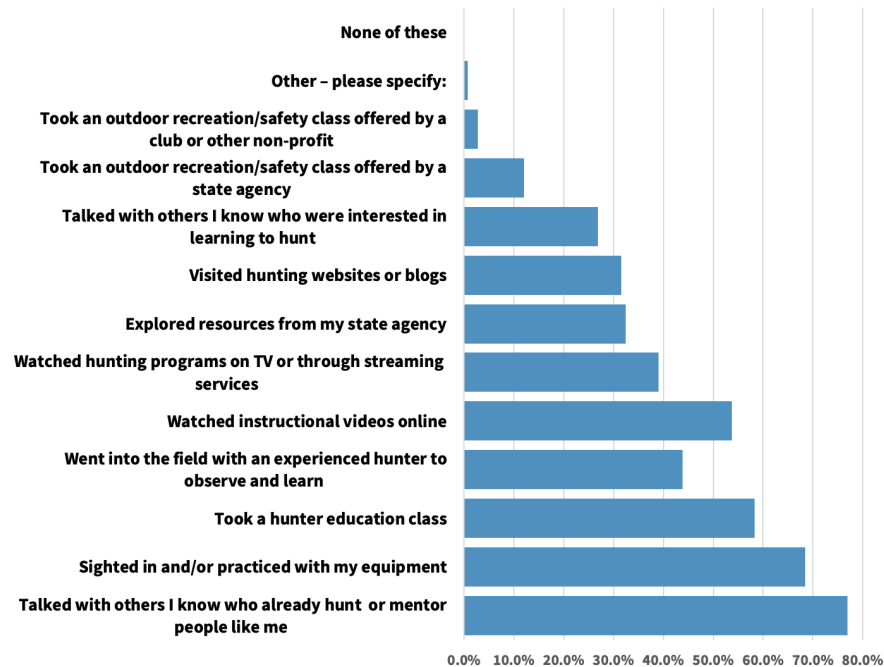


To prepare for their first hunt, all four new hunter personas primarily talked with others who already hunt (friends, family, or coworkers) or people who mentor new hunters.

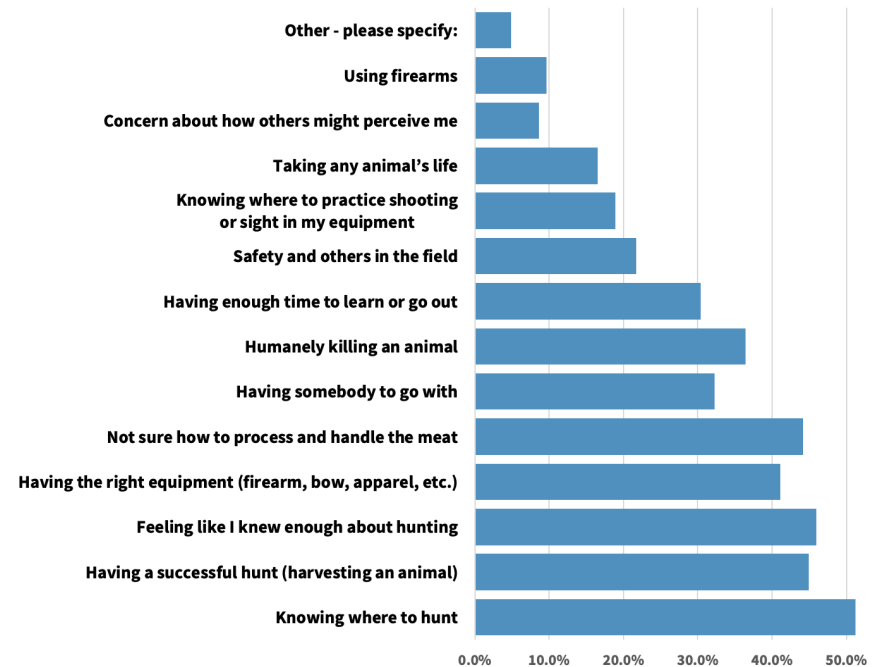
Locavores' biggest challenges were knowing where to hunt, concerns about having a successful hunt, and feeling like they knew enough about hunting.

Their biggest challenge as they prepared for their first hunt was knowing where to hunt. Because Locavores deeply care for the animals they pursue, they are much more likely to cite humanely killing an animal as a challenge as they prepared for their first hunt. Locavores want to know where to aim, when to shoot, and what to do after they shoot so that the animal will die quickly. Following a shot, Locavores are also more likely to be concerned with processing and handling the meat. They will be focused on wasting as little as possible and want to know the best methods for butchering and storing.

How did you prepare for your first hunting experience? Select all that apply.



How much of a challenge were the following as you prepared for your first hunt?





For more information concerning first hunts, please visit the *National Recommendations* section where we cover other information that is relevant to all personas.

Locavores primarily hunted big game animals for their first hunting experience followed by upland game birds, small game, and wild turkeys. Locavores were the second most common group to hunt alone during their first hunting experience. Helping Locavores develop hunting relationships may be one way to support their growth in the activity.

When asked, Locavores were the second most likely group to cite not successfully harvesting and recovering an animal as the primary reason for not being satisfied with their first hunting experience. This makes sense. Like Self-Sufficients, Locavores hunt for meat procurement and wish for sourcing local protein to reduce their environmental impact.

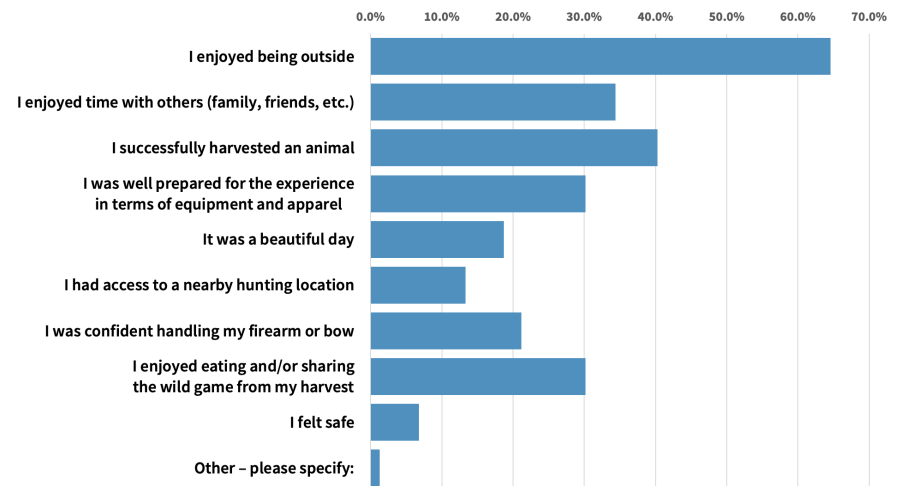
True to form, Locavores had the lowest level of hunting confidence even after their first hunting experience. Locavores are very concerned with “doing the right thing” and would benefit from learning opportunities that help them reflect on their hunting experience and identify gaps in their knowledge.

To prevent new adult hunters from quitting after their first hunting experience—or from quitting later in their hunting journey—hunting mentors and educators should make sure to include and address the individual’s primary motivations and barriers. Quitting is not as simple as a fork in a new hunter’s journey. Rather, quitting is the primary decision that you are working hard to prevent. Thus, making sure new participants do not quit is crucial to ultimate R3 success.

Depending on the persona, a successful hunting experience means something uniquely different. If these conditions are not addressed, the individual is at risk of feeling uninterested in and unfulfilled by the hunting activity. At worst, this could cause them to quit.

A Locavore’s motivations for hunting include reducing their environmental impact, harvesting their own ethically sourced protein, and connecting with the environment. If these primary motivations are addressed during their first hunting experience, a Locavore is much more likely to continue hunting. This is because their motivation for hunting will be reflected in their experience.

Why were you satisfied with your first hunting experience? Select up to three reasons.





Locavores cited these top three reasons why they were satisfied with their first hunt.

