

Effectively Targeting New Adult Hunters

Volume 2 of 3: New Hunter Personas
Background and Support Materials

Multistate Grant #F21AP00283



This report was funded by the Multistate Conservation Grant Program (#F21AP00283), a program supported with funds from the Wildlife and Sport Fish Restoration Program and jointly managed by the Association of Fish and Wildlife Agencies and the U.S. Fish and Wildlife Service.



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.



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This report is the second 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.

Methodology

The goal of this project was to develop profiles of new, adult hunters, to help states significantly increase response to recruitment efforts, resulting in greater returns for agency and R3 stakeholder investments. These profiles include motivations, knowledge, barriers, demographics, and media usage. The results will enable states to more effectively and cost efficiently recruit new hunters by concentrating on the prospects most likely to be interested. This project included qualitative (focus group) research to gain specific insights into the target audiences and to inform the quantitative (survey) research phase.

Focus Groups

Audience Description

Participant Recruiting - DJ Case worked with the Wildlife Management Institute, Southwick Associates, and representatives from various state agencies to build lists of individuals who had purchased a hunting license for no more than five years. Individuals from these lists were recruited by email to participate in one of four focus groups.

New Hunter Focus Group 1 (5-19-21)

Gender	Age	State	Years hunting
Male	44	Florida	2
Male	54	Ohio	3
Male	25	West Virginia	2
Male	40	Massachusetts	3
Female	32	Massachusetts	1
Male	44	Massachusetts	3

New Hunter Focus Group 2 (5-20-21)

Gender	Age	State	Years hunting
Male	43	Idaho	1
Female	43	Massachusetts	1
Female	41	Idaho	2
Female	41	Indiana	1
Male	29	North Carolina	3
Female	31	Massachusetts	2
Male	31	Massachusetts	3
Male	33	Idaho	1
Male	25	Massachusetts	1

New Hunter Focus Group 3 (5-25-21)

Gender	Age	State	Years hunting
Male	38	Ohio	1
Male	35	Massachusetts	1
Male	36	Massachusetts	3
Female	41	Ohio	3

New Hunter Focus Group 4 (5-26-21)

Gender	Age	State	Years hunting
Male	54	Massachusetts	4
Male	32	Massachusetts	1
Male	26	Massachusetts	1
Male	35	New Hampshire	3
Female	34	Idaho	2
Male	50	Ohio	2
Male	?	Ohio	1

Question by Question Results

Quick verification before we get started.

- 1) Everyone in this group has hunted as an adult, correct?
- 2) Does everyone still hunt?

This question served to verify that everyone recruited was an adult hunter. All participants reported they had hunted as an adult and still considered themselves hunters.

- 1) Great, now let's get started. I'd like to start with quick introductions to get to know each other a little better. Please tell us your name, where you live, and your top three favorite outdoor activities (not counting hunting).

There was a wide variety of answers, many of which were only mentioned by one or two participants. The most common responses were hiking, fishing, target shooting, and camping.

- 2) Did any of these activities lead you toward hunting?

The vast majority of participants indicated that other outdoor activities had helped lead them toward hunting. Some activities created a confidence and comfort in the outdoors that made it easier to make the move toward hunting. Some directly relevant activities like target shooting lead more directly to hunting.

- 3) I'd like to check on a few specific activities. Just raise your hand if you did any of these on a fairly routine basis BEFORE you considered taking up hunting:

- a. Fishing - 19
- b. Shooting - 21
- c. Archery - 7

- 4) Why did you *first* take up hunting? What were your primary motivations?

[prompts]

Food/Sustainability

Health

Challenge/To learn new things/personal achievement

Time outside

Time with friends and family

Are those *still* the major reasons you hunt?

Food/Sustainability and Time with friends and family were the most common responses. Challenge and time outside were next but with less than half as many respondents listing them. Food and improving their skills were more important reasons to hunt now than they were when respondents were first getting started.

5) When you started looking into hunting, did anyone else in your household have a hunting license? How about a fishing license?

Very few participants had another adult in their household with a hunting or fishing license.

6) When you first started hunting, how far did you live from the places where you did most of your hunting? How difficult was it for you to get there? How far were you willing to travel? How significant was travel distance to your decision of when or how often to hunt?

The distance traveled for a first hunt varied from 10 minutes to across the entire continent. The vast majority traveled less than an hour.

7) Do you hunt MOSTLY on private land or on public land?

For those who hunt mostly private land, did you have access to private land BEFORE you began hunting?

The vast majority hunted on public land.

When probed further, the largest number of participants reported living in the suburbs followed by a rural area. Very few reported living in an urban environment.

8) Do you hunt MOSTLY by yourself or with other people?

- a. **If you hunt mostly with other people, who are they?**
- b. **Were they already hunters before you started hunting with them?**
- c. **Did you know them before you began hunting?**
- d. **How many do you typically go with?**

Slightly more respondents reported hunting with a friend or relative than hunting alone.

9) When you first decided to take up hunting, how did you go about it?

(probes)

Did you teach yourself?

Did you take a class or some kind of instructional program?

Did you have a mentor/instructor? How did you find him or her?

a) Looking back, do you wish you had learned to hunt a different way? Why?

Many reported having taken hunter education or some other class. Friends or family introduced some to hunting and others researched hunting on their own using the internet, books and magazines.

Some mentioned that they wished they had a mentor when they started hunting.

10) When you first started to consider hunting as an activity you might like to do, what were the biggest issues you knew you needed to learn about?

(Probes)

Finding someone to learn from or talk to

Understanding regulations, seasons, licensing, etc.

Finding somewhere to hunt

Understanding hunting techniques

Familiarity with prey species

Firearm handling/safety

General outdoor skills

The most desired topics were regulations and firearm safety, followed by game processing and finding somewhere to hunt.

11) Looking back, what were some of the most influential experiences that either increased your motivation to keep learning, or nearly caused you to quit?

Participants discussed a great many experiences. As a rule, they shared some first experience that hooked them on hunting. For some it was their first harvest, for others it was the first time they spotted potential game. Some mentioned the first time they were in the field truly experiencing nature.

12) If some group that you trusted designed tools or a program that would provide the information you were seeking when you first started:

a) Would you have been interested in knowing about it?

b) If those tools existed, where should we promote them (to find other people like you)?

c) How should we promote them?

d) How would we draw the new hunters in?

Everyone would have been interested, especially in a class that was localized and specific, in-person, with people around their own age and covered common species and hunting techniques. It would be best if the class were offered by a trusted source like a state fish and wildlife agency.

12b & c) Where and how should we promote them? (To find others like you)

- Emails from the state
- Sporting goods stores (signs, mailers)
- Websites for other relevant activities
- Shooting ranges--private indoor ranges run by Ohio DNR (\$25/year or \$5/day)
- DNR website (banner ad on the seasons page or the license portal)
- Instagram, social media
- Online forums (Ohio Sportsman; hunting on Reddit; niche forums like archery)
- Hunter ed course
- Find it in an online search, but make the current information be in the top results
- Provide a pamphlet with hunting license
- MeatEater's YouTube page
- Gun clubs, hunting clubs, sporting clays club
- Hunter ed program or website
- Hunter ed waiting list or an email
- State fish and game website or office
- Google search ads
- Sporting goods stores
- An app with various information

12d) What would have attracted you? [What title would be good?]

- "Deer Hunting for Dummies" and "Hunting for Dummies" (this is not intimidating)
- "Everything a First-time Deer Hunter Wants to Know"
- "First-time Hunter"
- "How to Hunt in [state name]"

13) As we wrap up, some quick questions about you:

- a) How old were you when you first thought about taking up hunting?**
- b) Were you married or in a serious relationship?**
- c) Did you have any kids in your home?**
- d) Did any of these circumstances help or hinder your effort to take up hunting?**

Ages ranged from 20 to 50.

Well over half were married, and half had children living in the home.

Extra Question: Were you in college or working? [group 1 only]

All but 1 was working. That individual was in college.

14) What media do you consume nearly every day? (on average).

[Probes]

TV

Streaming video services

YouTube

Broadcast radio

Satellite radio

Newspaper (digital or print)

Magazines (digital or print)

Websites

Social media and the internet were the most popular answers. Broadcast and cable TV were still popular. Magazines were more popular than newspaper.

Online Surveys

After the focus groups were completed and an online survey was developed. 37,634 individuals who had purchased a hunting license less than 5 times in the past 10 years were contacted by email and asked to participate in an online survey. The new hunter lists were provided by eight states (from their hunting license databases), two from each of the AFWA regions.

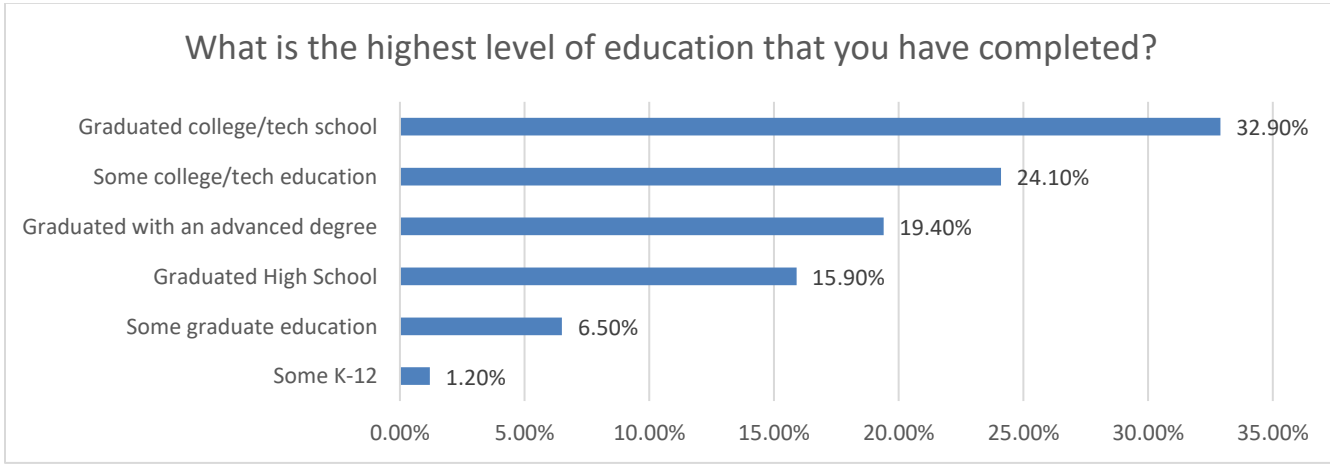
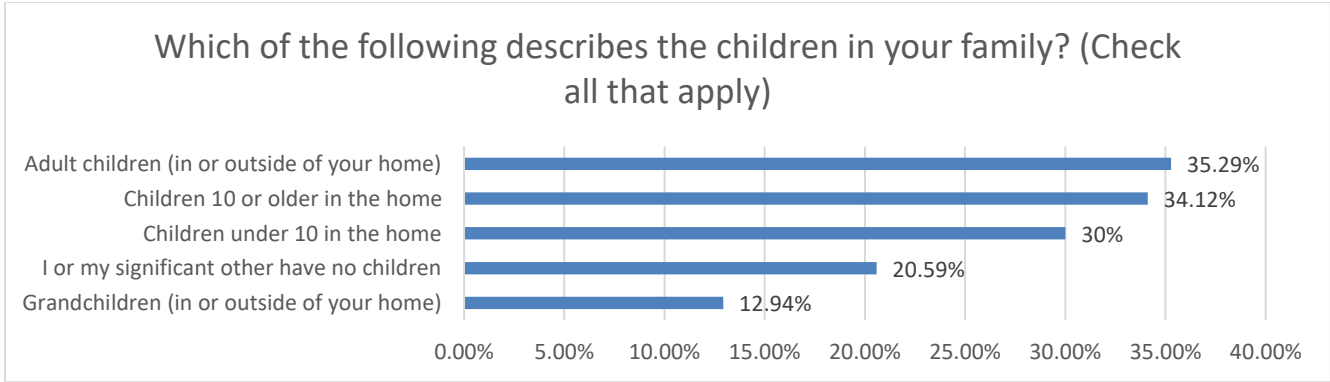
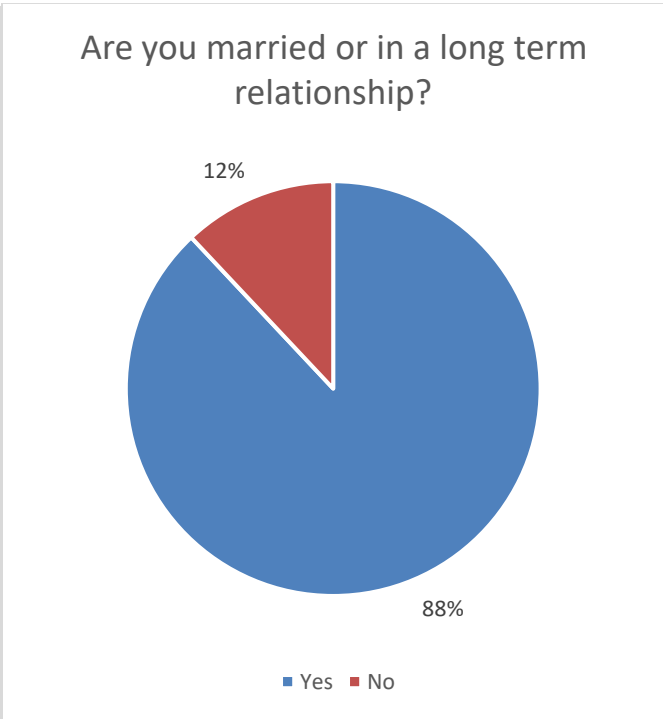
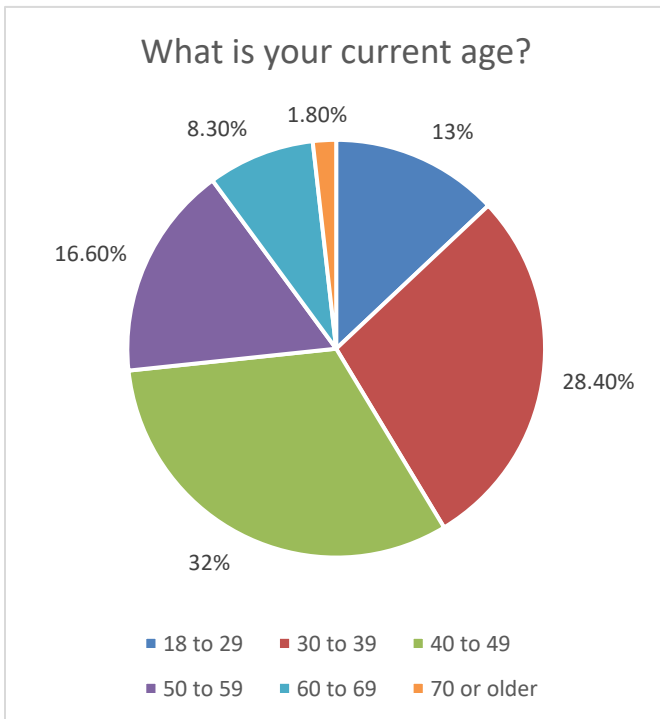
1,478 new hunters completed the survey. Respondents who reported having hunted for more than 5 years or who said they hunted frequently as children were eliminated from the responses, as they did not qualify as new hunters. The remaining 796 respondents were grouped to maximize similarities within each group and differences between groups.

