

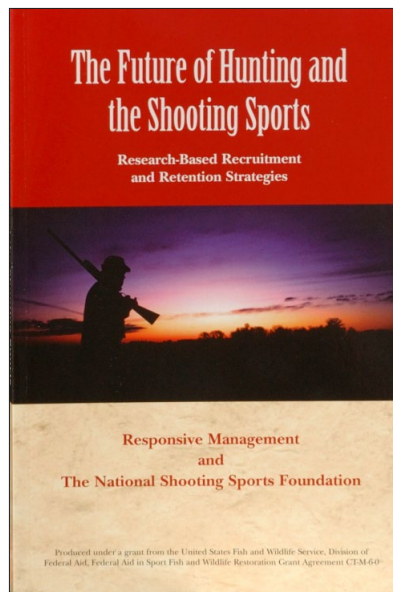
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The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies

Responsive Management recently partnered with the National Shooting Sports Foundation (NSSF) 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 researchers, and sportsmen's and conservation organization personnel were consulted regarding hunting and sport shooting participation, hunting and shooting recruitment and retention 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. The Task Force 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 (1.11MB 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>.