- I enjoyed being outside. (64.6%)
- I successfully harvested an animal. (40.3%)
- I enjoyed time with others (family, friends, etc.) (34.4%)

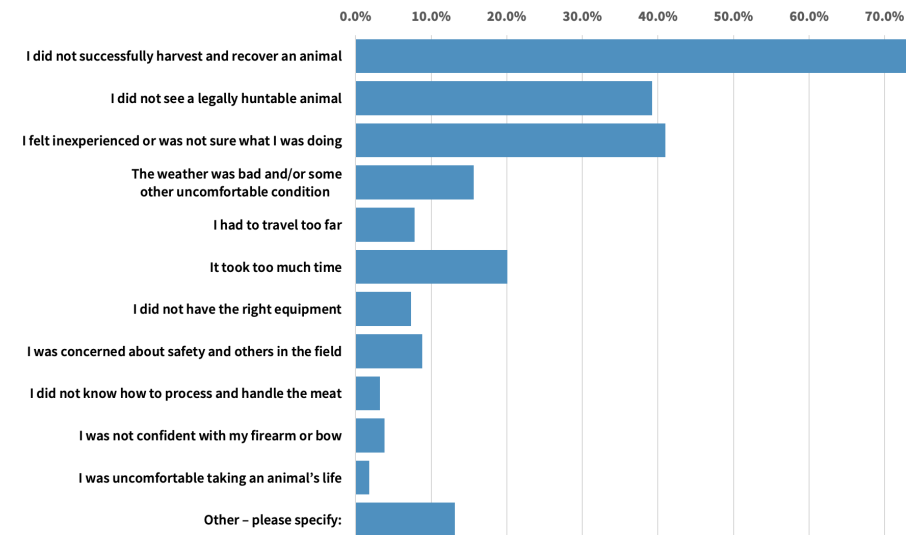
Uniquely, Locavores were much more likely to feel satisfied after their first hunt by reflecting on the enjoyment of eating and sharing the wild game from their harvest. They scored this at 30.2%. The second highest score was from the Self-Sufficients at 18.8%. This difference is notable and points to the fact that although these two personas are both food and meat-motivated, they are still different and need to be treated differently when you communicate with them.

In our study, Locavores were not satisfied with their first hunting experience because of these top three reasons:

- I did not successfully harvest and recover an animal. (73.2%)
- I felt inexperienced or was not sure what I was doing. (41%)
- I did not see a legally huntable animal. (39.2%)

Since hunting success is dictated by many factors outside your control, addressing a sense of self-confidence and independence is crucial to support Locavore hunters who do not harvest animals. That said, improved training and education will increase the likelihood of a successful harvest. This is something well within your ability to positively impact.

Why were you not satisfied with your first hunting experience? Select up to three reasons.



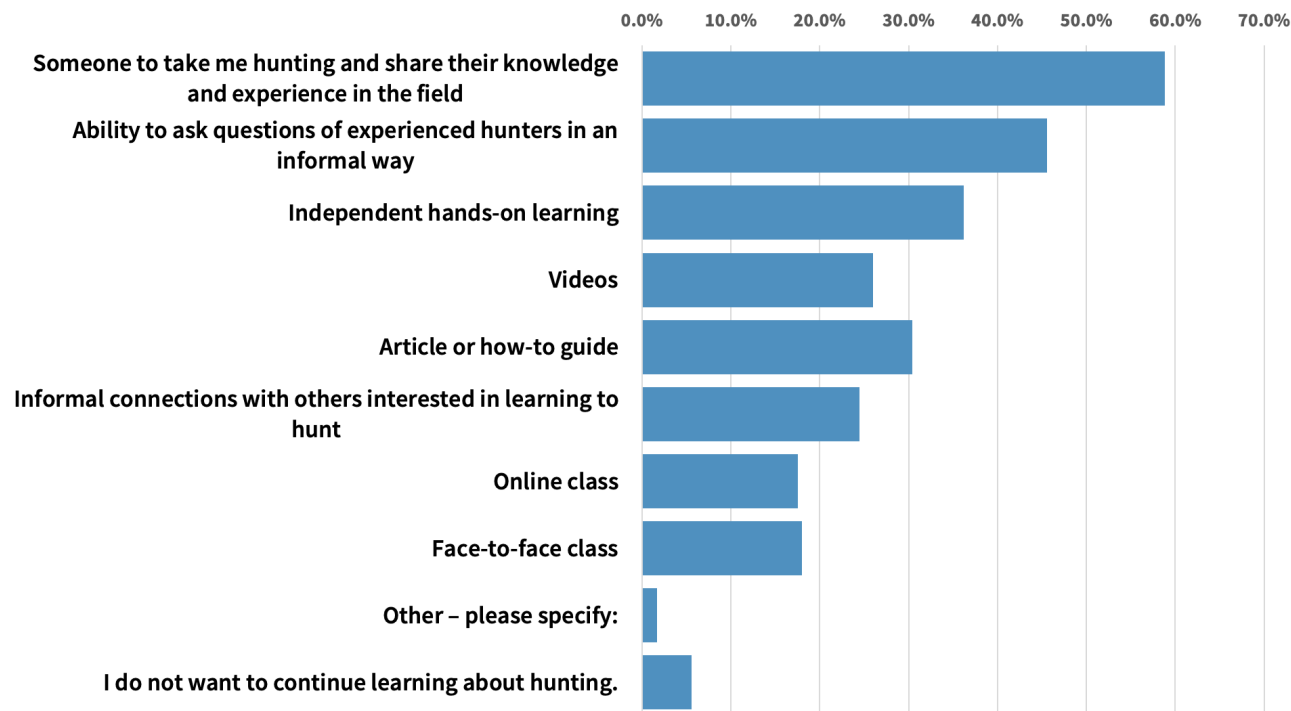


Locavores need to harvest to be satisfied with a hunting trip. They also want to feel like they know what they are doing and feel confident while in the field. Support them in that affair.

They want best practices, new techniques, places to hunt, or anything that will increase the likelihood of success and make them feel like they are doing the right thing.

During our study, we asked Locavores what would support their hunting goals in the future. This table covers the areas that we can address during a Locavore's continuing with support phase:

Looking to the future, which would be most effective to support your continued learning about hunting? Select all that apply.





Recommendations

- Best practices
- Field guides
- Underutilized access points
- New techniques
- Species to hunt for during off months
- Processing and cooking techniques

Media	Type of Content	Message	Offer
Email	Meeting other hunters	Meet your local hunting community	New hunter meet-ups
Email	Finding local hunting spots	Hunting spots near you	Map and info on local hunting spots
Hunter ed	Building a sense of confidence	N/A	Include confidence-building activities like field tracking or extra shooting practice days.
Email	Preseason hunting preparation	Build your hunting confidence before the season starts	Hunting preseason prep lessons at hunting retailers



Continuation without support is the goal of your new hunter's journey. We've added a few details on Leslie Locavore's ultimate hunting habits to help you fully understand the persona and how they will engage with the outdoors.

When it comes to hunting, Leslie heads out because hunting offers a connection with the environment. Leslie's goals are reduced environmental impact, minimizing the suffering of the animal by making a quick, humane kill, and to enjoy the harvest with family and friends. It's important to Leslie to feel confident in the field. A secondary benefit of going hunting is spending time with family and friends and learning new outdoor skills like foraging. Locavores are not concerned with harvesting a trophy animal and would prefer to harvest animals when it aligns with environmental conservation. Leslie also mixes hunting habits with environmental decisions, hunting with members of the food co-op, a local farmer, or others who share similar beliefs about hunting and the environment.

Just because a new hunter is confident enough to hunt on their own doesn't mean your work is done. Every communication you have with a hunter is a chance to keep them active in the activity. Your license records system is the key. Use what you know about your license holders to customize your communications and offerings highlighting and addressing their specific motivations, concerns, and situations.

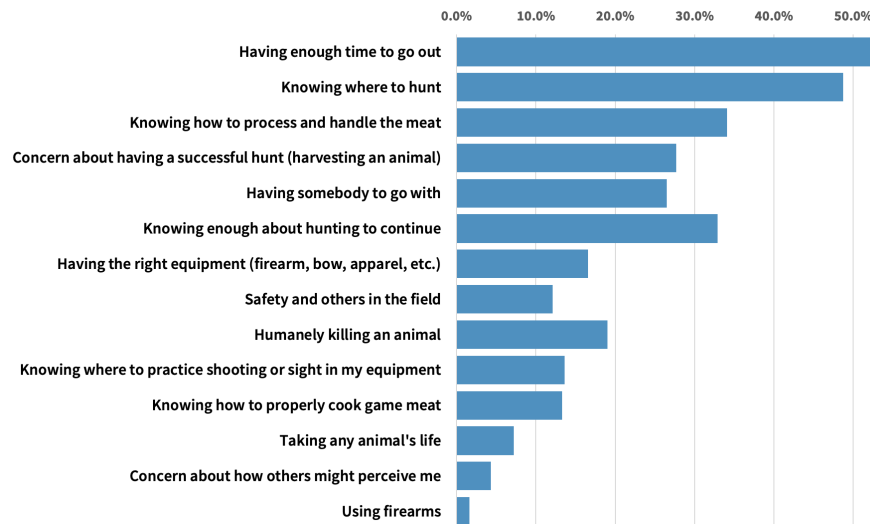
Media	Type of Content	Message	Offer
Email	Class on squirrel hunting and squirrel fries	Food for the entire family!	Article on the fun of hunting and frying up squirrels. Include the specifics of setting up a squirrel fry
Email	Class on cleaning squirrels	Learn how to clean your squirrel harvest	Article and class on squirrel cleaning
Email	Turkey season reminder	It's turkey time	Traditional turkey season reminder but using images of processing, cooking, and eating
Email	Squirrel hunting promotion	12 great squirrel recipes	Article on cooking squirrel with several recipes



Hunters often lapse due to factors outside of your control. Moving to a new place, having children, or starting college/ grad school in a new area are three examples that may cause someone to lapse and are things that state agencies have little control over.