Using a logistic regression model, the respondents were segmented based on their top motivations for hunting:

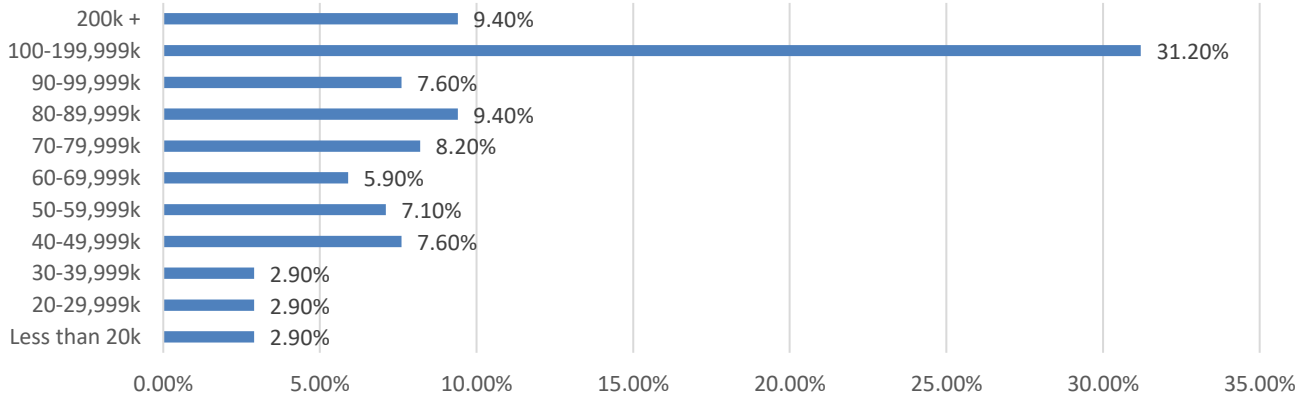
- **Family Firsts (22%)** – Family Firsts hunt to spend more time with their families. Their motivation for hunting is social. This is our most female segment at almost 50%.
- **Self-Sufficients (31%)** - Self-Sufficients hunt for the meat -- to make themselves and their families less dependent on stores and big agriculture. Self-Sufficients hunt to become more independent.
- **Locavores (16%)** - Locavores hunt to save the planet. Their goal is to lower their environmental footprint by only eating food that was raised and processed within 100 miles of their home, reducing the fossil fuels, chemicals, and preservatives required to feed their families.
- **Recreationalists (31%)** - Recreationalists hunt for the joy of the activity. They enjoy being outdoors and the challenges of hunting more than other segments, and that enjoyment is their primary motivation for hunting.

Following (on pages 10-27) are the survey results for each of the four segments. The Personas developed for each segment are included in Volume 1 of this report.

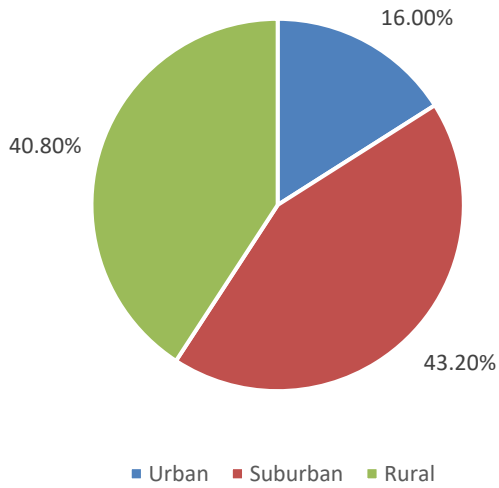
Family Firsts



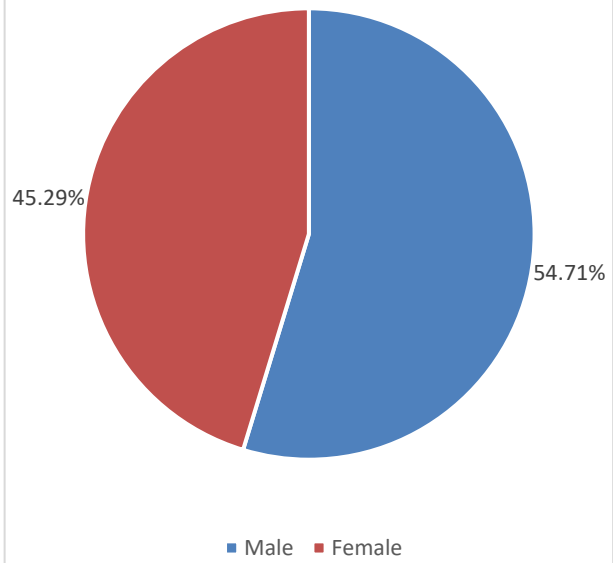
What is your total household income?



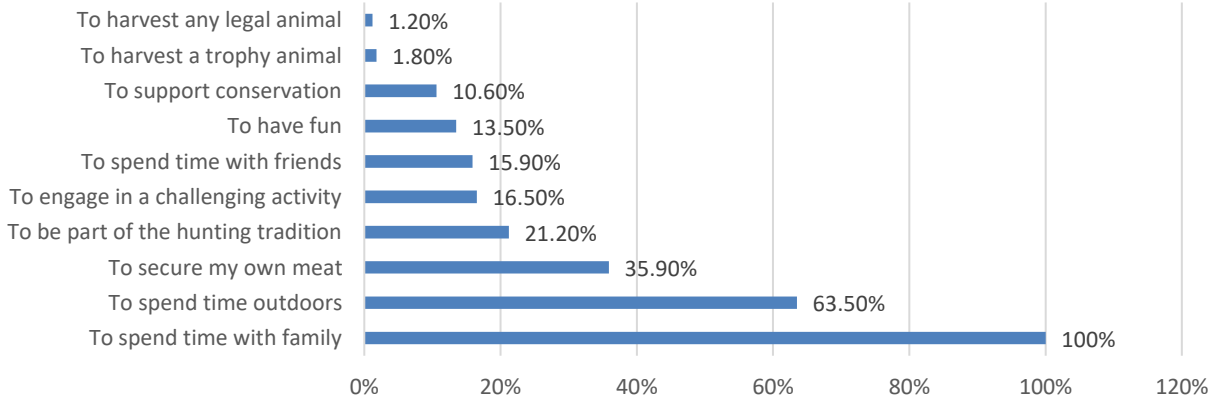
Would you consider your home to be in an urban, suburban, or rural location?



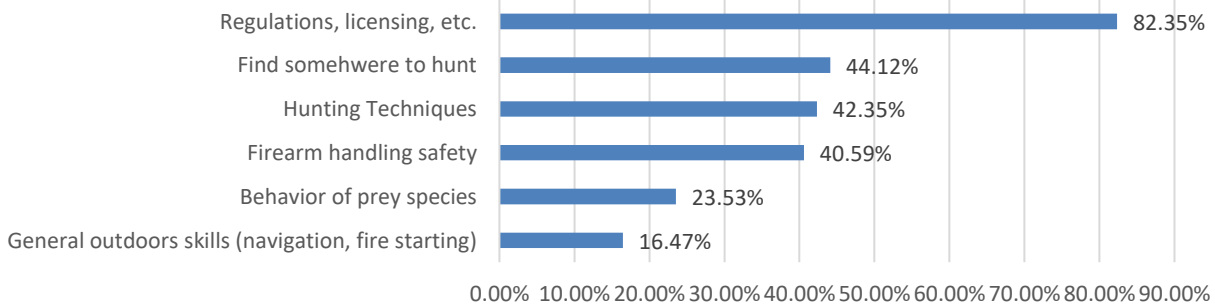
What is your gender?



