

Responsive Management Report



Specializing in Survey Research on Natural Resource and Outdoor Recreation Issues

Fall 2009

RECENT STUDIES ON HUNTING PARTICIPATION



KENDALL VAN DYK

EACH YEAR ABOUT 12.5 MILLION AMERICANS ages 16 and older take to the nation's forests and fields to hunt. The number is larger when a longer time frame is considered, which is reasonable, because many sportsmen and sportswomen do not hunt every year. Indeed, the U.S. Fish and Wildlife Service estimates that 18.6 million Americans ages 16 and older hunted at least once in the 5-year period from 2002 to 2006.

Maintaining and preserving America's hunting heritage is important for many reasons. One is simply the large number of Americans who participate. In addition, an overwhelming

majority of Americans support hunting, and research shows that this support steadily increased during the period between 1995 and 2006. Overall, 78% of Americans approve of hunting. Surveys also show that the opportunity to hunt is important to U.S. citizens, even though most will never hunt themselves.

Hunters are essential to species protection and management and are integral to habitat conservation through the funds they provide when they purchase hunting licenses and pay excise taxes on hunting equipment. Hunting also has a major impact on the U.S. economy, especially

in rural areas where hunters patronize local businesses when they stock up for hunting trips. Finally, sportsmen and sportswomen wield considerable political clout. In 2004 and 2008, presidential candidates from both major parties openly displayed their support for hunting and actively courted American hunters.

In this newsletter we discuss several recent studies conducted by Responsive Management related to hunting participation, as well as other studies that are planned or under way. These studies shed light on what is happening "on the ground" and provide guidance on how to meet the challenge of maintaining and preserving America's hunting heritage.

—Mark Damian Duda
Executive Director

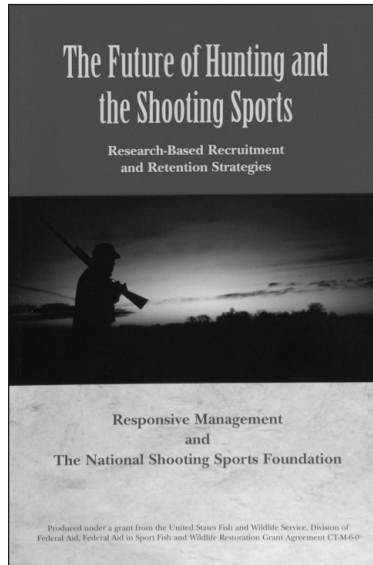
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The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies

Responsive Management partnered with the National Shooting Sports Foundation (NSSF) in 2008 to produce one of the largest and most comprehensive studies ever conducted on hunting and sport shooting participation: *The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies*. The research included a major literature review, two series of nationwide focus groups (20 focus groups altogether), and two major scientific telephone surveys.

Throughout the course of this three-year project, dozens of fish and wildlife professionals, outdoor recreation professionals, university professors, and sportsmen's and conservation organization personnel were consulted regarding hunting and sport shooting participation, hunting and shooting recruitment and retention



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programs, and the future of hunting and the shooting sports.

Data suggest that the future of hunting and the shooting sports is in question. The number of active hunters

and sport shooters in the United States has decreased, and fewer young people are taking up these sports. However, fish and wildlife agencies, nongovernmental organizations, and industry have numerous strategies available to them to retain hunters and shooters in these sports, to get them to participate more often, to recruit new participants, and to gain wider public acceptance of hunting and shooting among nonparticipants. The *Future* report not only provides details on these participation trends, but offers advice on how to reverse them—the recommendations include nearly 200 action items that agencies, sportsmen's organizations, industry, and individuals can take to counteract the decline in hunting and shooting participation.

Since its release in 2008, the *Future* report has spurred individuals and organizations to action. The research results were the basis for the NSSF's June 2008 Shooting Sports Summit in Colorado Springs, CO, where attendees committed to taking action to reverse the downward trend in hunting and shooting participation. To achieve this, the NSSF has developed Task Force 20/20, a consortium of federal and state agencies, hunting and shooting organizations, retailers, manufacturers/distributors, and media outlets whose goal is to increase participation in both hunting and the shooting sports in the next five years. Task Force 20/20 will use the results and recommendations from the *Future* study to ensure that actions taken are based on sound principles and coordinated efforts.

The *Future* report is available from Responsive Management at http://www.responsivemanagement.com/download/reports/Future_Hunting_Shooting_Report.pdf. The report can also be purchased in paperback at <http://www.taskforce20-20.org/order.cfm>. More information about Task Force 20/20 is available at <http://www.taskforce20-20.org>.

Research Highlights

- Three demographic factors, in particular, impact hunting participation: (1) increased urbanization, (2) the aging of the American population, and (3) the declining proportion of the U.S. population that is white/Caucasian. All three run counter to an increase in participation.
- Being in a hunting culture is vital in hunting recruitment, wherein experienced hunters help initiate new people into hunting.
- Initiation into hunting almost always occurs within the context of family. Most hunters start hunting in childhood, and younger initiation is correlated with greater avidity and retention.
- It appears that agencies are on the right path in retention of hunters, slowing the downward trend, and should continue efforts on those potential constraints over which they have influence.

Sport Shooters' and Archers' Attitudes on Shooting and Appropriate Behavior on Federal Lands and the Messages to Which They Will Respond

As part of an effort to prevent further closures of shooting ranges and other areas open to unsupervised recreational shooting on federal lands, to protect natural areas, and to promote safe shooting, Responsive Management recently conducted a two-phase study for the Federal Lands Hunting, Fishing and Shooting Sports Roundtable to determine sport shooters' and archers' attitudes on shooting and their perceptions of appropriate behavior on federal lands. The study also examined sport shooters' and archers' reactions to various messages designed to curb problematic and irresponsible behavior by recreationists on federal lands.

Littering, unsafe target shooting, and illegal dumping have become major issues on federal lands where unsupervised recreational shooting is permitted. Some shooters leave behind fragments of clay pigeons and spent shotgun shells, as well as metal, plastic, and glass objects brought out for use as targets. Shooters get blamed for household dumping because home appliances discarded on federal lands are used as targets and left in place. Environmental and property damage (shooting at trees and signs) is also a significant problem. As a result, federal lands supervisors have closed many shooting ranges and areas open to unsupervised shooting on federal lands. These issues do not appear to be a problem at "supervised" shooting ranges on federal lands, which are mostly managed under permits held by gun clubs.