While reasons for hunters lapsing include significant life events that you do not have control over, there are still plenty of things you can address. Hunting mentors and educators should always make sure to include and address the individual's primary motivations and barriers to keep them interested in hunting. That said, each persona has a unique set of issues they consider when deciding whether to continue.

Are any of the following issues for you when considering continuing to hunt? Select all that apply.



When asked, Locavores cited these top three issues when considering continuing to hunt.

- Having enough time to go out. (52.3%)
- Knowing where to hunt. (48.7%)
- Knowing how to process and handle the meat. (34.1%)

Uniquely, Locavores were much more likely to cite knowing enough about hunting to continue (32.9%) as an issue when considering continuing to hunt. The second closest persona group to cite this as an issue were Recreationalists at 21.4%. This highlights that Locavores are very concerned with doing the right things as new hunters and are hesitant to go hunting and risk making mistakes on their own unless they are very confident and comfortable with their skills.

Addressing these hesitations and providing Locavores with experiences that align with their motivations will keep them interested in and confident enough to keep hunting.

If these things are not addressed, a new Locavore may lapse in their journey.



Locavores continued to hunt deer at the second highest rate after their first hunt. They were also quick to hunt wild turkeys and small game at nearly the same rates for these two categories. Upland game birds were close behind wild turkeys and small game.

Interestingly, Locavores had the highest reported numbers of hunters who targeted “exotic or open-season species” like wild hogs, woodchucks, gophers, and other animals.

These results show the importance of offering Locavores additional opportunities for the purpose of meat procurement rather than a new challenge. They also focused more on bigger game animals like wild turkeys.

The majority of Locavores hunted with a firearm and are most comfortable using firearms. Offering this new hunter group additional opportunities like muzzleloaders and pistols for hunting may be more appealing to them than a bow or crossbow.

Forms of additional opportunities include a new location, firearm, technique, or species.





Expanding to New Hunting Methods

When addressing expanded opportunities based on firearm, the data showed an interesting pattern. Those that reported using a firearm on their first hunt generally report confidence with bows and crossbows as well. And those who used archery equipment on their first hunt are considerably less confident with firearms.

This knowledge is very useful when you consider what sorts of additional hunting opportunities to offer a new hunter. If the new hunter started with archery, it's best to offer them additional species that can be easily hunted with a bow or crossbow like big game or turkey. If the new hunter started with a firearm, you have a broader range of opportunities you can offer them including other species that are easily hunted with a firearm or expanding their current species choice by hunting with a bow or crossbow as well.

Those who first hunted with a bow/crossbow.

Before your first hunt, how confident were you handling the following equipment?

	Not confident	Neither confident nor not confident	Confident	Not Applicable
Firearm	33%	10%	25%	31%
Bow/Crossbow	11%	7%	67%	14%
Other	29%	5%	29%	37%

Those who first hunted with a rifle/shotgun.

Before your first hunt, how confident were you handling the following equipment?

	Not confident	Neither confident nor not confident	Confident	Not Applicable
Firearm	6%	4%	85%	5%
Bow/Crossbow	6%	4%	79%	12%
Other	8%	8%	53%	33%

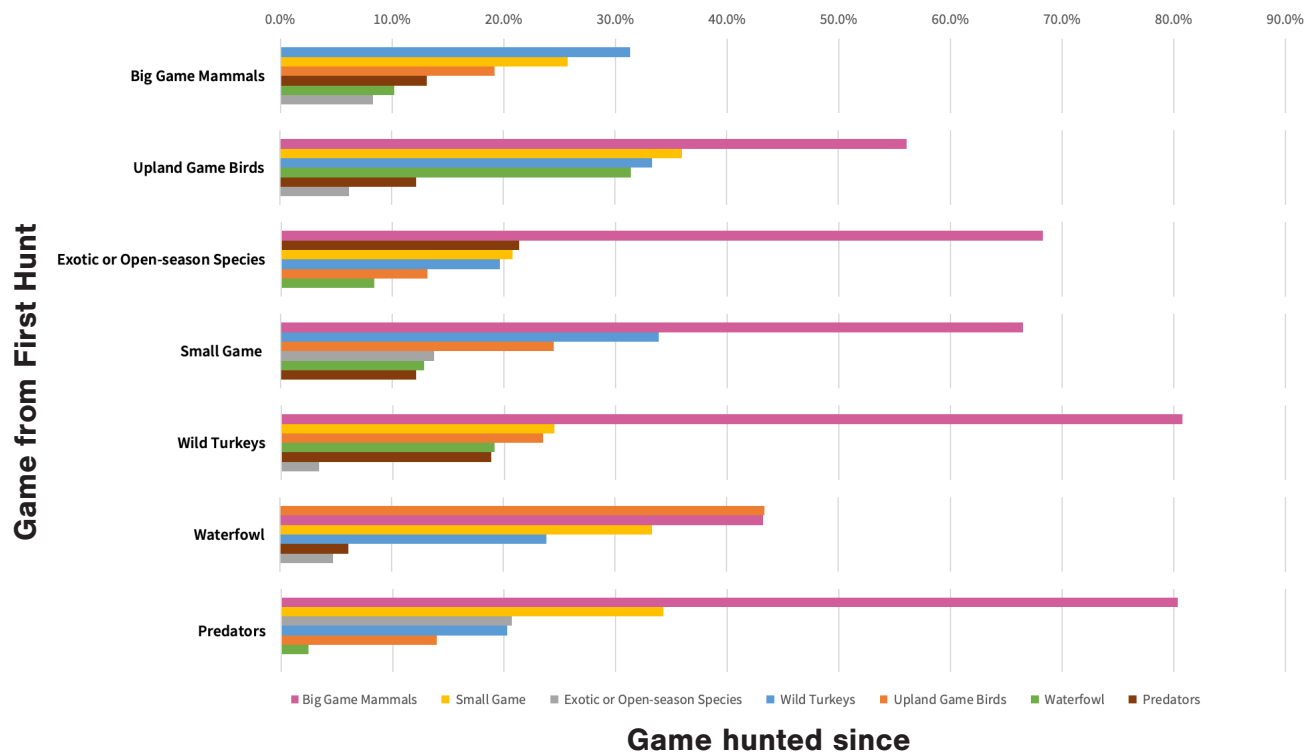


Hunting Additional Species

State agencies can use their license records to understand license purchasing data and offer new hunters additional species that address their interests. In general, new adult hunters are most likely to continue hunting the species they hunted during their first hunt. If an individual started with something other than big game, the next thing they want to hunt is very likely, big game. Generally, for new hunters who hunted a big game species like deer, the best next species to offer is wild turkey. It is also possible to offer other big game species to these individuals in states that have multiple big game species.

The graph below illustrates the species our new hunter survey participants added after starting with each species option. This table can assist you in your efforts to offer new hunters additional hunting opportunities they will be interested in.

What game have you hunted since your first hunt? Select all that apply.





Remember that for Locavores, they are motivated to hunt to reduce their environmental impact by sourcing natural, local protein. Promoting additional hunting methods, areas with easier access, or group hunting methods similar to the Self-Sufficient personas may convince Locavores to continue hunting.

Be sure to highlight the local hunting opportunities available to aging hunters and help keep their hunting activities close to home.

Locavores reported high levels of satisfaction from sharing their game meat. This also makes them pre-disposed to enjoy hunting in groups that share meat among party members. The additional support and sense of community that an aging Locavore may receive from group hunting may help them continue hunting for longer than they could if they were on their own.



Overall Recommendations: Make the Journey to Hunting Easier

Program-wide Suggestions

There's a lot of useful information in this report, but how do you boil it down into an action plan to help new adult hunters find their way to becoming lifelong hunters? This section of the report walks through every step of their customer journey and offers suggestions as to how state agencies and their partners can attract more individuals to the outdoors and smooth the journey for those who decide to take it.



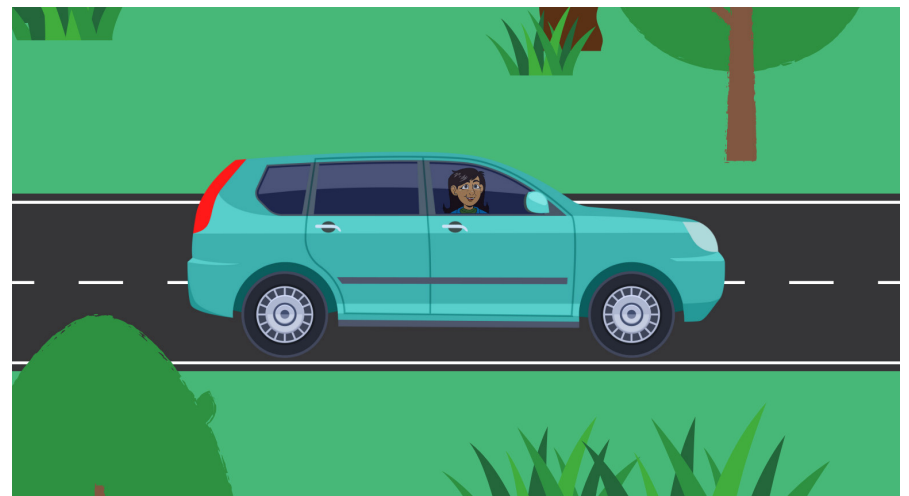
Overall Recommendations: Taking the Exit

We all go down the road of life in various ways that might include math homework and recess in our youth, to dating, starting a family, getting a mortgage, retiring, and eventually having an empty nest. As we travel that road, we pass signs along the way encouraging us to consider different forms of recreation. The signs that appeal to us the most are the most likely to get us to pull off the highway and consider a new activity. The signs with the most appeal are those that align with our motivations and circumstances at the time we pass them, just as different motorists might pull off the highway for a fast food restaurant having seen signs for great French fries, clean bathrooms, or a playground, all depending on their needs, desires, and motivations based on their current situation.