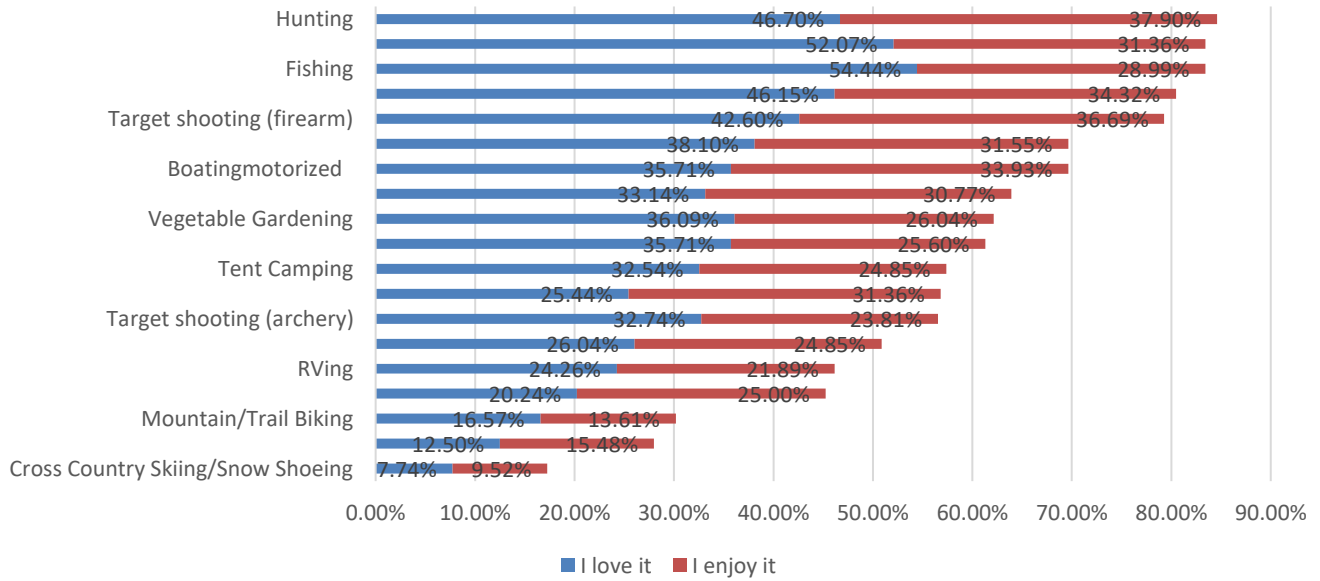
Which of the following were the most important reasons that you decided to take up hunting? (Pick up to 3)



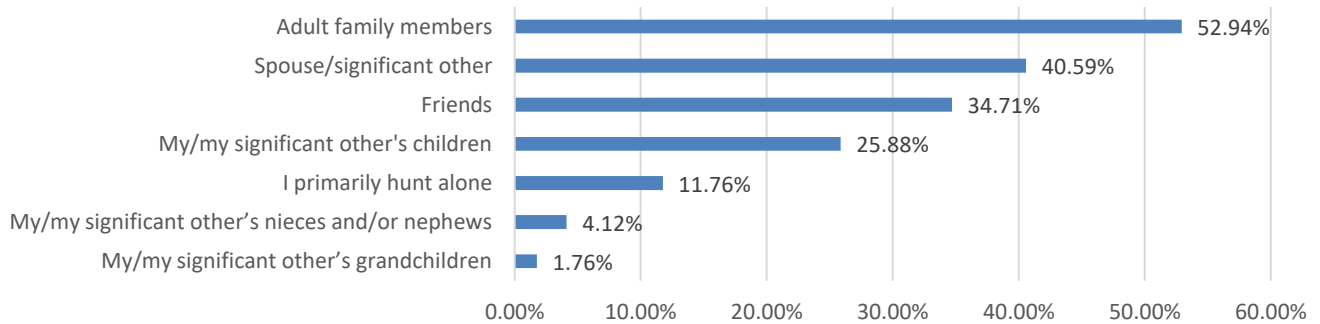
Right before you first started hunting, which of the following topics did you feel you needed to learn more about?



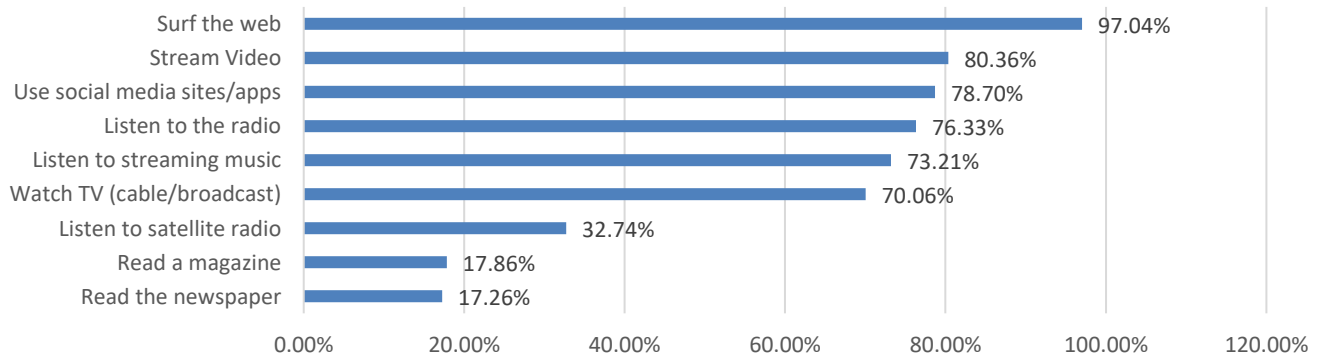
Which of the following best describes your thoughts about each of these types of activities? ("I love it" or "I enjoy it")



Who do you primarily hunt with? (Check all that apply)

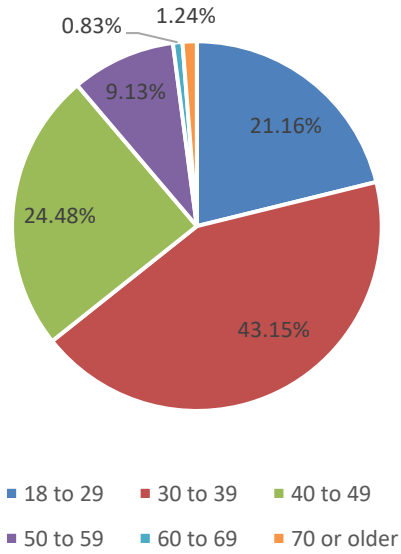


How often do you do each of the following? (Once a week or more)

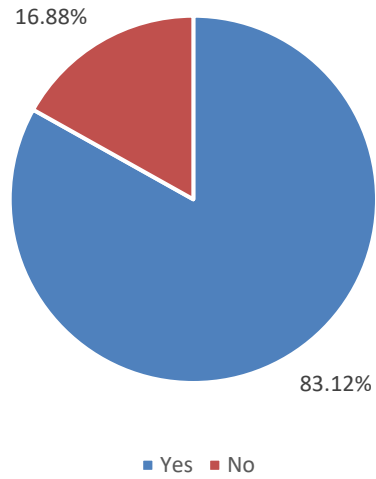


Self-Sufficients

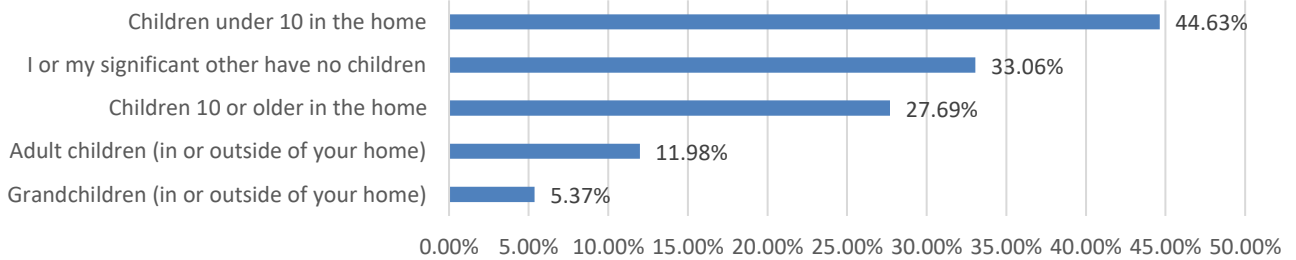
What is your current age?



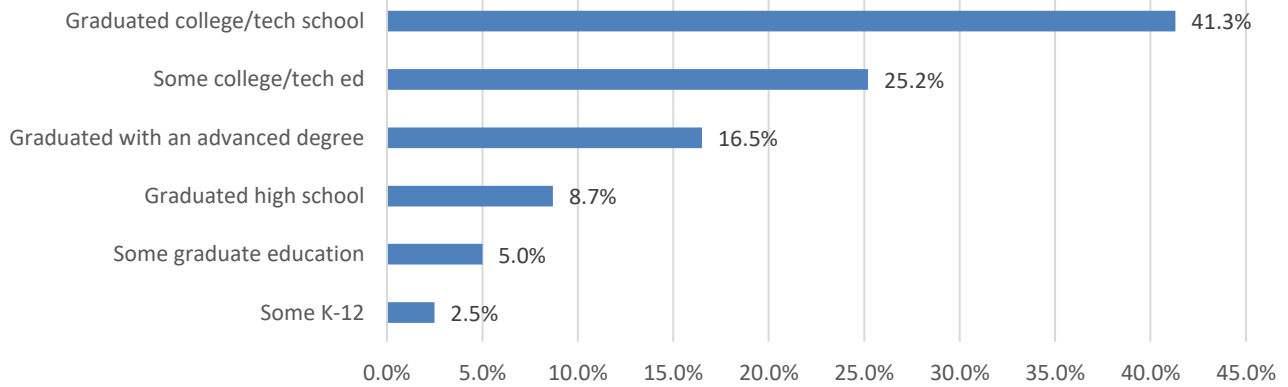
Are you married or in a long-term relationship?



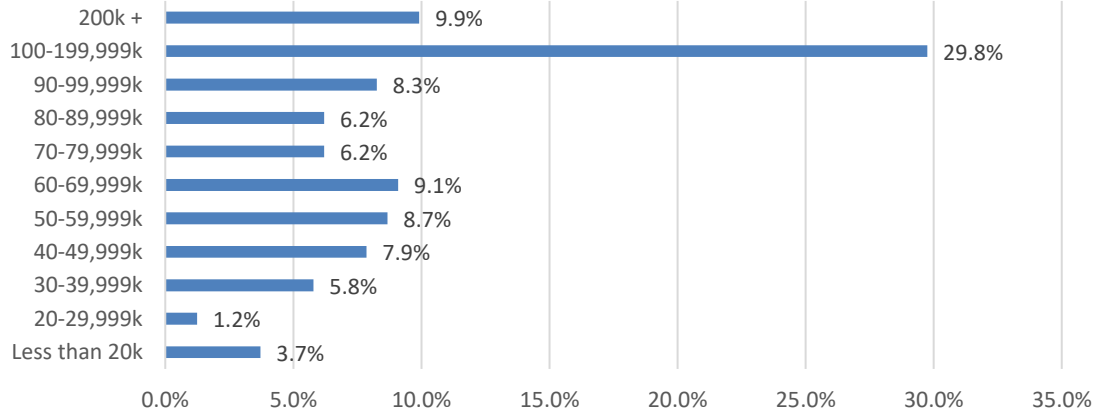
Which of the following describes the children in your family? (Check all that apply)



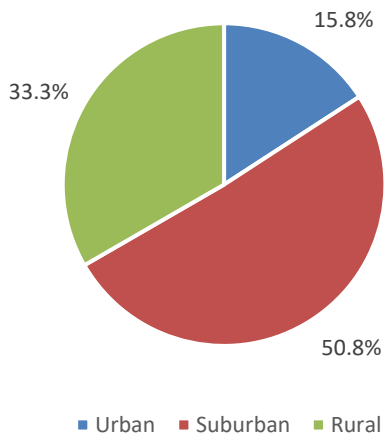
What is the highest level of education that you have completed?