The study entailed a telephone survey of sport shooters in California, Arizona, Virginia, Oregon, and Colorado, and two focus groups of sport shooters in Phoenix and Denver. Funding for the research was provided by the Izaak Walton League of America, the National Shooting Sports Foundation, the Archery Trade Association, the National Rifle Association, Safari Club International, the Bureau of Land Management, and the U.S. Forest Service.

The study revealed that littering, illegal dumping, and irresponsible behavior are persistent and fairly widespread problems at unsupervised ranges and shooting areas in the states surveyed; a majority of recreational shooters from each state, and numerous participants in the focus groups, indicated that unsafe shooting behavior, irresponsible behavior, environmental damage, property damage, shooting debris, and litter are currently affecting the quality of their shooting experiences. Among those who said that an unsupervised shooting area or range they had used on federal land had been closed,

litter, dumping, and property damage were among the top perceived reasons for those closures.

At the same time, participation in shooting activities on federal lands is high, and recreational shooters in the states surveyed overwhelmingly consider shooting areas and ranges on federal lands to be very important to their shooting participation (74–86% of shooters in the various states gave this answer, a finding reflected in the comments of numerous focus group participants).

The survey also found—and the focus groups confirmed—that recreational shooters value simple, positive messages that resonate clearly. Many of the longer messages presented to the respondents were noted for being open to misinterpretation, and most of the shooters in the focus groups lacked enthusiasm for messages



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they perceived as focusing solely on negative outcomes. Numerous participants in the focus groups also spoke of the importance of responsibility and the need to educate less experienced sport shooters on proper decorum while using federal lands.

The Roundtable commissioned Tread Lightly!—a non-profit organization that develops education and stewardship initiatives—to use the survey and focus group results to develop a responsible shooting sports campaign. The campaign includes marketing/communication and education/outreach strategies to curtail irresponsible behavior on federal lands and to encourage those who take part in recreational shooting on federal lands to act responsibly.

The full report on the survey and focus groups is available at http://www.responsivemanagement.com/download/reports/Shoot_Public_Lands_Report.pdf.

Senior Hunters and Their Role in Hunting Recruitment and Retention in Arizona



ANDY REYNOLDS

The Arizona Game and Fish Department (AGFD) and Responsive Management will conduct qualitative research under a National Shooting Sports Foundation (NSSF) Hunting Heritage Partnership grant to determine how senior hunters can help to increase hunting participation in Arizona. The study's objectives are to identify and better understand the role that senior hunters can play in recruiting and retaining younger hunters and how senior hunters can be encouraged to participate in mentored hunts.

In *The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies* (see article on page 2), Responsive Management and the NSSF discussed the importance of having experienced hunters help to initiate new people into hunting, noting that "it takes a hunter to make a hunter." In fact, many hunters are first introduced to the sport by older

family members, most often a father or grandfather, and the earlier in life they are introduced to hunting, the more avid they are in adulthood. This underscores the impact that hunting mentors can potentially have on young people who take up and stay with hunting into adulthood.

Coupled with this is the situation of older hunters who give up the sport. The same report states that older hunters drop out of hunting not because they don't enjoy it, but mainly due to age or health issues. Of note is that hunters who are defined in the study as being inactive tend to be older than hunters who are defined as being active, and this is especially evident at the upper end of the age spectrum. Although only 10% of active hunters are ages 65 and older, 23% of inactive hunters fall into that age group, reinforcing other findings that suggest that many inactive hunters simply drop out because of age or health rather than for other reasons.

Older hunters therefore constitute an untapped source of enthusiasm and wisdom from whom young newcomers to the sport could greatly benefit.

The goals of this investigation are to determine through focus groups the experiences of senior hunters and their attitudes toward implementing senior-mentored hunts; to use the findings of the focus groups to develop an effective mentoring program led by those who may have quit for age or health reasons; and to use the resulting mentoring program to positively influence hunting license sales and to reinforce statewide conservation programs, habitat restoration, and wildlife management.

Focus groups entail an in-depth, structured discussion with a small group of participants (10 to 12) about select subjects. The use of focus groups is an accepted research technique for qualitative explorations of attitudes, opinions, perceptions, motivations, constraints, participation, and behaviors. Focus groups provide researchers with insights, new hypotheses, and understanding through the process of interaction.

The focus groups for this study will be conducted with senior hunters in five different regions of Arizona in order to provide findings with statewide representation. Mark Damian Duda and Steven J. Bissell, Ph.D., of Responsive Management, will moderate the focus groups. The role of the moderator is to keep the discussion within study parameters using a discussion guide, without exerting a strong influence on the content of the discussion. In this sense, focus groups are non-directive group discussions and expose spontaneous attitudes of small groups. New insights will be sought through discussion to determine how seniors can help to perpetuate the recruitment and retention cycle and how best to develop a mentored hunting program.

Lapsed But Not Forgotten: Developing an Integrated Marketing Campaign to Target Lapsed Hunters in Virginia

The Virginia Department of Game and Inland Fisheries (VDGIF) will partner with Responsive Management, the National Shooting Sports Foundation, Southwick Associates, and Mile Creek Communications to develop a comprehensive integrated marketing plan that will result in a communication outreach program and projects to recruit lapsed hunters.

In 2008, about 187,000 resident hunting licenses were sold in Virginia, compared to nearly 218,000 in 2005. This will be the VDGIF's first targeted effort to reach out to lapsed hunters. The project will include a market research literature review, staff interviews, an assessment of current outreach and marketing, a review of other successful campaigns, analyses of license sales and demographics, a lapsed hunter survey, and focus group research.

The VDGIF will also develop a marketing team to determine the



MIKE HEMMING / USFWS

direction of the analysis, to ensure that goals and objectives are being met, and to develop an action plan for the overall marketing plan. The expected results of this effort will be a campaign customized to lapsed hunters in Virginia that will lead to a direct mailing campaign in 2010.

Data analysis will include mining Virginia's 2005-2008 hunting license database to gain a better picture of who is and who is not hunting in Virginia, hunter churn rates, and other aspects of hunter activity, with the goal of identifying target markets for current and future recruitment efforts.