We know the motivations of our four personas (family, food, fun, environment) and we also know that each individual hunter is a unique blend of those four motivations. Because everyone is a blend of those motivations and because each of our personas has very similar media habits, we recommend a single hunting campaign be developed with different messages for each of the four national personas.

That means the messages should look alike and use similar language but the actual message and perhaps even the offer might vary from persona to persona. This will hopefully achieve the following results:

- Individuals who are the most deeply motivated by food, fun, family or environment will see the corresponding message and have their interest piqued enough to read it.
- Individuals who have more of a mix of motivations will see multiple messages over time and the accumulation of messages will move them to look into the activity.
- People who are less interested in hunting will be exposed to the series of messages and learn that there are many good reasons to hunt. This might move them to look into the activities themselves, but even if they don't become interested in participating, they may become more supportive of the activity in general.



Overall Recommendations: Taking the Exit continued

This campaign can be delivered to your audiences in several ways, including:

- Use license records to target individuals based on their age, motivation, geography, interests, and barriers. State license records systems already have a great deal of data on current and potential hunters. Use that information to identify which individuals are the most likely to have each of the three motivations. Email those people customized messages first. After you've repeated a particular message 3 or 4 times over a period of months, try the second most likely message/motivation and so on.
- Paid online and paid social media are the best ways for states to get its messages in front of new people. You can target demographics in most online advertising platforms but the key to this effort will be the content they are viewing. We recommend targeting content based on:
 - Hunting
 - Fishing
 - Outdoor Cooking
 - Camping
 - Hiking
 - Target Shooting

- If you are trying to reach NEW hunters, state-owned media outlets like your website, magazine, and agency social media accounts are not your best communication options. These media outlets tend to preach to the choir. This creates two potential risks: 1) You will feel like you have promoted an event or concept because you ran ads and posts but you won't have been speaking to your target audience, and 2) You will fill up valuable seats in a game processing class or mentored hunt with individuals who are already hunters and crowd out the new/potential participants who need the content so much more. The best strategy is to promote the event using outside media, and if it's not full a week or two before the event is scheduled, use owned media to fill the last few seats. Another strategy might be to only allow individuals who have had a license less than 2 years to take certain classes designed for new hunters.

What should your offer be in this campaign? Remember these are individuals just starting to consider hunting. They probably aren't ready for a big commitment of time or money like hunter ed. Your offer should be "low hurdle", easy to take advantage of, and very unthreatening. In addition, it should be targeted to the persona with that specific motivation. There are sample offers in each of the persona journey outlines above.

Overall Recommendations: Information Gathering

People with no experience hunting don't just decide to take up the activity immediately; they look into the activity and decide if the payoff for participation is greater than the effort required to participate. We call this phase "information gathering." The process is different for every activity, product, or service. Here, we will discuss information gathering as it pertains to hunting.

In interviews and focus groups, we heard the same thing over and over. The first steps for individuals considering hunting are state regulations books or the state website. They also consult social media. In general, they do NOT go to state social media accounts but rather the social media accounts of perceived experts like Steve Rinella/MeatEater or forums for local hunters like Facebook Groups.



Almost no one mentioned consulting state social media accounts on this part of their journey to hunting. The upside of this step is that you won't need a media budget. All you have to do is optimize your owned media outlets. And because we know that most people start by visiting your website or reading the regulations book, those are your first priorities.

- Provide content based on their motivations
 - Hunting gear for youth
 - Heathy wild protein
 - Introduce a friend to hunting
- Include links to multiple next steps
 - Content
 - Classes
 - Hunter Ed
 - License purchase
- Content should be:
 - Easy to understand
 - Welcoming
 - Fun

In addition, paid search ads could target common questions new hunters ask, and paid display ads could be placed on online content for new hunters. Geo-targeting will ensure your online ads only appear in your state so you can maximize your budget inside your borders.

Overall Recommendations: Knowledge Gaps and Barriers

The new hunter surveys uncovered a reasonably short list of knowledge gaps most often faced by new adult hunters.

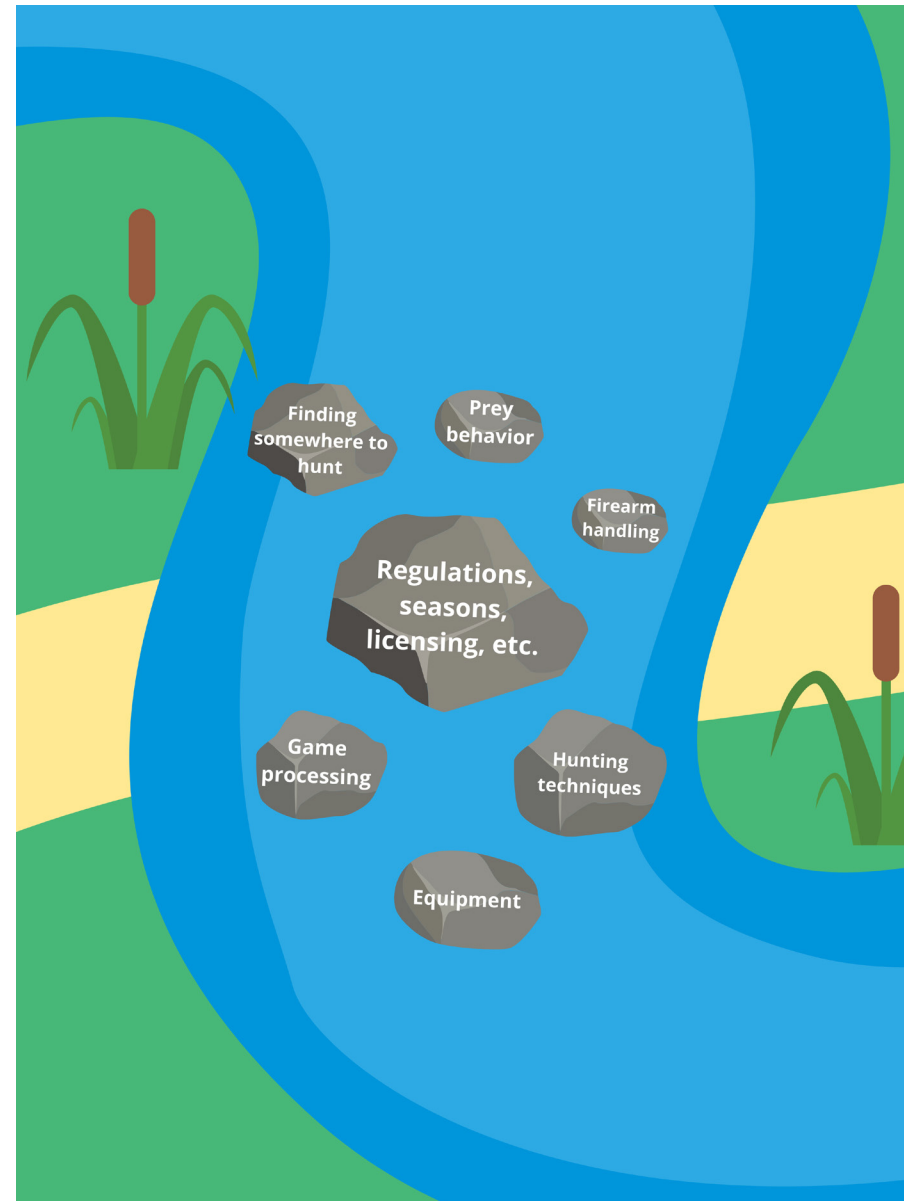
Hunting knowledge gaps

- Regulations, seasons, licensing, etc.
- Field dressing and processing
- Firearm handling
- Finding somewhere to hunt
- Hunting techniques
- Prey behavior
- Outdoor skills

We recommend content, online and face-to-face events be developed to address each of these knowledge gaps and a few other areas. In addition, consider the following changes to hunter education based on this project.