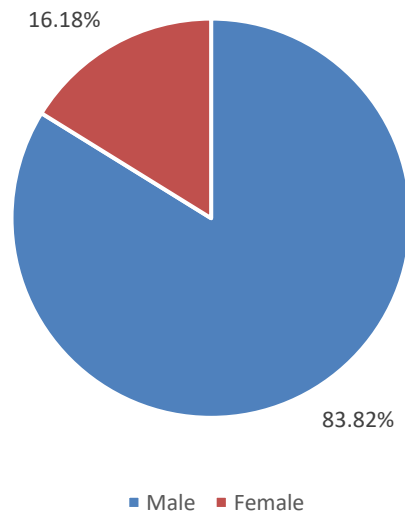
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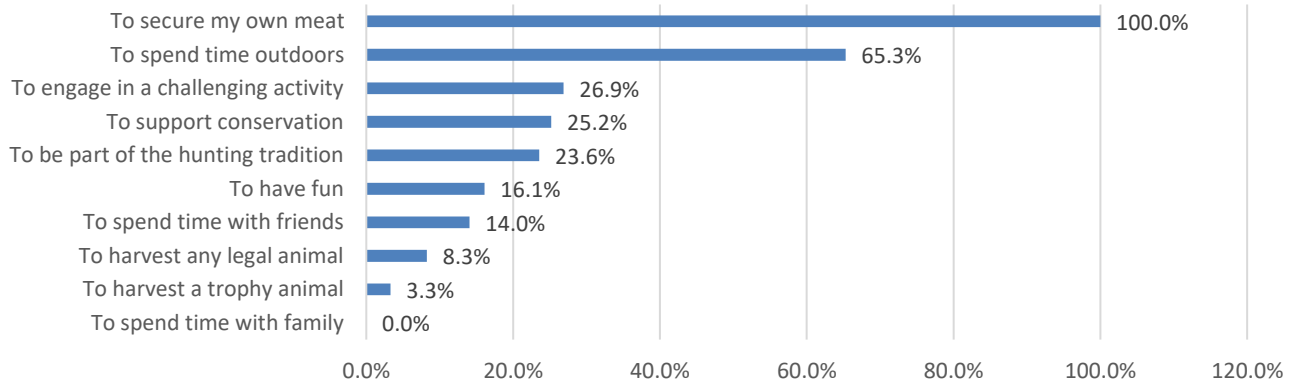
Would you consider your home to be in an urban, suburban, or rural location?



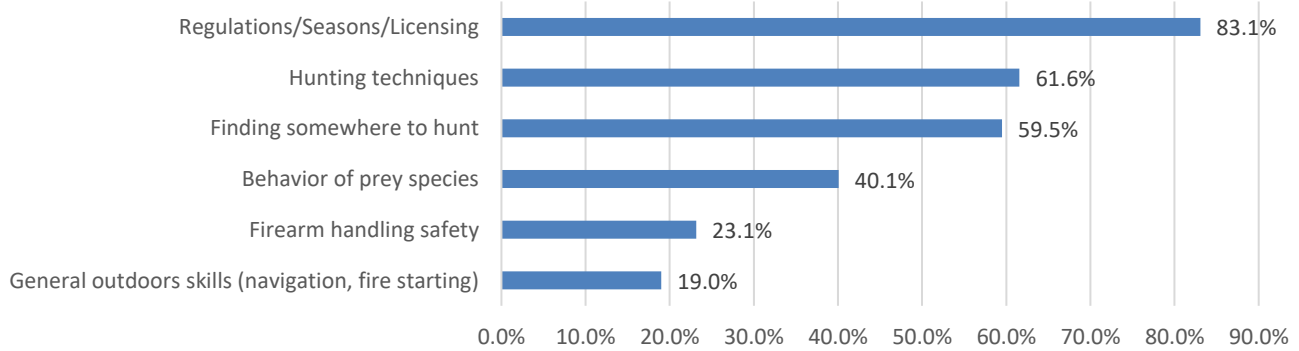
What is your gender?



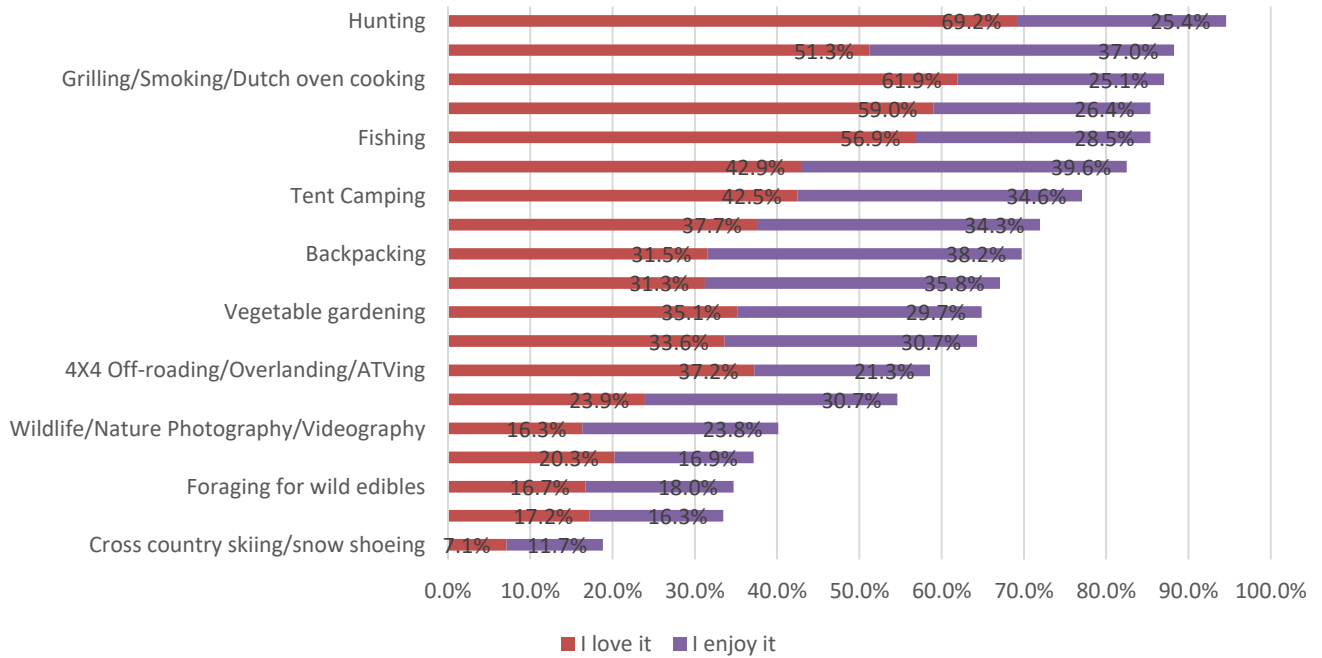
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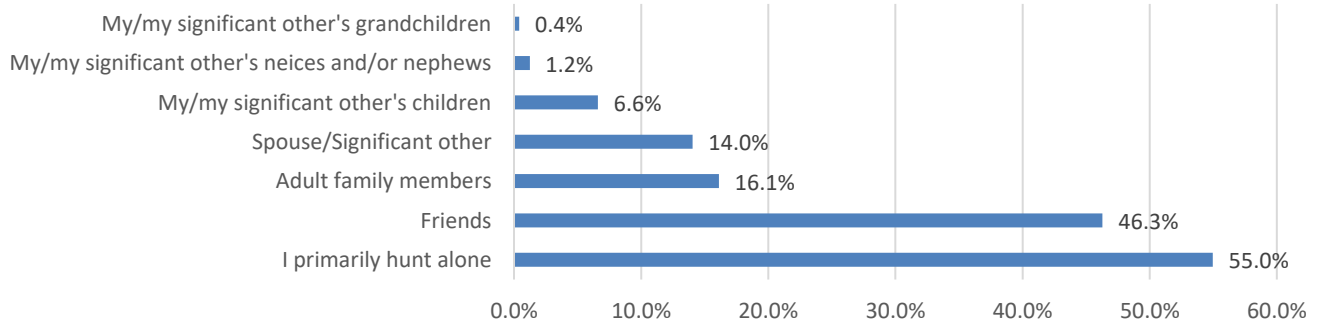
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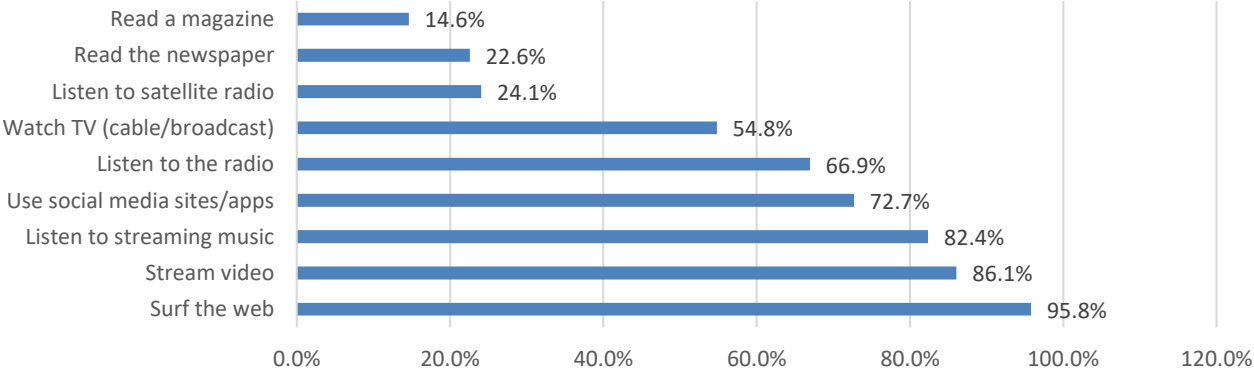
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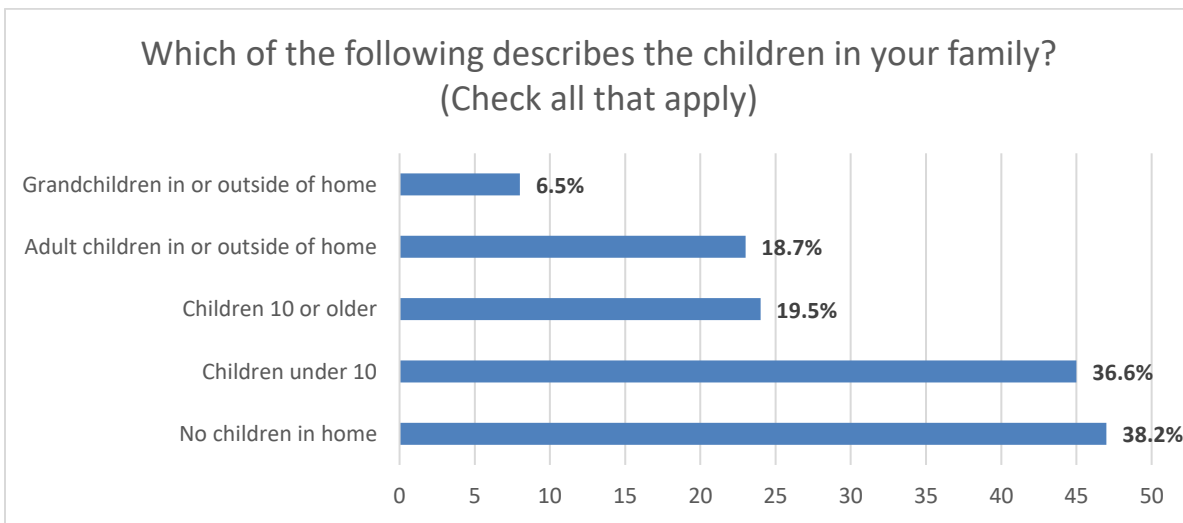
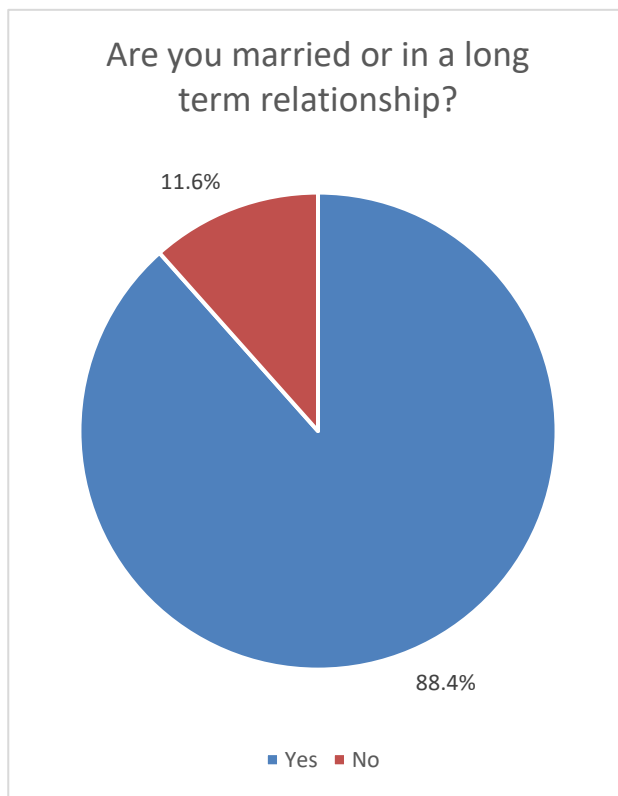
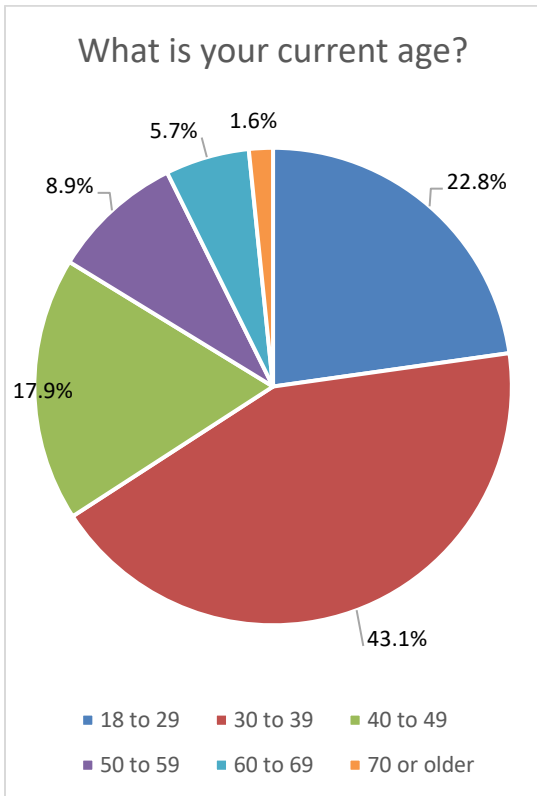
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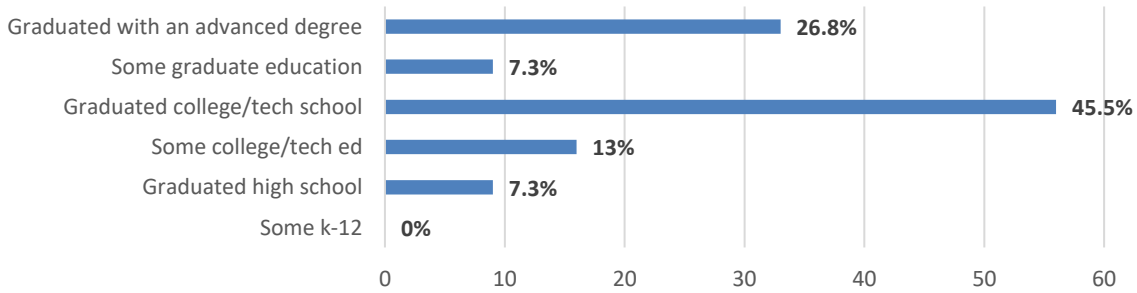
How often do you do each of the following? (Once a week or more)



