

Responsive Management Workshop



Specializing in Survey Research on Natural Resource and Outdoor Recreation Issues

Fall/Winter 2013

Workshop on Hunting Participation, Recruitment, and Retention Research: Lessons Learned



Photos: Blonhaven Hunt Club; Dwight Dyke/VDGIF; NWTf

Responsive Management is now offering a workshop on hunting participation, recruitment, retention, and reactivation.

Drawing on 23 years of research and more than 200 studies, this workshop covers the foundations of

hunting and shooting participation in a “lessons learned” format that is easy to understand and apply to an organization’s efforts at increasing participation and better understanding and working with these constituents.

Participants will leave the course with a greater understanding of hunting and shooting participation and knowledge of what works and what doesn’t in recruitment and retention efforts, information that can be immediately applied to make programs and services more successful.

This workshop has been designed to be presented within the agency/organization to not only assist personnel directly involved in recruitment/retention efforts but also to build support for these efforts on an institution-wide basis.

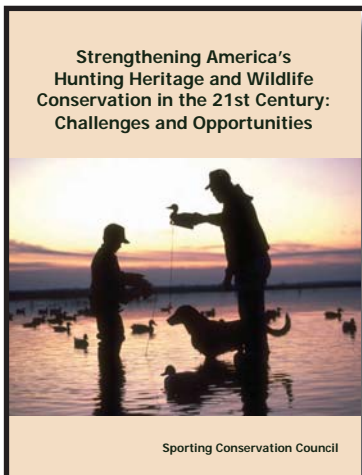
Workshop Details

◆ This workshop offers state fish and wildlife agencies, industry, and sportsmen’s organizations the latest research and findings from research spanning 23 years.

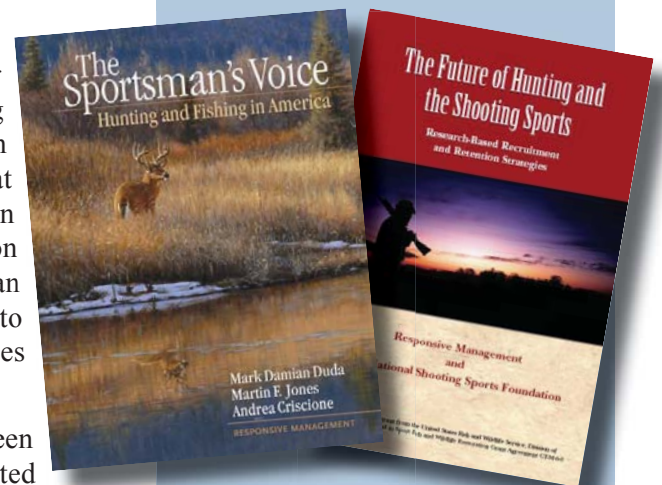
◆ Not just for hunting recruitment and retention coordinators, this workshop provides invaluable research for agency and industry personnel at all levels who are committed to increasing hunting and shooting participation.

◆ To schedule a workshop for your agency or organization, please contact Alison Lanier at (540) 432-1888 or by email at alison@responsivemanagement.com.

◆ The cost for this three-quarter day workshop is \$2,500 plus travel expenses.



Responsive Management was the editor of this white paper prepared for White House Executive Order 13443



Contact Us

There is limited availability. Book your workshop today.

Workshop Topics Covered

- The importance of setting the right goals and objectives
- Why goals differ for agencies and industry
- Hunting and shooting participation and trends
- Reasons for long-term hunting participation declines
- Public opinion on hunting: Long-term trends and how support varies based on species and motivations
- Reasons for the recent uptick in hunting participation and surge in shooting participation
- Access programs that work
- The elements of a successful recruitment, retention, and reactivation program
- Why some recruitment, retention, and reactivation programs work and others don't
- Understanding churn and why license sales and databases don't tell the whole story
- The role of apprentice licenses in recruitment, retention, and reactivation
- The role of hunter education in recruitment, retention, and reactivation
- Aspects of successful marketing campaigns
- Why some outreach programs don't work
- Elements of successful communications programs
- The use of social media in recruitment, retention, and reactivation efforts
- The importance of evaluation
- The importance of utilizing high quality research; sometimes it's what you are told that can kill a program



Responsive Management assisted fish and wildlife professionals and federal policy makers with producing a white paper for White House Executive Order 13443. *Strengthening America's Hunting Heritage and Conservation in the 21st Century: Challenges and Opportunities* was sponsored by the Sporting Conservation Council, the U.S. Department of Agriculture, and the U.S. Department of the Interior (see page 1 for cover photo).