Adult Hunter Ed – Many new adult hunters don't want to take hunter ed with kids or teenagers. Offering face-to-face, adult-only hunter ed would please this group of new hunters and give them a chance to meet one another and potentially become hunting buddies. It also makes learning more effective for both age groups.

Parent/Child Hunter Ed – Adults who would like to hunt as a way to spend time with their children would be attracted to parent/child hunter ed. We recommend this class be offered face-to-face as well.



Overall Recommendations: Knowledge Gaps and Barriers continued

Classes for all major species/types of hunting – Different hunters are interested in different species and techniques. Current hunters expand their activities by taking on new types of hunting. Offering a variety of hunting events would address both of these issues, and even provide opportunities to partner with outside groups.

Classes for all the major knowledge gaps – People are less likely to start and/or continue an activity that they don't feel they understand and can do safely and effectively. Consider developing classes to directly address your audiences'. You could survey adult hunter ed graduates about what they'd like to know more about and offer follow-up classes specifically designed for them.

How should you promote all of these new classes?

We recommend a single campaign be developed with different messages for each event/class. The call to action for each message would be to consume content or sign up for a class/event. That means the messages should look alike and use similar language but the actual message and perhaps even the offer might vary from persona to persona.

This will accomplish several things:

- The individuals who are the most concerned about a particular knowledge gap will see the corresponding message and have their interest piqued enough to read it.
- Individuals are very likely to have more than one knowledge gap. These individuals will see multiple messages over time, and the accumulation of messages will move them to look into the activity.
- Potential hunters will see all the messages promoting educational events and content and realize that the state is there to help them as they learn to hunt.

What media should be used?

- Many states are already collecting barrier data and recording it in their CRMs. By adding a knowledge gap-related question to the process of purchasing a first license or signing up for hunter ed, you would know exactly which hunters and anglers were likely to be interested in particular pieces of content and events.
- Paid online is another great way to promote these events. Paid search would be ideal as you could target people who are searching for information to address a particular knowledge gap.

Overall Recommendations: Knowledge Gaps and Barriers continued

The messages below were created based on the knowledge gaps shared by the participants in our persona project and refined based on the feedback of interviews with new adult hunters. They were later tested through a survey. The table below each message shows the percentage of new adult hunters who reported the message was motivating based on their knowledge gaps. We recommend you use messages similar to these to promote content or educational opportunities related to knowledge gaps.



Reported Knowledge Gaps

Regulations, Seasons, Licensing, etc:	55.2%
Firearm Handling/Safety:	53.9%
General Outdoor skills:	52.6%
Where to Hunt:	48.2%
How to Process Meat if You Harvested:	46.4%
Prey Behavior and Scouting:	43.4%
How to Cook Game Meat:	40.6%
Equipment and Apparel Selection:	39.2%
Collective:	48.9%



Reported Knowledge Gaps

Regulations, Seasons, Licensing, etc:	65.5%
Firearm Handling/Safety:	60.1%
General Outdoor skills:	59.3%
Where to Hunt:	55.8%
How to Process Meat if You Harvested:	55.1%
Prey Behavior and Scouting:	53.1%
How to Cook Game Meat:	52.4%
Equipment and Apparel Selection:	45.4%
Collective:	57.0%

Overall Recommendations: Knowledge Gaps and Barriers continued



**Learn about
Firearm Skills**

*Enroll in our
class today!*

Reported Knowledge Gaps

Regulations, Seasons, Licensing, etc:	59.3%
Firearm Handling/Safety:	49.0%
General Outdoor skills:	40.5%
Where to Hunt:	39.2%
How to Process Meat if You Harvested:	37.2%
Prey Behavior and Scouting:	33.8%
How to Cook Game Meat:	33.6%
Equipment and Apparel Selection:	32.8%
Collective:	38.7%

This ad was Collectively the least motivational across all knowledge gaps.



**Learn How
to Hunt**

*Enroll in our
class today!*

Reported Knowledge Gaps

Regulations, Seasons, Licensing, etc:	58.9%
Firearm Handling/Safety:	53.8%
General Outdoor skills:	50.9%
Where to Hunt:	48.4%
How to Process Meat if You Harvested:	46.7%
Prey Behavior and Scouting:	46.3%
How to Cook Game Meat:	44.9%
Equipment and Apparel Selection:	40.3%
Collective:	48.8%



**Learn about
Game Processing**

*Enroll in our
class today!*

Reported Knowledge Gaps

Regulations, Seasons, Licensing, etc:	72.4%
Firearm Handling/Safety:	66.4%
General Outdoor skills:	63.7%
Where to Hunt:	63.5%
How to Process Meat if You Harvested:	62.5%
Prey Behavior and Scouting:	62.1%
How to Cook Game Meat:	61.1%
Equipment and Apparel Selection:	60.3%
Collective:	62.7%

This was collectively the most motivational message across all Knowledge Gaps. This suggests that if you were to use only one skills ad in your new hunter campaigns, this would be the one. In fact, the Collective ad score here is higher than the motivational score of some specific skills ads addressing a specific Knowledge Gap. This also suggests that regardless of Knowledge Gap, new hunters will all generally seek more information about game processing.

Overall Recommendations: Buying a License

We know that new adult hunters are very concerned about regulations and licensing so the simpler and easier you can make this process, the better.

While the process of buying a license is a fairly small step in the journey to becoming a hunter, it is the simplest and easiest step in the journey for states to track.

Electronic license purchases give states the ability to add new hunters to your Customer Relationship Management (CRM) system so that your state can support and communicate with hunters as individuals, highlighting and addressing their motivations, concerns, and situations.

Here are some of the ways we recommend you use the CRM:

- 1** – Send all new license buyers a quick segmentation survey.
- 2** – Send all new hunters a quick knowledge gap survey.

Armed with each license holder's motivation and knowledge gap, we recommend:

- 1** – Offering every license holder content or a class each quarter to help them overcome their knowledge gaps.
- 2** – A couple times a year send each license holder an email regarding hunting on a property near their home.
- 3** – Two to four times a year send license holders learning opportunities in line with their food, fun, and family motivations.



Overall Recommendations: The First Hunt



The majority of all new adult hunters begin preparing for their first hunt through discussions with others who already hunt (friends, family, coworkers, or mentors). To the extent that it is possible, the R3 community needs to supply content and programs to substitute for that conversation for new adult hunters that don't know any other hunters. The goal is to send them into the field for that first

hunt confident enough to feel comfortable but with a realistic expectation of conditions and the likelihood of success so the reality of that first hunt does not conflict too much with their expectation.

Going into their first hunt, the top three most common challenges new adult hunters faced were:

- Knowing where to hunt. (47.7%)
- Having a successful hunt (harvesting an animal). (47.4%)
- Feeling like I knew enough about hunting. (45.6%)

After their first hunt, the top three reasons for a satisfying first hunt were:

- I enjoyed being outside. (65.7%)
- I enjoyed time with others (family, friends, etc.). (53%)
- I successfully harvested an animal. (37.8%)

While you can't impact the weather or ensure that every new hunter bags their limit, you can provide content and lessons to help new hunters address many of these issues or highlight elements of a satisfying hunt. Increased training and education in all areas will also increase the likelihood of a successful harvest.

The top three reasons for dissatisfaction with a first hunting experience were:

- I did not successfully harvest and recover an animal. (72.5%)
- I did not see a legally huntable animal. (45.2%)
- I felt inexperienced or was not sure what I was doing. (31.8%)

Again, while we can't control the behaviors of wild animals and hunting success or opportunities, addressing a sense of ownership and capability is well within our purview and can address a major reason why new hunters express dissatisfaction with their first hunting experience.

Overall Recommendations: The First Hunt continued

Share the classes and content discussed earlier in the knowledge gap section to do everything you can to ensure that new hunters understand the activity and have a realistic expectation of what to expect in the field. Addressing their concerns and trying to improve the experience by providing content, training, and education in all areas will also increase the likelihood of a successful harvest.

To prevent new adult hunters from quitting after their first hunting experience—or from quitting later in their hunting journey—hunting mentors, educators, and customized email communications should make sure to include and address the individual's primary motivations and barriers. Quitting is not as simple as a fork in a new hunter's journey. Rather, quitting is the primary decision that you are working hard to prevent. Helping new hunters avoid (or even just forestall) the decision to quit is a crucial element to successful R3.

Depending on the persona, a successful hunting experience means something uniquely different. If these conditions are not addressed, the individual is at risk of feeling uninterested in and unfulfilled by the hunting activity. At worst, this could cause them to quit.

Tailor your offerings to match a persona's needs and identify participants who come to your programs and events by their persona. This will help you address their unique goals, needs, and preferences to retain their engagement.

Overall Recommendations: Continuing with Support

In this stage, new hunters do not feel competent as hunters. They require outside support to stay confident and motivated.

In the past, most new hunters came from outdoor families, and all the social support they needed to get up early on Saturday and hit the woods came from friends and family. Today, many of the adults interested in becoming hunters don't have that support. They likely don't have friends or family who hunt, so they don't have anyone to answer questions, practice their skills with, or double check that they set their alarm.