Data from the focus groups will be compiled and compared to determine the most useful implications from the discussions with senior hunters. The analyses will focus on ways of using the experiences of senior hunters to inform a new senior-mentored youth hunting program. The program will be one of the first of its kind to be based entirely on the perspectives of senior hunters.

A final action report will guide development of the AGFD's mentor program. Two major features of the action report will be an analysis of the qualitative research with senior hunters, including an overview of senior hunter motivations, hunting experiences, hunting preferences, and opinions on and attitudes toward youth mentored hunts; and a discussion of key strategies for successfully

A National Change of Address (NCOA) assessment will also be conducted to determine what percentage of lapsed hunters moved out of the state.

Three focus groups will be conducted in representative locations throughout Virginia to assess lapsed hunters' reasons for not participating in hunting and identify messaging strategies to

encourage their return to hunting. A telephone survey will quantify and validate the results of the focus groups.

Message development will include background research on effective messaging strategies used by other states. Extensive research on hunter recruitment and retention and comparable research on other state programs and initiatives will also be performed. This background research will inform development of several messaging strategies to encourage lapsed hunters to return to hunting, which will be tested through qualitative and quantitative research.

implementing the mentored youth hunt program. The program model itself will also be covered in detail.

The focus groups will be conducted in December 2009; a First Shots demonstration and news conference will also take place in December at AGFD headquarters in Phoenix. For more information, visit the AGFD website at <http://www.gf.state.az.us>.

Increasing Hunting Participation by Investigating Factors Related to Hunting License Sales Increases in 1992, 1999, and 2004

Responsive Management and the Georgia Department of Natural Resources, under a Hunting Heritage Partnership grant, conducted a two-phase study in 2008 to identify and explore in detail the factors that led to and encouraged three discrete increases in hunting license sales over the past two decades.

The study considered the potential for both internal and external factors to influence license sales. External

Two separate studies of active and inactive hunters conducted in 1995 and 2008 by Responsive Management showed “work obligations” to be among the top reasons that took away from hunters’ enjoyment of hunting or caused them not to hunt.

factors (i.e., factors that state fish and wildlife agencies are unable to influence on their own) involved numerous socioeconomic aspects of the population as measured by the U.S. Census, including weather conditions and prevailing economic conditions. Internal factors concerned the actions of state fish and wildlife agencies.

The first phase of the research involved analyzing potential external factors that might affect license sales. A total of 43 variables were examined, such as average monthly

temperature, ethnic background of the population, consumer prices, Dow Jones Industrial Averages, median income, new housing starts, housing and population densities, and population by age groups. Of the 43 variables analyzed, only two were negatively associated with hunting license sales on the national level—being between the ages of 65 and 69, and increases in new housing starts.

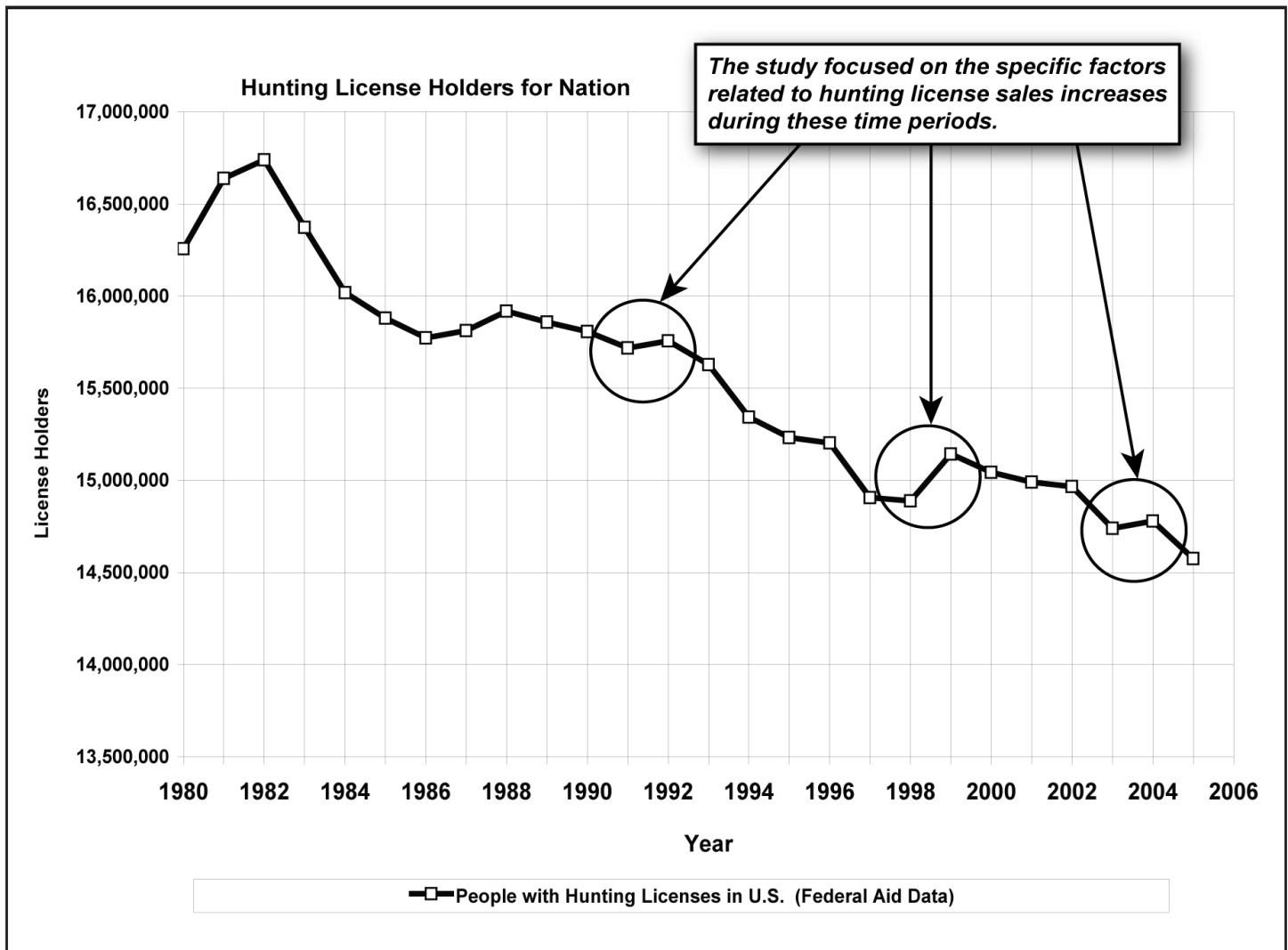
The age factor is easily explained: the greater the proportion of the population consisting of residents ages 65 to 69, the more likely it is that there will be a decline in hunting license sales, because as people age they are less likely to participate in hunting and are less likely to be required to purchase hunting licenses.