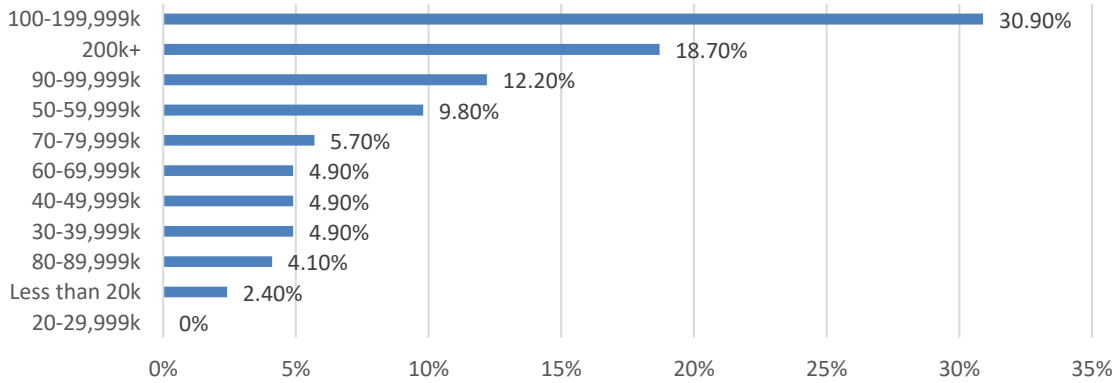
Locavores



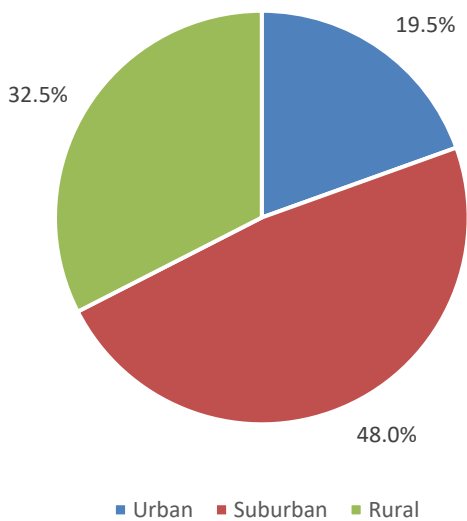
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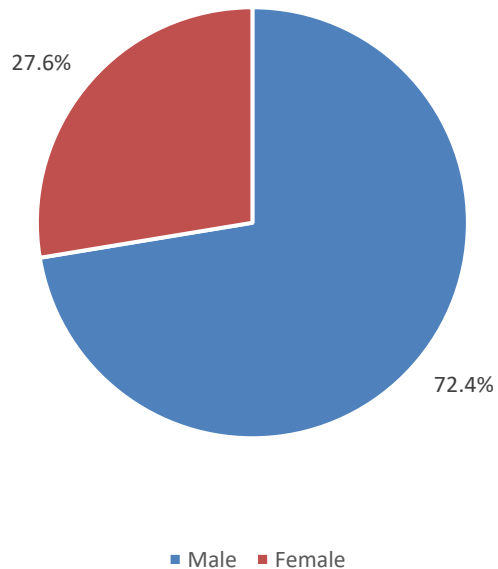
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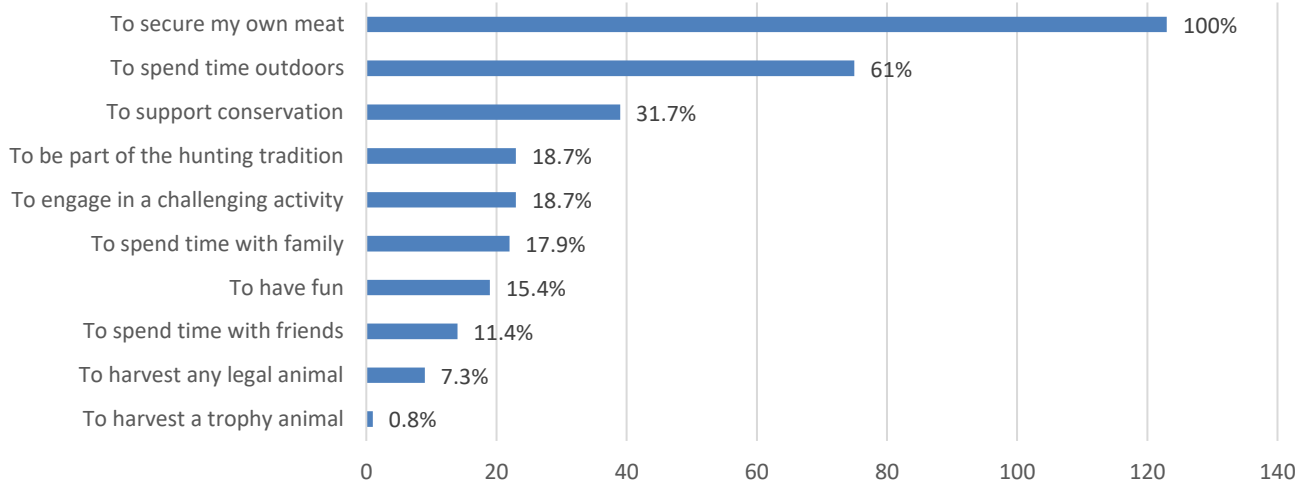
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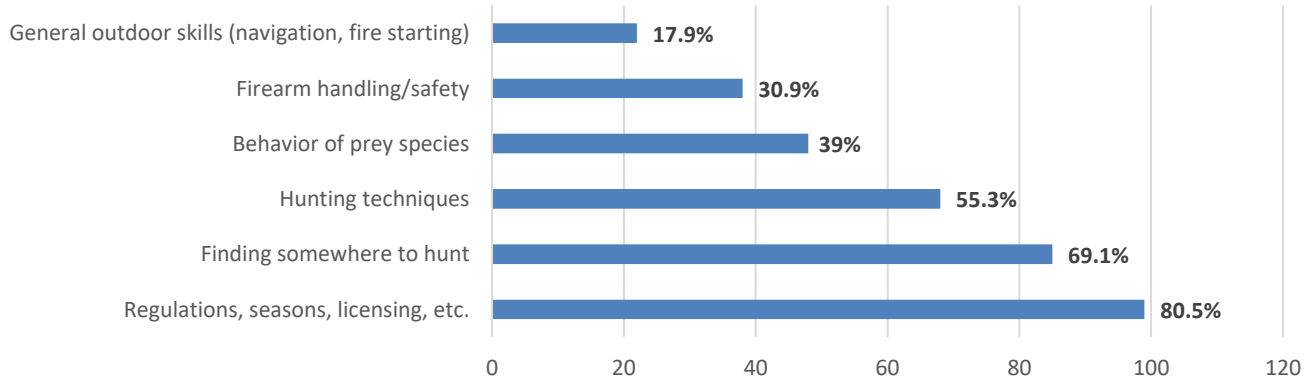
What is your gender?