States can't be there to make sure they get out of bed on time, but there are other ways you can offer social support to your new hunters. Here are some suggestions:

In classes look for ways for participants to get to know one another and potentially become hunting buddies.

- Pair individuals in classes
- Pair/group field exercises
- Have experienced students help others



After graduation, it will be harder to get students in contact with one another. That doesn't mean you should give up trying to introduce graduates to one another, but it does mean you should add another level to the support effort where you are offering graduates support and information to ease their transition into confident hunters.

Some possibilities offered by new hunter focus group participants:

- New hunter column in magazine
- New hunter newsletters
- New hunter emails
- Social events for graduates
- Seasonal tips/reminders
- Mentor program
- Introduce them to local clubs
- Old grads assist new grads
- Events for graduates only

By and large, new hunters reported that, "Someone to take me hunting and share their knowledge and experience in the field" was the most effective way to support them. This result shows how important mentoring opportunities are to new hunters. Helping new hunters connect with mentors or develop a hunting community of experienced hunters is an important method of supporting their hunting journey, regardless of their persona.

Overall Recommendations: Continuing without Support

Continuing without support is the goal of your new hunter's journey. But just because a new hunter is confident enough to hunt on their own, doesn't mean your work is done. Every communication you have with a hunter is a chance to keep them hunting. Your license record system is the key. Use what you know about your license holders to customize your communications and offerings, highlighting and addressing their specific motivations, concerns, and situations.

- Customize all "regular" emails, like license reminders, with images and articles reflecting the family, fun, and food motivations.
- Offer classes and other content to your hunters so they can take on new challenges and species.
- Share new access opportunities. If you add an access parking lot, shooting range, or public hunting area, share the news with nearby license holders.

With so many factors competing for their time, there are many hunters (both new and experienced) who lapse in their hunting journey. Maybe some of them need time to reflect on their first hunt. Maybe some experience a lifestyle change that prevents them from spending time hunting.

R3 has two strategies regarding lapsing hunters. The first and most favorable is to keep them from lapsing in the first place. At the organizational level, this is best accomplished with tools/training to improve their hunting experience or improve their hunting results. This can also be accomplished by expanding their involvement by introducing them to new types of hunting or new species to hunt.



To prevent new adult hunters from lapsing later in their hunting journey, hunting mentors and educators should make sure to include and address the individual's primary motivations and barriers. If their primary motivations and barriers are not addressed, chances are good that any individual regardless of their motivations will at some point forego their next hunting trip for something else that fulfills their unique desires. Preventing lapsed hunters is about maintaining interest through targeted campaigns, consistent and specific communication, and maintaining a variety of offerings.

The second strategy is to try to reactivate the hunters that have lapsed. This is best done by addressing the reasons why they lapsed and helping them get back on their hunting journey. Even if the reason a person lapses is outside of your control—if someone moves to a new state, has a child, or experiences any other significant life event—this consistent communication may bring them back at a later time in their lives after their significant life event has passed.

Overall Recommendations: Additional Opportunities

Offering new and existing adult hunters additional hunting opportunities as they grow, improve, and gain familiarity with hunting is a crucial component to maintaining their interest in the activity. It's only natural that we lose the element of novelty as we gain familiarity with a new skill. While novelty is not the only factor that draws people to hunting, it is a powerfully motivating component. Novelty is not a cheap way of keeping people hunting. Rather, expanding a hunters' experiences through new locations, firearms, techniques, or species will make them more well-rounded and confident hunters, increase license sales and equipment purchases in many areas, and continue to promote the hunting lifestyle as a comprehensive and holistic activity that can be pursued throughout the year.

The research found that big game mammals were the most popular game new adult hunters targeted followed by wild turkeys, small game, upland game birds, waterfowl, predators, and exotic or open-season species.

Regardless of their persona, offering hunters additional opportunities in their state and beyond will continue to support their entire journey as well as the journeys of new adult hunters at any stage.

Expanding to New Hunting Methods

When addressing expanded opportunities based on firearm, the data showed an interesting pattern. Participants who reported using a firearm on their first hunt generally reported confidence with bows and crossbows as well. Those who used archery equipment on their first hunt were considerably less confident with firearms.

This knowledge is very useful when you consider what sorts of additional hunting opportunities to offer a new hunter. If the new hunter started with archery, it's best to offer them additional species that can be easily hunted with a bow or crossbow, like big game or turkey. If the new hunter started with a firearm, you have a broader range of opportunities you can offer them, including other species that are easily hunted with a firearm or expanding their current species choice by hunting with a bow or crossbow as well.



Overall Recommendations: Additional Opportunities continued

Hunting Additional Species

State agencies can use their license records to understand license purchasing data and offer new hunters additional species that address their interests. In general, new adult hunters are most likely to continue hunting the species they hunted during their first hunt. If an individual started with something other than big game, the next thing they want to hunt is very likely, big game. Generally, for new hunters who hunted a big game species like deer, the next best species to offer is wild turkey. It is also possible to offer other big game species to these individuals in states that have multiple big game species.

The graph below illustrates the species our new hunter survey participants added after starting with each species option. This table can assist you in your efforts to offer new hunters additional hunting opportunities they will be interested in.

	1st Hunt for Big Game	1st Hunt for Other
1st Hunt with Bow/Crossbow	Offer these hunters other big game species, wild turkey, or bowhunting opportunities for small game	Offer these hunters big game bowhunting opportunities
1st Hunt with Firearm	Offer these hunters other big game species, wild turkey, or additional hunting opportunities with firearms or archery equipment	Offer these hunters big game firearm or archery hunting opportunities

Let's assume that the individuals in the following example went deer hunting for their first hunt and have continued to deer hunt on their own. If we offer a turkey hunting course, we need to make sure that the class is framed to address these personas' primary motivations.

Rick Recreationalist – To frame a turkey hunting course to Rick, the course could be presented as a new challenge. We can talk about the challenge of calling wild turkeys or “beating their eyesight” with our camouflage and stealth techniques.

Fernanda Family – To frame a turkey hunting course to Fernanda, the course could be presented as a valuable way to spend quality time with family. If the course covers spring turkey hunting, we can say things like “spend more time in the blind with family.” Since most hunting seasons are in the fall, spring turkey season is a great way to spend time outdoors with family in that long gap before the fall seasons begin.

Sammy Self-Sufficient – To frame a turkey hunting course to Sammy, the course could be presented as a way to continue harvesting meat in that long gap between the end of hunting seasons in winter and the beginning of most hunting seasons the next fall. Fall turkey is an opportunity that can be framed as a way to “double-up” on wild game in the fall alongside big game hunting.

Leslie Locavore – To frame a turkey hunting course to Leslie, the course could be presented as a way to engage with a conservation success story and to harvest local, wild game for a farm-to-table Thanksgiving dinner.

These are just a few examples of the many ways a new opportunity can be presented to new hunter personas to engage them in more and more varied hunting activities based on their specific motivations.

Overall Recommendations: Aging out



Aging out of hunting will eventually happen to everyone. However, age-related solutions may be able to postpone the time a hunter ages out. Some solutions could include improving hunting access for those with mobility difficulties, reducing the caliber/gauge of a firearm to reduce recoil, targeting different species, changing harvest regulations to allow for those with reduced vision, changing firearm type, or any number of other initiatives.

This also does not mean that folks who age out of hunting are irrelevant to your R3 effort. To the contrary, folks who no longer hunt themselves may often be recruited into supportive roles like education, programming, events, and outreach. They can be amazing sources of social support for active hunters, and they can still enjoy and benefit from involvement in the hunting community, albeit not necessarily as license purchasers or in-the-field hunting mentors.

APPENDIX

Foundations of Our Journey Map

The Journey

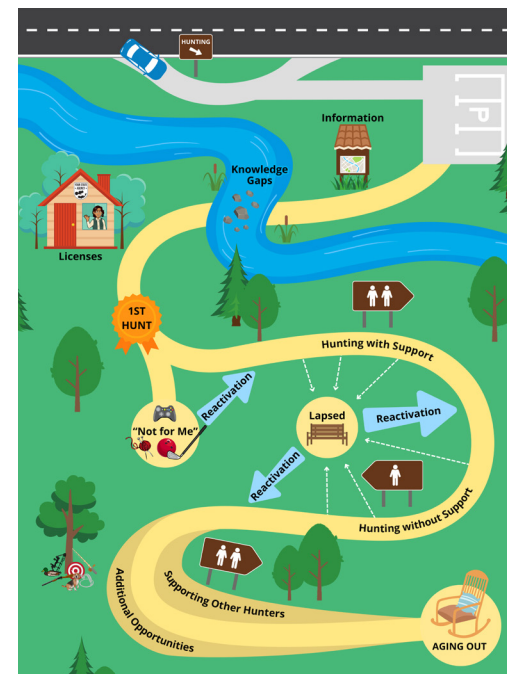
In order to maximize the effectiveness and efficiency of R3 efforts, we need to know not only who our target audience is (personas) but also the series of actions we are encouraging them to take. This series of actions is called a customer journey or journey map. Our journey map outlines the process an individual goes through from the moment the idea/need/desire of hunting pops into their mind until they eventually become a hunter and live through their hunting experience.