The significance of the housing starts factor is not so clear. What was found was that, in times of rapid growth in new housing starts, hunting license sales declined. Why is this? In a 2007 nationwide survey of hunters conducted by Responsive Management, the top occupational category for employed hunters was “construction / carpentry / plumbing / electrical / craftsman.” Such a category strongly relates to the work required for new housing. Thus, in times of increased housing starts, it may be that a substantial number of hunters have less free time to go hunting as they devote more time to work. In addition, “work obligations” is one of the most common reasons cited by hunters for not hunting or not hunting more often. Two separate studies of active and inactive hunters conducted in 1995 and 2008 by Responsive Management showed “work obligations” to be among the top reasons that took away from hunters’ enjoyment

of hunting or caused them not to hunt.

There could also be an inverse phenomenon at work: in hard economic times, hunters may increasingly turn to hunting to put food on the table. In better economic times hunters may feel less of a need to hunt, resulting in fewer license sales. More research is needed to explore this hypothesis.

The second phase of the research examined the internal factors that could have affected hunting license sales. In states that had an increase in hunting license sales in the years examined, those states’ fish and wildlife agencies were asked what contributed to the increase in their state. The variables identified by the state fish and wildlife agencies as possibly having had an influence on license sales in 1992, 1999, and 2004, in order of their relative impact on license sales, were: changes to licenses; changes in the way license sales are tracked or reported; differences between the U.S. Fish and Wildlife Service Federal Aid data and the states’ own records of hunting license sales; a noticeable recovery or increase in sales following a sharp decline in a previous year for various reasons (e.g., fee increases, disease scares); an increased availability of game; state efforts to publicize particular programs, an unusually good hunting season, or a new hunting opportunity; implementation of or increased interest in a specialized hunting program or initiative, such as a youth hunt; a decrease in the license fee, a sharp increase in sales based on an expected increase in license fees, or a relatively low license fee compared to surrounding states; changes to the purchasing process



After reaching a peak in 1982, the number of hunting license holders across the United States has steadily declined. As depicted by the graph above, in the years since 1990, there have been three notable exceptions to the overall rate of national decline: the number of hunting license holders across the nation increased in 1992, 1999, and 2004.

for licenses; changes in hunting regulations; good weather conditions for hunting; and an increased availability of land.

Changes involving licenses appear to be one of the greatest factors with the potential to affect license sales. These changes include a change in a particular license type, an increase in the sale of a particular license type, the addition of a new license type, or the discontinuation of a license type. In the three years examined, numerous states demonstrated the effectiveness of such license changes to increase sales. In 1992, 28% of the total national

license sales increase for the year was attributed to some type of change to one or more hunting licenses enacted by 9 states. In 1999, 33% of the total national license sales increase for the year was attributed to license type changes in 11 states. And in 2004, 37% of the total national license sales increase was related to changes in license types in 10 states.

The findings suggest that changes to license types—in particular changes that introduce new licenses, “repackaged” licenses, or licenses that feature new privileges or opportunities—stimulate license sales. When

adequately publicized, such license changes appear to reintroduce or reinforce hunting opportunities into the public consciousness, especially among those who already have an interest in hunting (lapsed hunters, for example). In fact, the findings suggest that in some cases, even licenses that are merely repackaged (that is, licenses that have not been modified except for their appearance) tend to have a positive effect on hunting license purchases.

The complete report is available at http://www.responsivemanagement.com/download/reports/HHP_License_Sales_Report.pdf.

RESEARCH ON HUNTING AND HUNTING-RELATED

Wildlife Management and Hunting

- ✓ Public Opinion on Fish and Wildlife Management Issues and the Reputation and Credibility of Fish and Wildlife Agencies in the Southeastern United States
- ✓ Public Opinion on Fish and Wildlife Management Issues and the Reputation and Credibility of Fish and Wildlife Agencies in the Northeastern United States
- ✓ Connecticut Residents', Hunters', and Anglers' Attitudes Toward Wildlife, Fisheries, and Forest Management
- ✓ Delaware Residents', Hunters', and Recreational and Commercial Anglers' Attitudes Toward Wildlife and Fisheries Management
- ✓ Public Opinion on Wildlife Species Management in Vermont
- ✓ Public Opinion on Hunting and Wildlife Management in Washington

Deer Management and Hunting

- ✓ Arizona Licensed Hunters' Opinions on a Deer Bonus Point System
- ✓ Arkansas Deer Hunter Survey: Opinions on and Attitudes Toward Deer Hunting Regulations
- ✓ Arkansas Residents' and Hunters' Opinions on and Attitudes Toward Deer Management
- ✓ Opinions of the General Population, Hunters, and Farmers Toward Deer Management in Delaware
- ✓ Opinions and Attitudes of Georgia Residents, Hunters, and Landowners Toward Deer Management in Georgia
- ✓ The Opinions of Residents, Hunters, and Landowners on Deer Management in Maryland
- ✓ Maryland Licensed Deer Hunters: Opinions on a Muzzleloading Firearm Deer Season Prior to the Modern Firearms Deer Season and Other Management Topics
- ✓ Minnesota Deer Hunters' Opinions and Attitudes Toward Deer Management
- ✓ Washington Residents' and Hunters' Opinions on and Attitudes Toward Hunting and Game Species Management

- ✓ New Jersey Deer Hunter Survey
- ✓ West Virginia Hunter Survey
- ✓ Licensed Deer Hunters' Opinions on and Attitudes Toward Deer Management in Wyoming
- ✓ Deer Hunter Survey: Licensed Deer Hunters' Opinions on and Attitudes Toward Deer Management in Wyoming