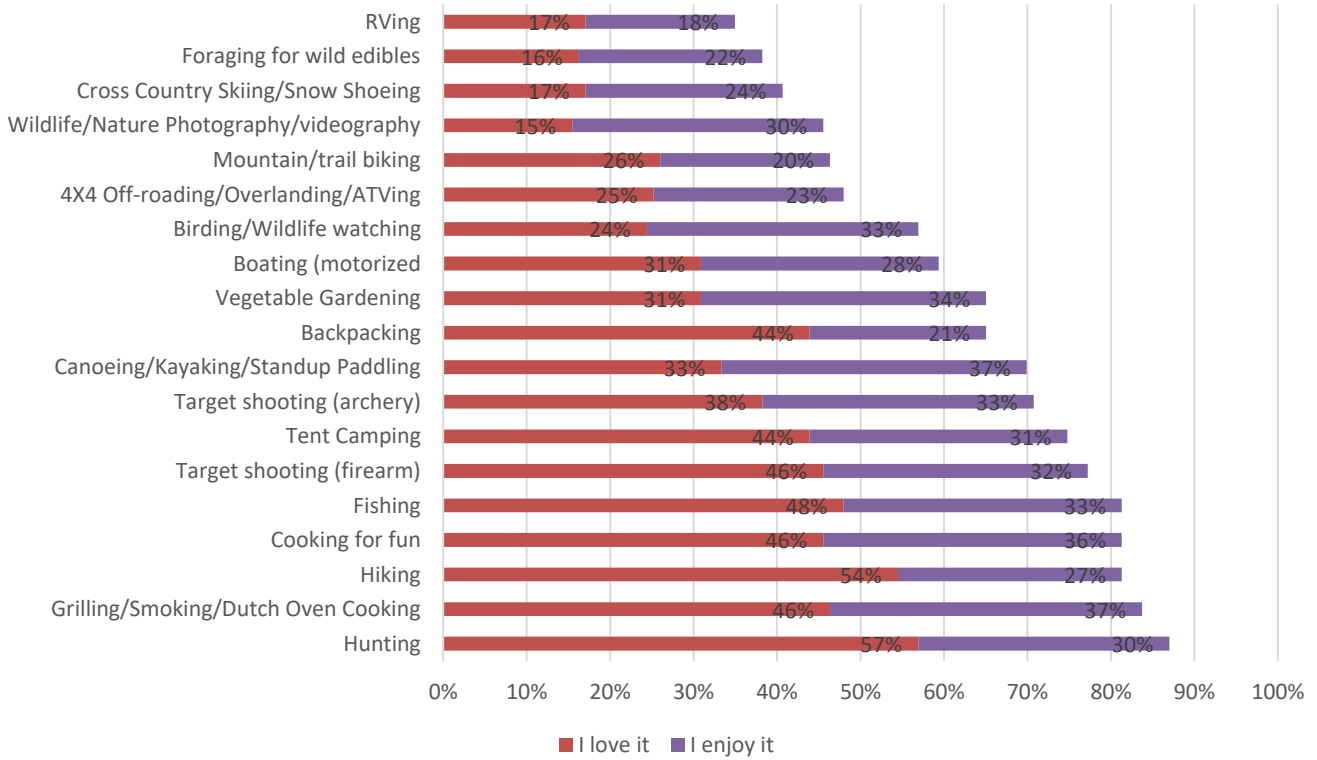
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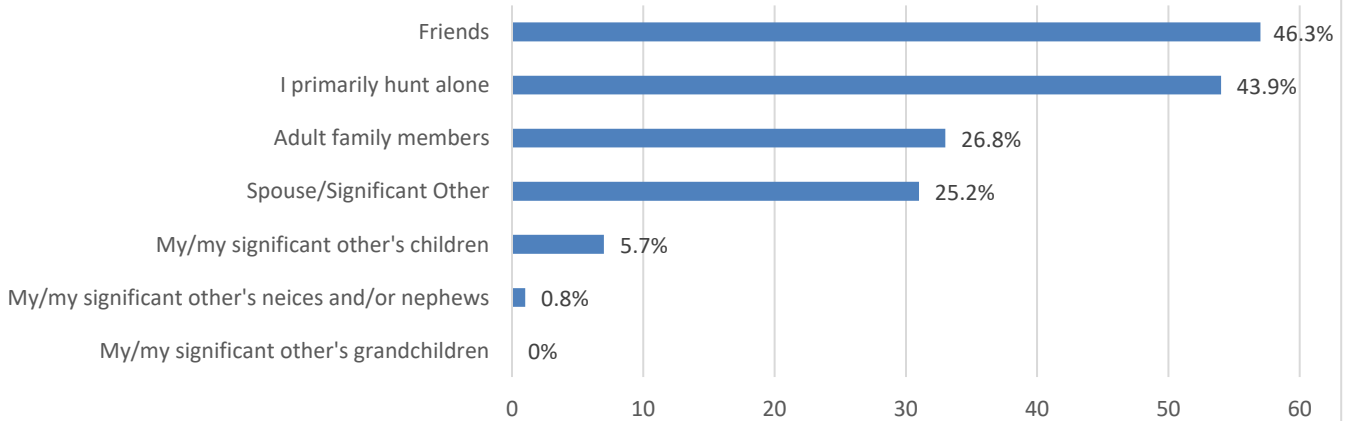
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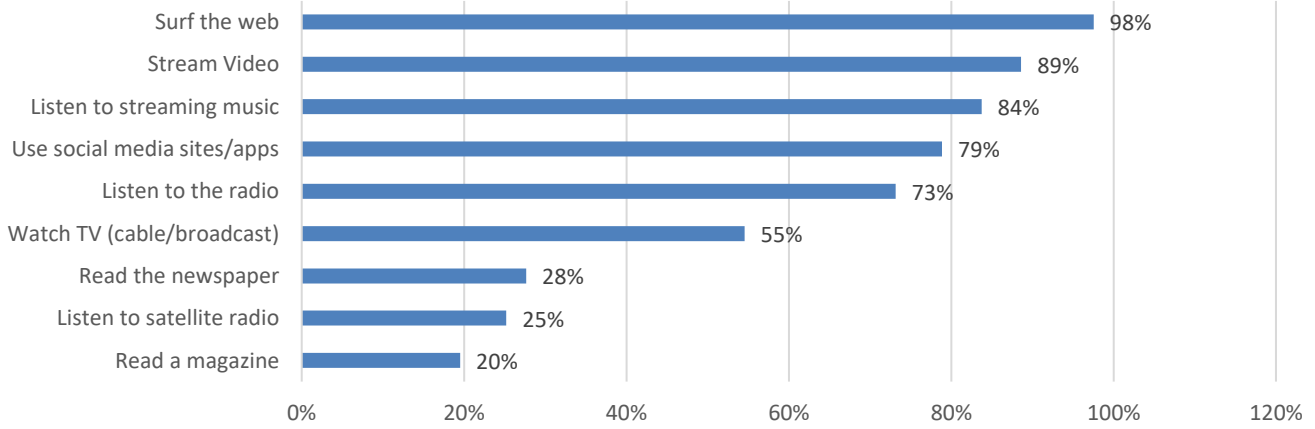
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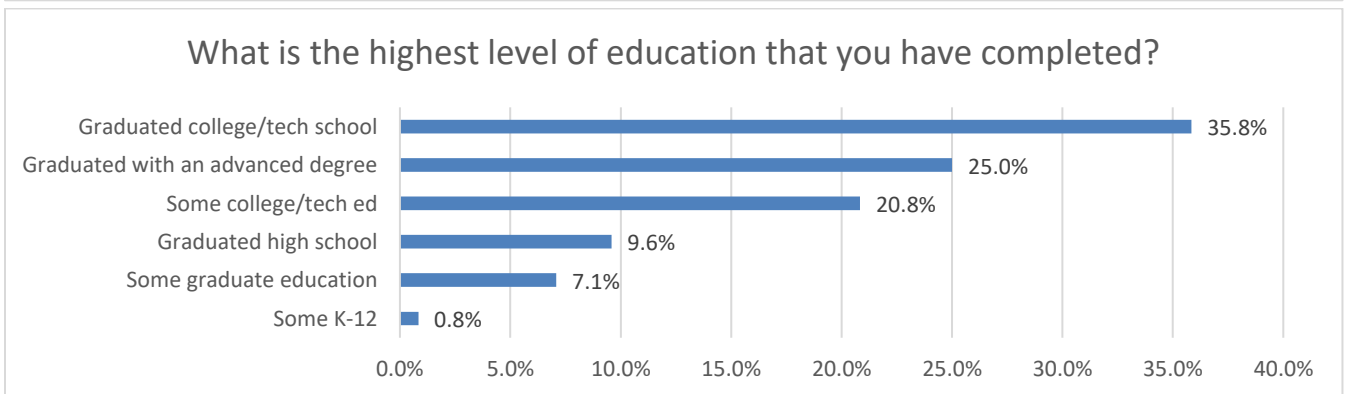
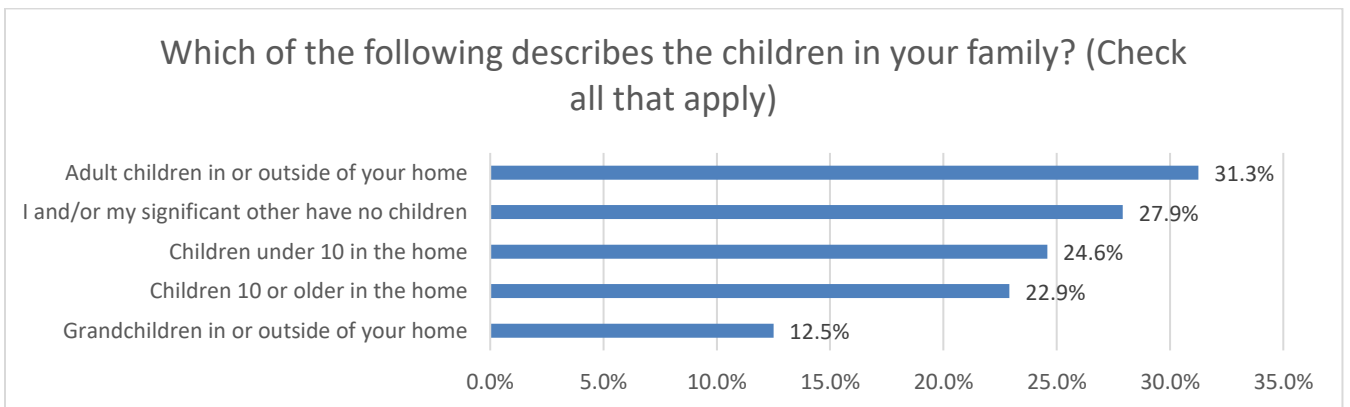
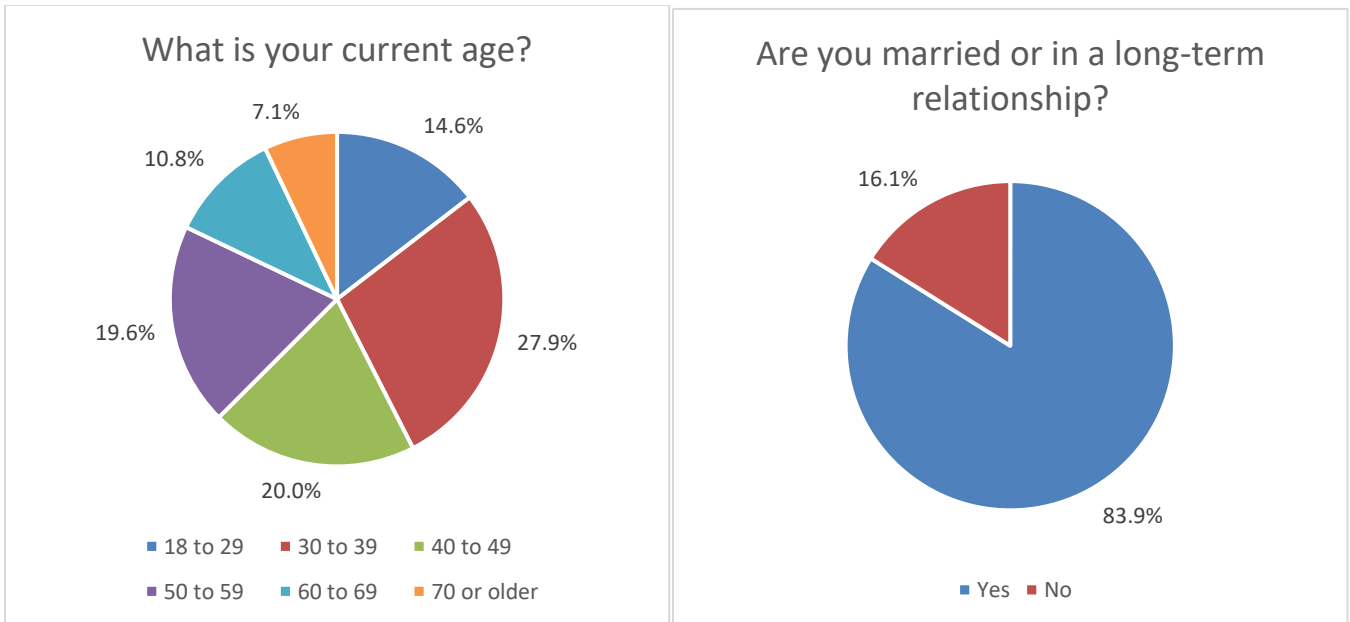
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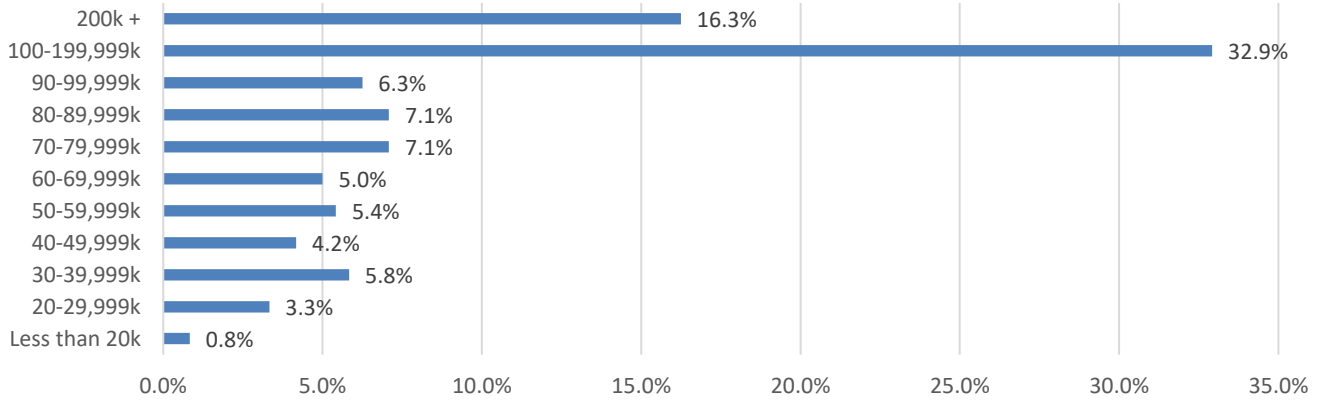
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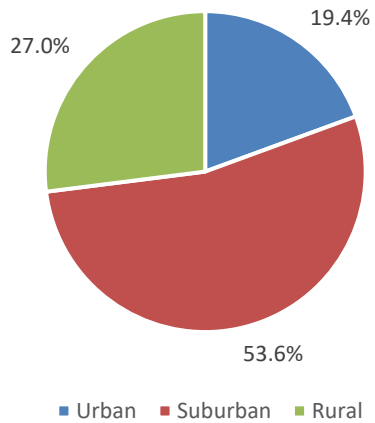
Recreationalists