We have based our journey on the Outdoor Recreation Adoption Model (ORAM) with a few small modifications. The ORAM, developed by Matt Dunfee and Bob Byrne in 2009, is widely accepted in R3 as the journey for individuals considering outdoor activities. Based on our research in this and other projects, we have adapted the ORAM slightly to create our consumer journey to hunting. The motivations, barriers, and needs at each step in the journey are slightly different from one person to the next, but the journey itself remains largely the same.

The next few pages describe the journey in general and provide the information that supports our explanation for that stage.

The foundation for our journey map, in general, is derived from Dunfee & Byrne's foundational work on the ORAM and our own work on personas, motivations, and barriers in the first phase of this project. The individual stages in the journey are supported by various works outlined on each of the following pages.

- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf
- Wildlife Management Institute and DJ Case & Associates (2022) New Adult Hunter Personas, <https://find.nationalr3community.org/1/2b413e2a611b56e7/>





We all go down the road of life. A possible path might include math homework and recess in our youth, dating, starting a family, getting a mortgage, retiring, and

eventually having an empty nest. As we travel that road, we pass signs along the way encouraging us to consider different forms of recreation. The signs that appeal to us the most are likely to get us to pull off the highway.

Those signs appeal to us because they align with our motivations and circumstances when we pass them. This resembles how motorists might pull off the highway for a fast-food restaurant. Depending on their needs, desires, and motivations, their interest might be piqued by signs for French fries, clean bathrooms, or a playground. If we can identify the elements of a great “hunting sign” for folks traveling down the road of life, we can encourage more people to try this activity.

This study

The following questions in the survey portion of this project supported this stage in the journey. The questions and answers can be seen in this project’s Vol 2 technical report.

- Vol 2, Table 4. Self-assigned new adult hunter segments by region
- Vol 2, Figures 3-12. Motivation Message Preferences
- Vol 2, Figure 2. Prior to your first hunt, which of the following was your primary motivation to hunt?

Other Works

In addition to our own work in this project, this stage of the process is also based on:

- MAFWA, CAHSS, and DJ Case (2022) Small Game Hunting-Encouraging Diversity <http://find.nationalr3community.org/c9c2a71f3af5010/original/MAFWA-Focus-Group-Report.pdf>
- Outdoor Industry Association and Outdoor Foundation (2023) 2023 Special Report on Hunting <https://oia.outdoorindustry.org/research/2023-special-report-hunting>
- Backcountry Hunters & Anglers, Southwick Associates, and DJ Case & Associates. 2024. Harnessing the Growth in 35–44-Year-Old Fishing and Hunting Participation. A 2023 Multistate Conservation Grant Report.
- Wildlife Management Institute and DJ Case & Associates (2022) New Adult Hunter Personas, <https://find.nationalr3community.org/l/2b413e2a611b56e7/>
- WMI, Southwick Associates, DJ Case & Associates (2020) The Missing Link in R3: Making Mentorship Work, <https://find.nationalr3community.org/l/644f63361d3668ee/>
- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf

A person with no experience in hunting doesn't just decide to take up the activity immediately; first, they investigate the activity to decide if the payoff for participation is greater than the effort required to participate. We call this phase "information gathering." The process is different for every activity, product, or service. The information-gathering process for hunting often starts with state websites and regulations books and branches out from there.

This study

The following questions in the survey portion of this project supported this stage in the journey. The questions and answers can be seen in this project's Vol 2 technical report.

- Vol 2, Table 6. Which of the following increased your interest in hunting for the first time?
- Vol 2, Table 7. During the time you considered going on a hunt, did anyone you know influence your decision to hunt, whether directly or indirectly?
- Vol 2, Table 10. Did you know that your state agency offers resources to support your interest in learning to hunt?
- Vol 2, Table 5. As best as you can recall, how long had you considered hunting prior to your first hunting experience?
- Vol 2, Table 7. During the time you considered going on a hunt, did anyone you know influence your decision to hunt, whether directly or indirectly?

Other Works

In addition to our own work in this project, this stage of the process is also based on:

- IHEA, Southwick Associates, and DJ Case & Associates. 2024. When to Leave the Nest – Retention without Support After Mentoring. A 2023 Multistate Conservation Grant Report.
- Wildlife Management Institute and DJ Case & Associates (2022) New Adult Hunter Personas, <https://find.nationalr3community.org/l/2b413e2a611b56e7/>
- Southwick Associates, DJ Case & Associates. 2021. Increasing Participation and License Sales from Hunter Education Graduates.
- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf



APPENDIX

Knowledge Gaps and Barriers

Hunting is a complicated activity that requires a fair amount of knowledge. This knowledge gap is a barrier that can prevent new hunters from continuing their journey to outdoor recreation. We have depicted this barrier as a river and gaining knowledge as the stepping stones that will help a new hunter overcome their knowledge gap.

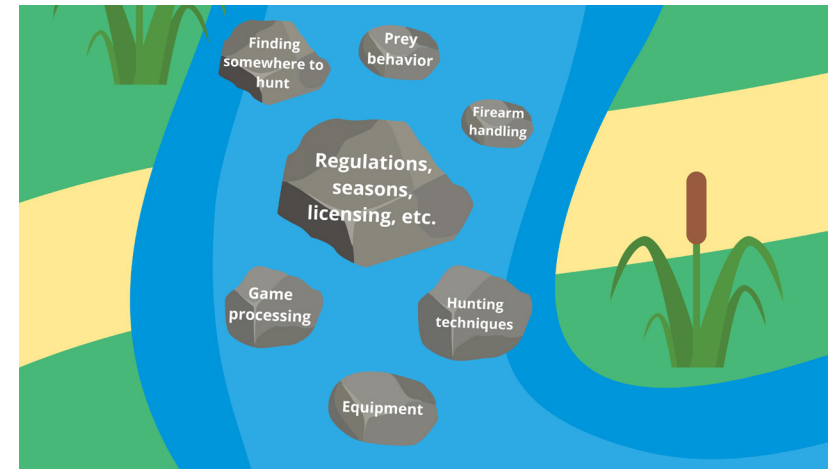
Every potential hunter starts their journey with the knowledge and experience they have gathered in their life. Everyone will need stepping stones to get across the creek, but each person will need a different set of stepping stones depending on their knowledge and experience. A butcher may know how to process meat, a veteran may already be familiar with firearms, etc.

If we want to help people from other backgrounds become hunters, we will need to help them find the information they need to cross their individual rivers.

This study

The following questions in the survey portion of this project supported this stage in the journey. The questions and answers can be seen in this project's Vol 2 technical report.

- Vol 2, Table 8. As you were considering going hunting, which of the following topics did you want to learn more about?
- Vol 2, Figures 13-22. Knowledge Gap Message Preferences
- Vol 2, Table 22. Prior to your first hunt, which would have helped you become a better prepared hunter?



Other Works

In addition to our own work in this project, this stage of the process is also based on:

- Wildlife Management Institute and DJ Case & Associates (2022) New Adult Hunter Personas, <https://find.nationalr3community.org/l/2b413e2a611b56e7/>
- Southwick Associates, DJ Case & Associates. 2021. Increasing Participation and License Sales from Hunter Education Graduates.
- WMI, Southwick Associates, DJ Case & Associates (2020) The Missing Link in R3: Making Mentorship Work, <https://find.nationalr3community.org/l/644f63361d3668ee/>
- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf

While buying a license is a fairly small step in the Journey to becoming a hunter, it is the simplest step for states to track.

As states and consumers embrace technology, more and more licenses are purchased online, through an app, or via automatic renewal. Just like every other facet of commerce, purchasing a hunting license is becoming easier and easier. You will need to keep it that way to keep up with your customer's expectations.

This step is crucial. Connect your license database to your Customer Relationship Management (CRM) system. Your CRM allows you to review any individual's demographic data, purchasing, and event history in a single place so that your state can support and communicate with hunters as individuals, highlighting and addressing their unique motivations, concerns, and situations.

This study

The following questions in the survey portion of this project supported this stage in the journey. The questions and answers can be seen in this project's Vol 2 technical report.

- Vol 2, Table 20. How did you purchase your first hunting license?
- Vol 2, Figure 30. How would you rate your hunting license purchase experience?

Other Works

In addition to our own work in this project, this stage of the process is also based on:

- Southwick Associates, DJ Case & Associates. 2021. Increasing Participation and License Sales from Hunter Education Graduates.
- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf





At some point, a potential new hunter has purchased a license and learned enough about hunting that they feel confident enough to give it a try. These individuals go on their first hunt. This is a significant moment for them. They invested time and effort learning how to get to this point and may have lingering concerns about their first steps in the field. Addressing these apprehensions will help a new hunter enter the field more confidently.