Big Game Management and Hunting

- ✓ Arizona Residents' and Hunters' Attitudes Toward Predator Hunting Contests
- ✓ Colorado Hunters' Attitudes Toward Elk Hunting Alternatives
- ✓ New Hampshire Residents' and Hunters' Opinions on the Status and Management of Big Game Populations
- ✓ New Hampshire Residents' Opinions and Attitudes Toward Deer, Moose, and Bear in New Hampshire
- ✓ New Mexico Big Game Hunter Survey
- ✓ Survey of Western Oregon Elk Hunting License Holders
- ✓ Washington Department of Fish and Wildlife Hunter Opinion Survey: Elk and Deer Hunting License Holders
- ✓ Licensed Elk Hunters' Opinions on and Attitudes Toward Elk Management in Wyoming

Black Bear Management and Hunting

- ✓ Floridians' Opinions on Black Bear Hunting in Florida
- ✓ Pennsylvania Residents' Opinions on and Attitudes Toward Black Bears
- ✓ Public Attitudes Toward Black Bear Management in Maryland
- ✓ Michigan Black Bear Survey
- ✓ West Virginia Residents' Opinions on Black Bears and Black Bear Hunting

Small Game, Bird, and Waterfowl Management and Hunting

- ✓ Behavioral, Attitudinal, and Demographic Characteristics of Spring Turkey Hunters in the United States
- ✓ Public Attitudes Toward Wild Turkeys in Alabama and Pennsylvania

- ✓ Preferences of Northwest Florida Dove Hunters Regarding Changes in Season Structure
- ✓ Survey of Eastern Washington Upland Bird Hunters
- ✓ Western Washington Pheasant License Study

Hunter Harvest

- ✓ Georgia Wildlife Harvest Surveys 2005–present
- ✓ Ohio Mourning Dove and Ruffed Grouse Harvest Survey
- ✓ South Carolina Hunter Harvest Survey
- ✓ West Virginia Residents' Participation in Deer Hunting and Harvest of Deer

General Opinions, Attitudes, and Preferences

- ✓ National Shooting Sports Foundation Hunting Participation and Attitude Survey and Trends Study
- ✓ Hunters' Opinions on and Preferences for Rifle Scope Optics
- ✓ Americans' Attitudes Toward and Participation in the Shooting Sports
- ✓ Participation in and Motivations for Hunting, Satisfaction with Hunting, and Knowledge and Ratings of the Pennsylvania Game Commission's Programs
- ✓ Pennsylvania Hunter Survey
- ✓ Texas Parks and Wildlife for the 21st Century: Hunter Survey

Recruitment and Retention

- ✓ The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies
- ✓ The Future of Hunting and the Shooting Sports: Focus Group Results
- ✓ Factors Related to Hunting and Fishing Participation in the United States
- ✓ Indiana Hunting Recruitment and Retention Report
- ✓ South Carolina Hunting Participation Campaign Survey
- ✓ New Hampshire Lapsed Hunter Survey
- ✓ New Jersey Hunter Retention and Deer Hunter Satisfaction Survey

ISSUES CONDUCTED BY RESPONSIVE MANAGEMENT

Land Access and Land-Related Issues

- ✓ An Inventory and Assessment of State Public Hunting Land Needs
- ✓ Factors Related to Hunter Behavior on Public and Private Lands and Barriers to and Opportunities for Encouraging Private Landowners to Open Their Land to Hunters
- ✓ Public Opinion on Fenced Preserve Hunting
- ✓ National Forest Hunters' Attitudes Toward Roads in the National Forests
- ✓ Issues Related to Hunting Access in the United States
- ✓ Survey of Members of Hunt Clubs That Lease Land from International Paper
- ✓ Orange County, California Residents' Attitudes Toward Open Space and the Irvine Ranch Land Reserve
- ✓ Access to Federal Hunting Lands in Colorado
- ✓ Idaho Hunters' and Anglers' Attitudes Toward Wilderness Areas in Idaho
- ✓ Incentives for and Challenges to Market-Based Wildlife Recreation on Private Lands in Virginia
- ✓ An Evaluation of and the Implications for Hunter Access as a Cause of Hunter Dissatisfaction
- ✓ Washington State's Private Lands Hunting Access Programs
- ✓ Washington State Hunters' and Landowners' Opinions on the Private Lands Wildlife Management Area Program

Safety and Education

- ✓ The Effects of Mandatory Basic Hunter Education and Advanced Hunter Training on Hunter Recruitment and Retention: Adult and Youth Surveys
- ✓ Alaska Resident Hunting License Holders' Opinions on and Attitudes Toward Hunter Education
- ✓ Demand for Advanced Hunter Education in Colorado
- ✓ Demand for Hunter Education Among Non-Traditional Audiences in Colorado

- ✓ Safety Issues Related to Hunting in Treestands: Survey of Hunters in North Carolina and Vermont

Children and Youth

- ✓ Factors Related to Hunting and Fishing Participation Among the Nation's Youth
- ✓ International Association of Fish and Wildlife Agencies Hunting as a Choice Focus Groups
- ✓ Attitudes Toward and Participation in Youth Hunting Weekends in Vermont
- ✓ Wisconsin Teenagers' Opinions on and Attitudes Toward Hunting

Licensing and License Duplication

- ✓ Colorado Hunters' Attitudes Toward Hunting License Fee Increases
- ✓ Indiana Hunting and Fishing License Duplication Study
- ✓ South Carolina Department of Natural Resources Hunting and Fishing License Duplication Study
- ✓ The Attitudes of Resident and Non-Resident Elk Hunters Toward a Proposed Change in Non-Resident Elk Licensing Allocation in Wyoming
- ✓ Wyoming Hunters' Opinions on the Allocation of Limited Quota Deer, Elk, and Antelope Licenses
- ✓ Wyoming Resident Hunter and Angler Attitudes Toward Resident Hunting and Fishing License Fees

Funding, Expenditures, and Economic Impacts

- ✓ Hunters', Anglers', and Boaters' Awareness of and Attitudes Toward the Federal Aid in Sport Fish and Wildlife Restoration Programs
- ✓ Expenditures of Participants in the Shooting Sports
- ✓ Colorado Hunters' Preferences for Wildlife Program Funding: Allocation of License Fees in Colorado
- ✓ Oklahoma Licensed Hunters and Anglers: Opinions on Alternative Funding Mechanisms for the Oklahoma Department of Wildlife Conservation