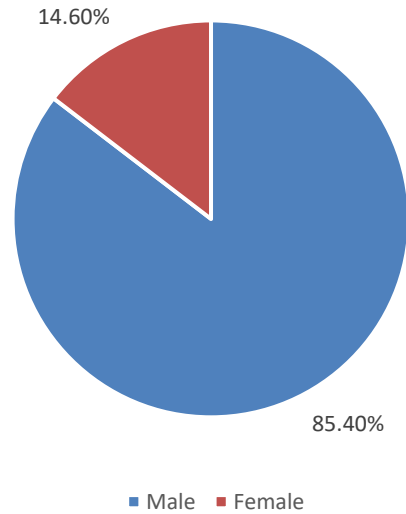
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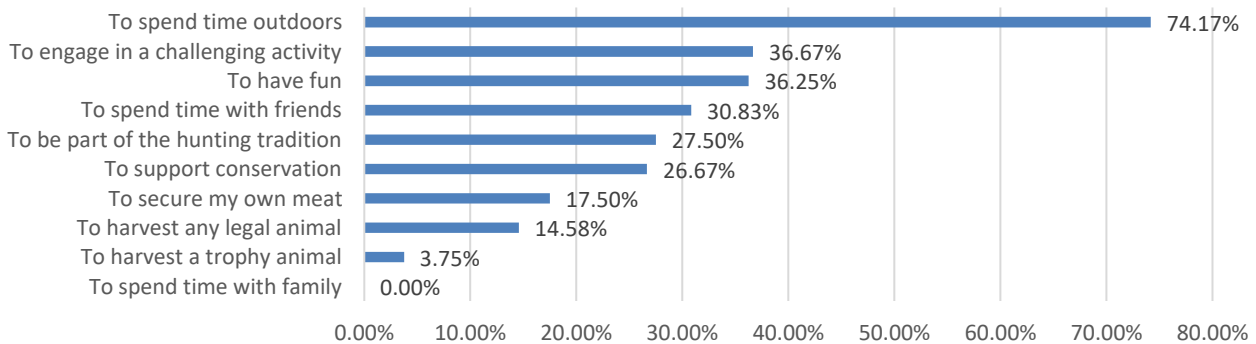
Would you consider your home to be in an urban, suburban, or rural location?



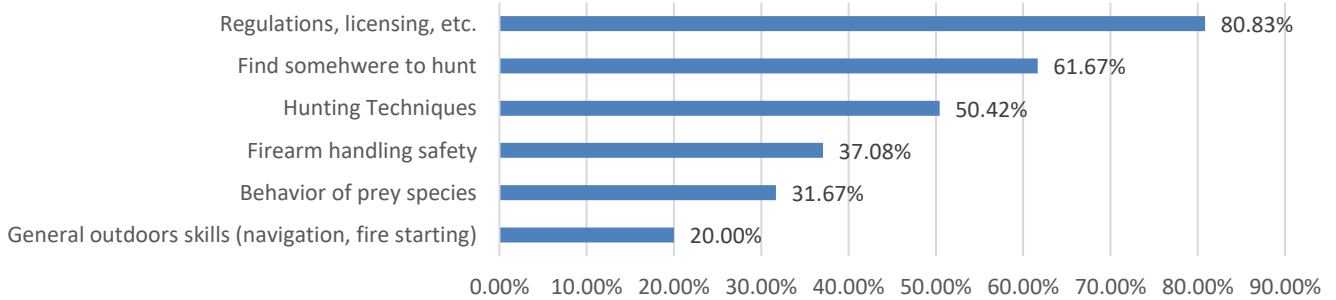
What is your gender?



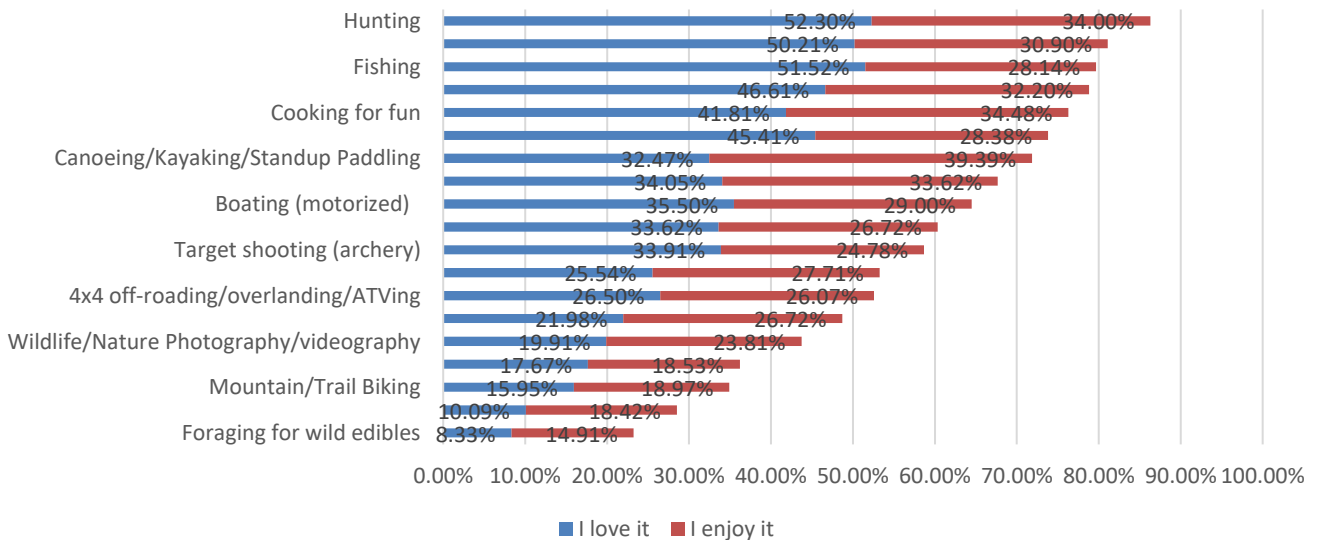
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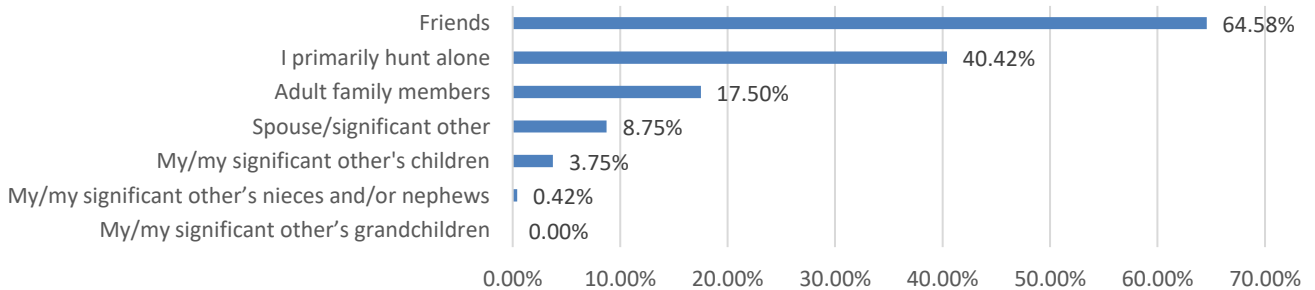
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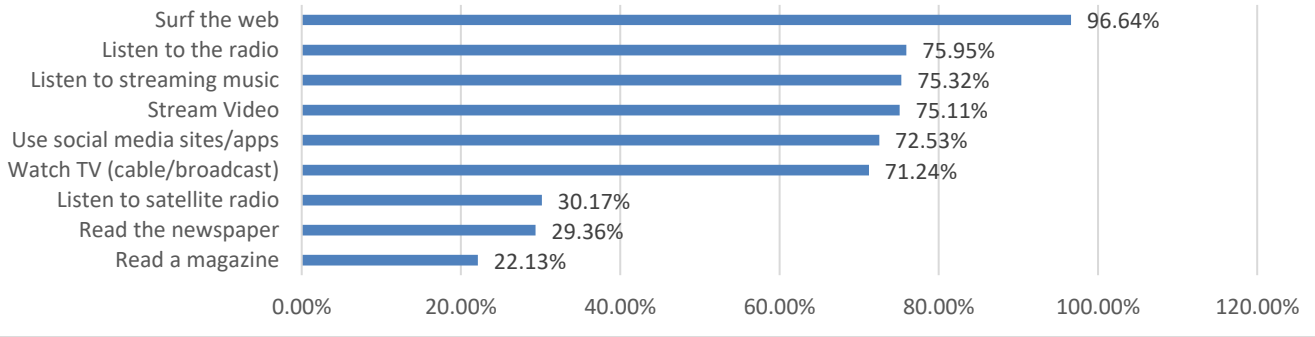
Which of the following best describes your thoughts about each of these types of activities? ("I love it" or "I enjoy it")



Who do you primarily hunt with? (Check all that apply)



How often do you do each of the following? (Once a week or more)



Appendix A – Focus Group Invitation Email

Hi [FIRST NAME],

Thank you for expressing your interest in our hunting discussions. We would like to invite you to participate in a discussion on **[DATE]** at **[TIME]** in exchange for a \$150 stipend for your time.

Because this discussion requires you to use Zoom to participate, we will be holding open Zoom check hours during which we can make sure everything works properly. **Please note that this Zoom check is required to be able to participate in the discussion.**

It should only take a couple minutes, and we would be happy to answer any questions you have during the check as well. Please see below for available Zoom check times. You may click the date that you can attend in order to join that particular Zoom meeting on that day whenever is convenient for you within the time window.

Meeting Passcode: hunt

- TIME 1
- TIME 2
- TIME 3

If none of these times work for you, please let me know and I would be happy to set up a separate time to meet with you.

Once you have completed your Zoom check, we will confirm your participation. Please let me know if you have any questions or concerns.

Thank you again for being willing to participate and we look forward to hearing from you!