The experiences on their first hunt and their reactions to them will determine if they decide to continue to hunt or decide that it's not for them. Hunting mentors and educators should address each individual's motivations and barriers to reduce the likelihood that new adult hunters will quit. For example, although everyone in our study wanted to harvest an animal, Family Firsts were most satisfied with their first hunting experience because they enjoyed spending time with others. Depending on the persona, a successful hunting experience means something uniquely different. The goal is to send them into the field for that first hunt confident enough to feel comfortable. They will also need a realistic expectation of conditions and the likelihood of success so that the reality of that first hunt does not conflict too much with their fantasy.

Hunting is a complicated activity. The time commitment, knowledge, physical challenge, and emotion that go into it are all significant barriers. Some new hunters will ultimately decide not to continue, but addressing their needs and maintaining their interest by supporting those needs will improve the likelihood that they will continue to hunt.

This study

The following questions in the survey portion of this project supported this stage in the journey. The questions and answers can be seen in this project's Vol 2 technical report.

- Vol 2, Table 9. How did you prepare for your first hunting experience?
- Vol 2, Table 11. How much of a challenge were the following as you prepared for your first hunt?
- Vol 2, Table 12. Before your first hunt, how confident were you handling the following equipment?
- Vol 2, Table 14. What equipment did you use on your first hunt?
- Vol 2, Table 15. Why were you satisfied with your first hunting experience?
- Vol 2, Table 16. Why were you not satisfied with your first hunting experience?
- Vol 2, Table 17. After your first hunt, did you want to continue hunting?
- Vol 2, Table 18. Since your first hunt, have you hunted again?
- Vol 2, Figure 23. On your first hunt as an adult, which did you pursue?
- Vol 2, Figure 24. On your first hunt as an adult, who did you hunt with?
- Vol 2, Figure 25. Were you satisfied with your first hunting experience overall?



Other Works

In addition to our own work in this project, this stage of the process is also based on:

- Wildlife Management Institute and DJ Case & Associates (2022) New Adult Hunter Personas, <https://find.nationalr3community.org/l/2b413e2a611b56e7/>
- Southwick Associates, DJ Case & Associates. 2021. Increasing Participation and License Sales from Hunter Education Graduates.?????
- WMI, Southwick Associates, DJ Case & Associates (2020) The Missing Link in R3: Making Mentorship Work, <https://find.nationalr3community.org/l/644f63361d3668ee/>
- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf
- ATA and QDMA (2019) ATA Hunting Mentor Guide, http://find.nationalr3community.org79b1e87feb088f8/original/ATA-21033-Mentor-Guide-singlepages_F1.pdf

In this stage, the new hunter does not feel competent as a hunter. They require outside support to stay confident and motivated.

In the past, most new hunters came from outdoor families, and all the social support they needed to get up early on Saturday and hit the woods came from friends and family. Today, many of the adults interested in becoming hunters don't have that support. They may not have friends or family who hunt, so they don't have anyone to ask questions, practice their skills with, or double-check that they set their alarm. State agencies can't be there to make sure they get out of bed on time, but you can offer social support to your new hunters in other ways. This report's main body offers suggestions on how you could better support each of the four personas based on their needs and motivations.



This study

The following questions in the survey portion of this project supported this stage in the journey. The questions and answers can be seen in this project's Vol 2 technical report.

- Vol 2, Figure 26. How would you rate your confidence level hunting
- Vol 2, Table 23. Looking to the future, which would be most effective to support your continued learning about hunting?
- Vol 2, Figure 28. Since purchasing your hunting license, have you received follow-up communication about hunting or licenses from your state agency?
- Vol 2, Figure 29. Have you found the topic(s) covered in follow-up communication interesting and helpful?
- Vol 2, Figure 31. Which of the following topics did you want to know more about after your first hunt?

Other Works

- IHEA, Southwick Associates, and DJ Case & Associates. 2024. When to Leave the Nest – Retention without Support After Mentoring. A 2023 Multistate Conservation Grant Report.
- Larson, L.R., Stedman, R.C., Decker, D.J., Siemer, W.F. and Baumer, M.S., 2014. Exploring the social habitat for hunting: Toward a comprehensive framework for understanding hunter recruitment and retention. *Human Dimensions of Wildlife*, 19(2), pp.105-122.
- Wildlife Management Institute and DJ Case & Associates (2022) New Adult Hunter Personas, <https://find.nationalr3community.org/l/2b413e2a611b56e7/>
- Southwick Associates, DJ Case & Associates. 2021. Increasing Participation and License Sales from Hunter Education Graduates.
- WMI, Southwick Associates, DJ Case & Associates (2020) The Missing Link in R3: Making Mentorship Work, <https://find.nationalr3community.org/l/644f63361d3668ee/>
- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf
- ATA and QDMA (2019) ATA Hunting Mentor Guide, http://find.nationalr3community.org/79b1e87feb088f8/original/ATA-21033-Mentor-Guide-singlepages_F1.pdf

After gaining experience, a new hunter feels confident in their knowledge and abilities and no longer requires the same amount of support from their friends and family or their state agency. While your state should not stop communicating with these hunters, communication is less urgent than with new hunters.

This study

The following questions in the survey portion of this project supported this stage in the journey. The questions and the answers can be seen in the Vol 2 technical report for this project.

- Vol 2, Table 13. Currently, which of the following most appeals to you about hunting?
- Vol 2, Table 19. Do you intend to continue hunting?
- Vol 2, Table 21. Are any of the following issues for you when considering continuing to hunt?

Other Works

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- Larson, L.R., Stedman, R.C., Decker, D.J., Siemer, W.F. and Baumer, M.S., 2014. Exploring the social habitat for hunting: Toward a comprehensive framework for understanding

hunter recruitment and retention. *Human Dimensions of Wildlife*, 19(2), pp.105-122.

- Wildlife Management Institute and DJ Case & Associates (2022) New Adult Hunter Personas, <https://find.nationalr3community.org/l/2b413e2a611b56e7/>
- Southwick Associates, DJ Case & Associates. 2021. Increasing Participation and License Sales from Hunter Education Graduates.
- WMI, Southwick Associates, DJ Case & Associates (2020) The Missing Link in R3: Making Mentorship Work, <https://find.nationalr3community.org/l/644f63361d3668ee/>
- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf
- ATA and QDMA (2019) ATA Hunting Mentor Guide, http://find.nationalr3community.org/79b1e87feb088f8/original/ATA-21033-Mentor-Guide-singlepages_F1.pdf



APPENDIX

Additional Opportunities

Left to their own devices, new adult hunters will continue hunting primarily the species they hunted during their first experience. Helping your new adult hunters seek out more and more varied opportunities to hunt as they gain proficiency will likely keep them hunting longer and more happily. For example, a hunter using a rifle to hunt deer may expand into bowhunting for deer. This expands their skillset and gives them a new challenge and more time afield. Hunters who seek new opportunities are a unique group. While they may be relatively confident hunters in one sense, their novice familiarity with a new technique, species, or firearm will make them a beginner in others. Addressing this new hunter group by understanding



their needs can help us engage with this unique community.

Later in their hunting journey, some adult hunters may expand their hunting participation by supporting others as mentors or educators.

This study

The following questions in the survey portion of this project supported this stage in the journey. The questions and answers can be seen in this project's Vol 2 technical report.

- Vol 2, Figure 23. On your first hunt as an adult, which did you pursue?
- Vol 2, Figure 27. What game have you hunted since your first hunt?
- Vol 2, Table 14. What equipment did you use on your first hunt?

Other Works

In addition to our own work in this project, this stage of the process is also based on:

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- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf
- ATA and QDMA (2019) ATA Hunting Mentor Guide, http://find.nationalr3community.org/79b1e87feb088f8/original/ATA-21033-Mentor-Guide-singlepages_F1.pdf



While lifelong hunters may want to continue hunting forever, physical and mental constraints due to age eventually cause all hunters to age out. They may no longer be able to hunt even if they want to. By addressing the physical limitations that come with aging, you may be able to extend these older hunters' enjoyment of the outdoors and retain them on your license rolls longer.

This study

The following questions in the survey portion of this project supported this stage in the journey. The questions and answers can be seen in this project's Vol 2 technical report.

Other Works

In addition to our own work in this project, this stage of the process is also based on:

- Matt Dunfee and Loren Chase (2022) The New Future of Hunting and Fishing <http://find.nationalr3community.org/d8c104d880eb533/original/The-New-Future-of-Hunting-and-Fishing-2022.pdf>
- Wildlife Management Institute and DJ Case & Associates (2022) New Adult Hunter Personas, <https://find.nationalr3community.org/l/2b413e2a611b56e7/>
- Robert Byrne and Matt Dunfee (2018) Evolution and Current Use of the Outdoor Recreation Adoption Model https://cahss.org/wp-content/uploads/2022/07/RB_Evolution-and-Current-Use-of-the-ORAM_FINAL.pdf