- ✓ Hunting and Trapping Expenditures in Wyoming
- ✓ Opinions of the General Population, Hunters, and Anglers on Funding for Wildlife Management in Wyoming
- ✓ Preferences of Wyoming Hunters and Anglers Toward Alternative Mechanisms for Funding the Wyoming Game and Fish Department
- ✓ Wyoming Resident and Nonresident Deer, Elk, and Antelope Hunter Expenditure Survey
- ✓ Wyoming Resident and Nonresident Deer, Elk, and Antelope Hunter Expenditure Survey
- ✓ Wyoming Small Game/Upland Game Bird Expenditure Survey

Conservation and Environmental Issues

- ✓ Sportsmen's Opinions on Oil and Gas Extraction Activities in the Rocky Mountain West
- ✓ Hunters' Opinions Regarding Global Warming/Climate Change
- ✓ Hunters' Opinions on Conservation and Environmental Issues
- ✓ Arizona, California, and Utah Hunters' Knowledge of and Attitudes Toward Threats to California Condors
- ✓ California Hunters' Awareness of and Opinions on a Potential Ban of Lead Ammunition
- ✓ Effects of a Delaware River Oil Spill on Waterfowl Hunter Behavior and Participation

Archery and Bowhunting

- ✓ Focus Groups and Nationwide Survey on Bowhunting Participation
- ✓ An Assessment and Evaluation of the National Archery in the Schools Program

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on hunting and wildlife
management issues.

Assessing and Evaluating the National Archery in the Schools Program

The National Archery in the Schools Program (NASP) is a venture of state departments of education, state fish and wildlife agencies, and archery organizations and equipment manufacturers with the mission of promoting student education and lifelong interest and participation in the sport of archery.

The program, which is administered by the non-profit NASP Inc., provides international-style target archery training through a standardized education package that can be directly incorporated into a school's physical education or other curriculum. Since its inception in March 2002, more than 4 million students at 4,900

schools located in 46 states and 5 countries have participated in the NASP.

In 2008–2009, Responsive Management, in consultation with Hilarie Davis, Ed.D., of Technology for Learning Consortium, conducted an evaluation for the NASP to examine four hypotheses: (1) learning archery is engaging to students; (2) through archery, students improve learning skills and attitudes; (3) archery positively affects student interest in archery and other sports, and student participation in the archery program positively affects family interest in archery; and (4) archery positively affects student attendance and

performance in school. This was a multi-phase evaluation that entailed a questionnaire administered to a representative sample of physical education (PE) instructors from 10 of the 46 states involved in the NASP, a questionnaire administered to a representative sample of students who participated in the NASP from the same 10 states, and a quantitative evaluation of the impact that the NASP has on student attendance and grades. Results of the study include the following:

► **Students Are Satisfied With the NASP.** Most students (83%) like the archery program in their schools, and a large majority (86%) report that their instructors did a good job teaching archery.

► **Students Are Engaged by the NASP.** A majority of students (76%) think the archery program is exciting, and just over three quarters (78%) rated their archery skills as either good or very good after taking the course.

► **Archery Improves Student Self-Confidence.** Eighty-four percent (84%) of instructors agree that archery has improved their students' self-confidence, reporting that archery gives students more confidence in their relationships with their teachers (51% of those who agree), in other sports or physical activities (50% of those who agree),

“You don’t have to be strong, you don’t have to be tall, you don’t have to be fast— anyone can be an archer. And it’s a life sport, it’s something you can do until you’re seventy or eighty. And I think that’s huge for kids.”
—Minnesota Instructor

PHOTOS: NATIONAL ARCHERY IN THE SCHOOLS PROGRAM





“The NASP program has given students that have not been that successful in other sports, or even in school in general, a chance to be successful and be on the school team that attended the state tournament. This was a big boost in self-esteem.” —Ohio Instructor

and in friendships with other students (43% of those who agree).

► **Archery Improves Student Motivation.** Seventy-eight percent (78%) of instructors agree that archery has improved student motivation, saying that the NASP gives students more motivation to stay out of trouble and be respectful of adults and friends (48% of those who agree), to attend school (41% of those who agree), to participate in other sports and activities (29% of those who agree), and to get better grades (26% of those who agree).

► **Archery Improves Student Behavior.** Most instructors (74%) agree that archery has improved

student behavior, and more than half (53%) report that student behavior as a whole has improved because of the program.

► **Archery Improves Student Concentration and Focus.** When asked specifically about student attention in archery, 76% of instructors believe that students pay more attention to what they are doing in NASP courses than in other classes. A large majority of students (64%) say that the program has helped them to pay attention or focus better in learning other things.

► **The NASP Increases Student Interest and Involvement in Archery.** Seventy-nine percent (79%) of

instructors say that the NASP has increased student interest in archery. Almost two-thirds (65%) of students indicated that they participated in archery since taking part in the NASP program in school.

► **The NASP Increases Student Interest in Hunting and Shooting Sports.** After participating in the program, a significant percentage of NASP students (32%) indicated that they are more interested in other-shooting sports.

► **Students Look Forward to School More on the Days They Have Archery.** The percentage of NASP students who looked forward to going to school more on days that they had archery (33%) exceeded the percentage of students who looked forward to going to school less (10%) by more than three times.

For more information, visit the NASP website at <http://www.nasparchery.com>.

“Every student can succeed, [whether they are] athletic or not. Following directions, listening, concentrating, patterning, joyful physical activity are all essential school skills that are taught directly as a part of the NASP.”

—Michigan Instructor



Hunting Participation in North Dakota



EUGENE HESTER / USFWS

Responsive Management was commissioned in 2008 by the North Dakota Game and Fish Department to obtain information about North Dakota residents' and hunters' opinions on, participation in, and interest in hunting. The study was initiated by the North Dakota Game and Fish Department after discussion in the North Dakota Legislature regarding how to maintain the number of hunters in the state and recruit new ones.

An increase in hunting participation in North Dakota contrasted against a backdrop of a nationwide decline in hunting participation offers researchers important insights into hunting recruitment and retention. In addition, even though North Dakota is enjoying an overall increase in hunting participation, there are concerns over the future of hunting in North Dakota due to broad demographic changes taking place in the state.

When taken together, license data from the North Dakota Game and Fish

An increase in hunting participation in North Dakota contrasted against a backdrop of a nationwide decline in hunting participation offers researchers important insights into hunting recruitment and retention.