Regards,

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Mishawaka, IN 46545
574-258-0100 (office)
352-359-4238 (mobile)
morgan.johnson@djcase.com
www.djcase.com

Engaging People in Conservation

Appendix B – Focus Group Guide

Focus Group Topic Guide Developing a New Hunter Target Audience Wildlife Management Institute 5-20-21

Research Objectives

Conduct focus groups with new, adult-onset hunters to develop an understanding of the people most likely to take up hunting to inform the R3 community's communication efforts. We will seek to:

- Develop a profile of individuals most likely to take up hunting as adults.
 - Demographics
 - Current recreational activities
 - Media consumption
- Discover the motivations of individuals most likely to take up hunting as adults.
- Discover the obstacles state agencies may need to overcome to attract the individuals most likely to take up hunting as adults.

Introduction

Hello and welcome. I'm Phil Seng, and I'll be your moderator for tonight's focus group meeting. Along with Matt and Morgan, I work for DJ Case & Associates, a research and communications consulting firm that specializes in natural resources conservation. We work with natural resources agencies and organizations throughout the country helping them communicate with the public about conservation issues, including hunting, fishing, and shooting.

For this project, DJ Case is working with the Wildlife Management Institute, which is a pro-hunting conservation organization, to better understand new hunters such as yourselves and what led you to take up hunting, how we might connect with more new hunters like you, what would motivate them to hunt, and things like that.

By the way, we're not trying to sell you anything or convince you of anything here tonight. Quite the opposite, in fact. We want to know what *you* think and feel about these topics.

We are recording the meeting, but that's just to be sure we capture your comments correctly. The final report that we submit will contain your opinions, but they will not be attached to your names in any way, so I encourage you to be honest and candid with your responses.

Also, just in the name of full disclosure, there are a couple of additional folks from the research team observing real time tonight. Like me, they are very interested in hearing what you have to say about this topic.

The process is very simple—I will bring up some general topics or questions about your experiences with outdoor recreation and hunting for discussion. Sometimes I'll ask a question, and I'll ask each one of you to answer individually. You don't HAVE to answer anything. If you chose not to answer for any reason, just say pass and I'll move on, no problem. Other times, I'll just throw something out there and anyone can comment.

I apologize in advance if I have to interrupt anyone or move things along, but we have a lot of material to cover, and I need to make sure we get through it all in the 2 hours we have together.

We will finish promptly by [time], but I'll be happy to stick around afterwards if anyone has more to say or if you have questions.

And if you stick with us to the end, we will send you a \$150 VISA gift card to thank you for your time.

Are there any questions about the process before we begin?

Introductions

Quick verification before we get started.

- 3) Everyone in this group has hunted as an adult, correct?
- 4) Does everyone still hunt?

15) Great, now let's get started. I'd like to start with quick introductions, to get to know each other a little better. Please tell us your name, where you live, and your top three favorite outdoor activities (not counting hunting).

16) Did any of these activities lead you toward hunting?

17) I'd like to check on a few specific activities. Just raise your hand if you did any of these on a fairly routine basis BEFORE you considered taking up hunting:

- a. Fishing
- b. Shooting
- c. Archery.

18) Why did you *first* take up hunting? What were your primary motivations?

[prompts]

Food/Sustainability

Health

Challenge/To learn new things/personal achievement

Time outside

Time with friends and family

Are those *still* the **major** reasons you hunt?

19) When you started looking into hunting, did anyone else in your household have a hunting license? How about a fishing license?

20) When you first started hunting, how far did you live from the places where you did most of your hunting? How difficult was it for you to get there? How far were you willing to travel? How significant was travel distance to your

decision of when or how often to hunt?

21) Do you hunt MOSTLY on private land or on public land?

For those who hunt mostly private land, did you have access to private land BEFORE you began hunting?

22) Do you hunt MOSTLY by yourself or with other people?

- a. If you hunt mostly with other people, who are they?
- b. Were they already hunters before you started hunting with them?
- c. Did you know them before you began hunting?
- d. How many do you typically go with?

23) When you first decided to take up hunting, how did you go about it?

(probes)

Did you teach yourself?

Did you take a class or some kind of instructional program?

Did you have a mentor/instructor? How did you find him or her?

b) Looking back, do you wish you had learned to hunt a different way? Why?

24) When you first started to consider hunting as an activity you might like to do, what were the biggest issues you knew you needed to learn about?

(Probes)

Finding someone to learn from or talk to

Understanding regulations, seasons, licensing, etc.

Finding somewhere to hunt

Understanding hunting techniques

Familiarity with prey species

Firearm handling/safety

General outdoor skills

25) Looking back, what were some of the most influential experiences that either increased your motivation to keep learning, or nearly caused you to quit?

26) If some group that you trusted designed tools or a program that would provide the information you were seeking when you first started:

- e) Would you have been interested in knowing about it?
- f) If those tools existed, where should we promote them (to find other people like you)?
- g) How should we promote them?
- h) How would we draw the new hunters in?

27) As we wrap up, some quick questions about you:

- e) How old were you when you first thought about taking up hunting?
- f) Were you married or in a serious relationship?
- g) Did you have any kids in your home?
- h) Did any of these circumstances help or hinder your effort to take up hunting?

28) What media do you consume nearly every day? (on average).

[Probes]

TV

Streaming video services

YouTube

Broadcast radio

Satellite radio

Newspaper (digital or print)

Magazines (digital or print)

Websites

Wrap up

Those are all the questions I have for you. Any final thoughts, or additional things you'd like to add?

Thank you, everyone! We really appreciate your taking the time to chat with us tonight. Please put your name & address in the chat and that is where we will mail your \$150 VISA gift card. Expect it to arrive in 10 or 12 days.

Appendix C – Survey Invitation Email

Hello [FIRST NAME],

This is Matt from DJ Case & Associates, a conservation communications firm working with the and several other state wildlife agencies to learn more about new hunters like yourself.

We would appreciate your help by taking a quick survey at: Start Survey <<https://www.questionpro.com/t/Cn3XuZhfBe0?>> . Your answers will be used to recruit and better serve new hunters in the future.

The survey should take less than 10 minutes to complete, and your responses will be strictly confidential.

If you have questions at any time about the survey or the procedures, contact me at 574-274-2066 or by email at Matt@DJCase.com.

Thank you very much for your time and for supporting the [AGENCY NAME] and hunting.

Matt

Matt Harlow, DJ Case & Associates
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Engaging people in Conservation

Appendix D – Survey

Hello: We are working with your state's wildlife agency to learn more about new hunters like you. Your answers will be used to recruit and better serve new hunters in the future. The survey should take less than 10 minutes to complete and your responses will be strictly confidential. If you have questions at any time about the survey or the procedures, contact Matt Harlow at 574-274-2066 or by email at Matt@DJCase.com. Thank you very much for your time and for supporting your state's fish & wildlife agency. Please start the survey now by clicking on the Continue button below.

Which of the following years have you been licensed to hunt in any US state? (Select all that apply.) (Please include any years that you hunted legally without a license; for instance, as a youth, senior, or member of the armed services.)

1. 2015
2. 2016
3. 2017
4. 2018
5. 2019
6. 2020
7. 2021

How often did you hunt as a child? (under 18 years old)

1. Never
2. Very Little
3. Frequently

Which of the following were the most important reasons that you decided to take up hunting? (Pick up to 3)

1. To spend time outdoors
2. To have fun
3. To be part of the hunting tradition
4. To harvest a trophy animal
5. To harvest any legal animal
6. To spend time with family
7. To spend time with friends
8. To engage in a challenging activity
9. To support conservation
10. To secure my own meat
11. Other _____

When you first decided to start hunting, how much did each of these issues motivate you to go hunting?

	Not Motivating at all	Slightly Motivating	Moderately Motivating	Very Motivating	Extremely Motivating
To spend time outdoors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To have fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be part of the hunting tradition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To harvest a trophy animal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To harvest any legal animal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To spend time with family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To spend time with friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To engage in a challenging activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To support conservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To secure my own meat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of the following was the most important reason you considered hunting as a source of meat?

1. To become more self-reliant
2. I preferred to eat locally sourced food
3. I preferred the taste of wild game to store-bought meat

Right before you first started hunting, which of the following topics did you feel you needed to learn more about?

1. Regulations, seasons, licensing, etc.
2. Finding somewhere to hunt
3. Hunting techniques
4. Behavior of prey species
5. Firearm handling/safety
6. General outdoor skills (navigation, fire starting)
7. Other

How did you first learn to hunt? (check all that apply)

1. From a friend/family member
2. Took a class offered by a state agency
3. Took a class offered by a club or other non-profit
4. Researched online
5. Researched via books and magazines
6. I had a mentor assigned to me by the state or some other organization
7. Took a class offered by a sporting goods retailer
8. Went on a guided hunt
9. Other

Which of the following did you own before you started hunting? (check all that apply)

1. Rifle
2. Shotgun
3. Pistol
4. Bow
5. Crossbow
6. Muzzleloader
7. None of the above

Which of the following best describes your thoughts about each of these types of hunting?

	I love it.	I enjoy it.	It's OK.	I would like to try it.	I am not interested in this activity.
Big Game	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upland Game Birds (pheasants, quail, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Game (rabbits, squirrels, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waterfowl (ducks, geese, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Predators (coyote, fox, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Varmint (wild hogs, gophers, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of the following best describes your thoughts about each of these types of activities?

	I love it.	I enjoy it.	It's OK.	I would like to try it.	I am not interested in this activity.
4x4 off-roading/overlanding/ATVing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RVing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Backpacking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target shooting (archery)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target shooting (firearm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tent Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Birding/Wildlife watching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife/Nature Photography/videography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mountain/Trail Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boating (motorized)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Canoeing/Kayaking/Standup Paddling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooking for fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foraging for wild edibles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grilling/Smoking/Dutch Oven Cooking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetable Gardening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross Country Skiing/Snow Shoeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you do each of the following?

	Once a week (or more)	Once or twice a month	Twice a year (or less)	Never
Read a magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read the newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch TV (cable/broadcast)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stream Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surf the web	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use social media sites/apps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to streaming music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to satellite radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is your current age?

1. 17 or younger
2. 18 to 29
3. 30 to 39
4. 40 to 49
5. 50 to 59
6. 60 to 69
7. 70 or older

What is your gender?

Are you married or in a long-term relationship?

1. Yes
2. No

How long have you been in that relationship?

1. Less than 1 year
2. 1 to 2 years
3. 3 to 4 years
4. 5 years or more

Which of the following describes the children in your family? (Check all that apply)

1. I (and/or my significant other) have no children
2. Children under 10 in the home
3. Children 10 or older in the home
4. Adult children (in or outside of your home)
5. Grandchildren (in or outside of your home)

Who do you primarily hunt with? (Check all that apply)

1. Friends
2. Spouse/significant other
3. Adult family members
4. My/my significant other's children
5. My/my significant other's nieces and/or nephews
6. My/my significant other's grandchildren
7. I primarily hunt alone

What is the highest level of education that you have completed?

1. Some K-12
2. Graduated high school
3. Some college/technical education
4. Graduated college/technical school
5. Some graduate education
6. Graduated with an advanced degree

What is your total household income?

1. Under \$20,000 per year
2. \$20,000 – \$29,999 per year
3. \$30,000 – \$39,999 per year
4. \$40,000 – \$49,999 per year
5. \$50,000 – \$59,999 per year
6. \$60,000 – \$69,999 per year
7. \$70,000 – \$79,999 per year
8. \$80,000 – \$89,999 per year
9. \$90,000 – \$99,999 per year
10. \$100,000 - \$199,999 per year
11. Over \$200,000 per year

Which of the following most closely describes you? (check up to 2)

1. Black/African American
2. Latino/Hispanic
3. White/Caucasian
4. Asian
5. Native American or Alaskan Native
6. Pacific Islander
7. Middle Eastern/North African

Would you consider your home to be in an urban, suburban, or rural location?

1. Urban
2. Suburban
3. Rural

What is your home zip code?