Department and the U.S. Fish and Wildlife Service suggest that hunting participation in North Dakota has increased. However, U.S. Census data indicate that North Dakota has lost school-age population in the past 50 years. Because of this, it appears that the state will not gain enough resident hunters at the young end of the age range to replace older resident hunters who will no longer be hunting. Recruiting young people into the

sport is therefore vital to maintaining North Dakota's hunting tradition.

The telephone surveys were conducted in July 2008 and included North Dakota residents ages 18 and older. Children of the adult respondents were also interviewed, using a separate children's survey. Parents were encouraged to listen in on the interviews. Results of the children's survey included the following:

- A total of 53% say that friends their age think hunting is very cool, and another 44% say their friends think hunting is a little cool; none say that their friends think hunting is not cool at all.
- The overwhelming majority (93%) have friends who hunt.
- The majority (62%) have seen or heard information outside of school that helped them learn more about hunting or increased their interest in going hunting.
- A substantial percentage (45%) say that a teacher or guest speaker

talked to them at school about hunting. Of those, 64% indicated that the teacher/speaker said good things about hunting, and the rest (36%) indicated that the teacher/speaker said both good and bad things. None indicated that the teacher/speaker said only bad things.

- The majority of children (58%) say that, both in and out of school, they hear more good things about hunting than bad, and another 40% hear both good and bad things; only 2% say that they hear more bad things than good.
- The overwhelming majority (98%) agree that it is okay to hunt when it is legal to do so, most of them strongly agreeing (80%).
- A total of 79% agree that hunting is a safe recreational activity, while only 15% disagree (the rest give a neutral answer or say they do not know).

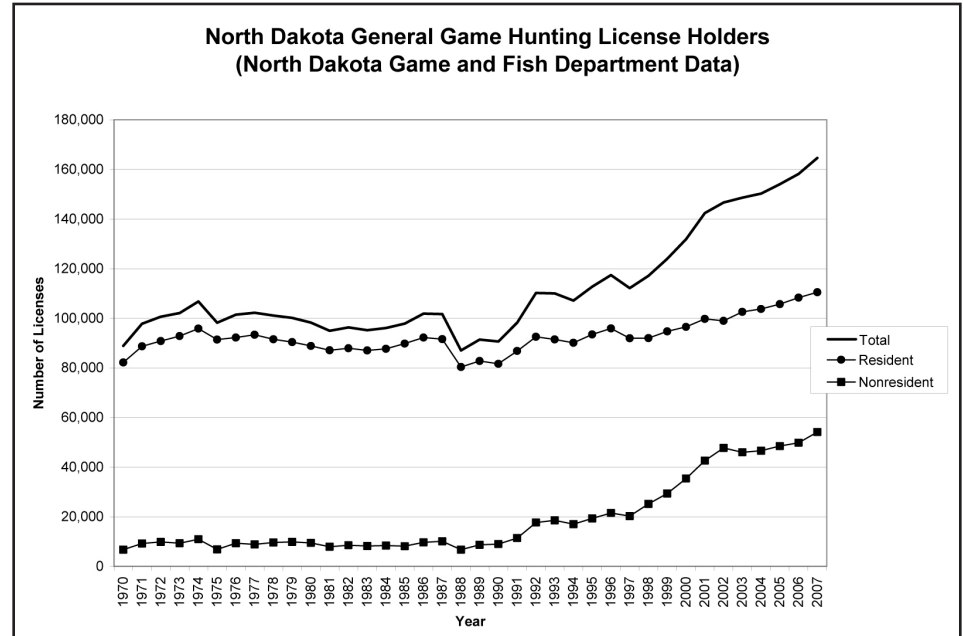
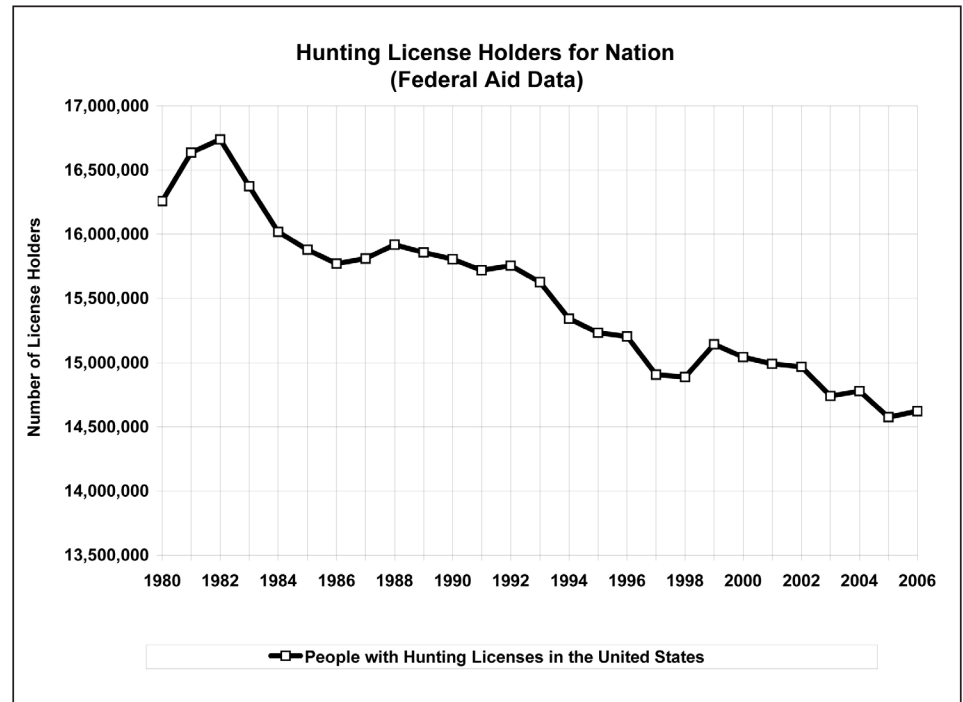
Taken as a whole, the results of both the adult and children's surveys indicate that increased hunting participation in North Dakota is due to a strong hunting culture, low urbanization, and excellent hunting opportunities. However, even in a state like North Dakota, hunting is threatened by changing demographics that include fewer youth overall within the state's population. Previous research has shown that initiation into hunting at a young age is correlated with hunters' continuing the sport throughout their lives.

Increasing the initiation of youth into hunting at a young age therefore holds promise for maintaining or increasing the number of North Dakota hunters in the future. Other states have had recruitment success with youth hunting programs, less restrictive licensing requirements, and offering apprenticeship licenses, and those strategies may work in North Dakota as well. In fact, research published by the Families Afield program found a correlation between less restrictive youth licensing requirements

and a higher hunter replacement ratio.

The full report, including detailed results of the adult survey covering hunting participation and motivation,

satisfaction and dissatisfaction with hunting, and opinions on license types, is available at http://www.responsivemanagement.com/download/reports/ND_Hunt_Report.pdf.



From 1982 to 2006, hunting participation at the national level has shown a steady downward trend, whereas in North Dakota hunting participation has been on the rise. The charts above illustrate the opposing trends by comparing national trends from Federal Aid data to state trends from the North Dakota Game and Fish Department.



TUPPER ANSEL BLAKE / USFWS

Public Opinion on and Attitudes Toward Hunting

Mark Damian Duda, Executive Director of Responsive Management, was an invited speaker at the 73rd North American Wildlife and Natural Resources Conference, held March 25–29, 2008, in Phoenix, Arizona. He presented the paper “Public Opinion on and Attitudes Toward Hunting,” which highlighted recent findings regarding support for and opposition to hunting and to hunting various species, trends in support for and opposition to hunting, characteristics of those who support and those who oppose hunting, and public perceptions of hunters. The paper, co-authored by Duda and Martin Jones, Senior Research Associate at Responsive Management, was published in the Wildlife Management Institute’s annual *Transactions of the 73rd North American Wildlife and Natural Resources Conference*. It can be viewed online at http://www.responsivemanagement.com/download/reports/NAMWC_Public_Opinion_Hunting.pdf.

Nationwide Hunter Access Survey Under Way

Responsive Management and the National Shooting Sports Foundation (NSSF) were awarded a U.S. Fish and Wildlife Service Multistate Conservation Grant to conduct a study to better understand hunting access across the nation. More than 14,000 hunters nationwide are participating in the study, which covers topics such as hunting participation, accessing hunting lands, specific access problems and the effectiveness of potential solutions for access, specific access programs and resources, landowner incentives and liability, and sources of information on places to hunt and hunting access.

The study will quantify specific hunting access issues by surveying hunters nationwide with oversamples in 16 states where various access programs are currently under way, assess the effectiveness of the numerous programs that have been implemented to enhance hunting

access, and assist in efforts to reduce hunting access conflicts and improve and increase access to lands for hunting. The oversampled states will provide researchers with valuable information on how current access programs are performing. The 16 oversampled states are Alabama, Arizona, California, Hawaii, Idaho, Kansas, Michigan, Nebraska, Nevada, Ohio, Pennsylvania, South Dakota, Virginia, Washington, Wisconsin, and Wyoming. Responsive Management has worked closely with professional fish and wildlife staff in those states to develop this portion of the survey.

Responsive Management has conducted several other studies on hunting access, including a literature review regarding issues related to hunting and fishing access in the United States, available at http://www.responsivemanagement.com/download/reports/TRCA_Hunting_Fishing_Access_Lit_Review.pdf.

RESPONSIVE MANAGEMENT



ABOUT RESPONSIVE MANAGEMENT

RESPONSIVE MANAGEMENT is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing our in-house, full-service telephone, mail, and web-based survey center with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 20 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors, hikers, birdwatchers, campers, and rock climbers. We have also conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their membership and donations. Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. We have also conducted focus groups and personal interviews with residents in the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe.

Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics, African-Americans, Asians, women, children, senior citizens, urban, suburban and rural residents, large landowners, and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences throughout the world. Our research has been featured in most of the nation's major media, including CNN, *The Washington Post*, *The Washington Times*, *The New York Times*, *The Wall Street Journal*, and on the front page of *USA Today*. Last year, Responsive Management's research was highlighted in *Newsweek* magazine.

Responsive Management conducts:

- Telephone surveys
- Mail surveys
- Personal interviews
- Park/outdoor recreation intercepts
- Scientifically valid online surveys
- Focus groups
- Needs assessments
- Literature reviews
- Data collection for researchers and universities

Responsive Management develops:

- Marketing plans
- Communication plans
- Outreach plans
- Program evaluations
- Policy analysis
- Public relations plans

Sign Up Today



**and receive our free monthly email newsletter,
News From Responsive Management,
featuring research updates on our latest projects.**

For 20 years Responsive Management has conducted public opinion research on a wide range of fish and wildlife and outdoor recreation issues. We launched our email newsletter to better communicate with fish and wildlife and natural resource professionals about the different projects we are currently involved in.

To sign up, visit us online at www.responsivemanagement.com, click on "Sign Up For Our Email Newsletter" in the left column, and follow the links. It takes less than a minute, and it's free.

Your privacy is important to us—we will not sell your information or share it with anyone else.

Thank you for taking the time to sign up!

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Responsive Management Assists Fish and Wildlife Professionals, Policy Makers With Executive Order White Paper Report

Responsive Management recently assisted fish and wildlife professionals and federal policy makers with producing a white paper report, *Strengthening America's Hunting Heritage and Conservation in the 21st Century: Challenges and Opportunities*, sponsored by the Sporting Conservation Council, the U.S. Department of Agriculture, and the U.S. Department of the Interior.

The white paper project is based on Executive Order 13443. The purpose of the Order is to "direct Federal agencies that have programs and activities that have a measurable effect on public land management, outdoor recreation, and wildlife management . . . to facilitate the expansion and enhancement of hunting opportunities and the management of game species and their habitat."

More than 100 fish and wildlife professionals contributed to the planning and discussion behind the white paper project, and nearly 40 took part in writing the

papers. Responsive Management staff edited and produced the final publication, including establishing and managing the review process, working with committee chairs and authors to edit the papers, and designing and typesetting the final publication.



SUSAN STERNER / THE WHITE HOUSE

Topics covered by the white papers include the North American Model of Wildlife Conservation; federal, state, and tribal coordination; wildlife habitat conservation; coordinating oil and gas development and wildlife conservation; climate change and wildlife; funding the North American Model of Wildlife Conservation in the United States; preserving the tradition of hunting through education,

recruitment, and retention; and perpetuating hunter traditions through access to public and private lands.

The white paper report is available online at <http://www.sportsmenslink.org/assets/files/EO%20BOOK%20web.pdf>.