Where Does Social Media Fit In?

Responsive Management partnered with the North Dakota Game and Fish Department and the Council to Advance Hunting and the Shooting Sports to conduct a study to better understand hunters and shooters and their use of social media. Specifically, the study was designed to determine which social media and new technology modes of delivery are the most effective at encouraging participation in hunting and shooting.



Responsive Management's Executive Director, Mark Damian Duda, presenting research from this workshop at a strategic direction meeting with the Florida Fish and Wildlife Conservation Commissioners in October 2013.

The Reach of Responsive Management

Responsive Management has conducted...

- More than 700 research studies on natural resource, fish and wildlife, and outdoor recreation issues; more than \$50 million in outdoor recreation research
- Studies in all 50 states and 15 countries worldwide
- Research for every state fish and wildlife agency; most federal resource agencies; and most DNRs and NGOs, including the National Shooting Sports Foundation, the Archery Trade Association, the Rocky Mountain Elk Foundation, Ducks Unlimited, SCI, and dozens of others
- Research for numerous outdoor recreation industry leaders, including Winchester, Trijicon, Yamaha, and many others
- Data collection for the nation's top universities: Auburn University, Colorado State University, Duke University, George Mason University, Michigan State University, Mississippi State University, North Carolina State University, Oregon State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of California-Davis, University of Florida, University of Montana, University of New Hampshire, University of Southern California, Virginia Tech, and West Virginia University

**PREACHING BEYOND THE CHOIR:
PROMOTING HUNTING IN THE 21st CENTURY
THROUGH EFFECTIVE COMMUNICATIONS.
RESPONSIVE MANAGEMENT LED THIS
WORKSHOP IN ROME, ITALY.**



Responsive Management was contracted by the World Forum on the Future of Sport Shooting Activities to develop a workshop to identify the strategies and messages to better communicate the economic, ecological, environmental, and social values of hunting. Responsive Management partnered with internationally recognized hunting research and marketing experts to deliver this 2-day workshop designed to increase support for hunting worldwide. The workshop was conducted in Rome, Italy. More than 10 countries were represented at the event.



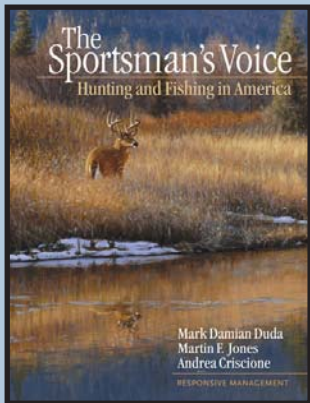
From Media to Motion: Improving the Return on Investment in State Fish and Wildlife Marketing Efforts

This study was conducted under a grant from the NSSF to determine the most successful messaging and distribution methods for reaching lapsed hunters with communications and outreach. An overall goal of

the study was to improve state fish and wildlife agencies' return on investment in their marketing efforts. The study expanded on a previous study conducted for the Virginia Department of Game and Inland Fisheries to develop a comprehensive, integrated marketing approach to target lapsed hunters, with a future goal of implementing a marketing strategy to motivate hunters to buy a hunting license in the future: *Lapsed but not Forgotten: Developing an Integrated Marketing Campaign to Target Lapsed Hunters in Virginia.*

More than 36 different message variations were evaluated to understand the best combinations of messages and media to retain hunters in Virginia.

Responsive Management Research



The Sportsman's Voice
(Venture Publishing:
State College, PA)

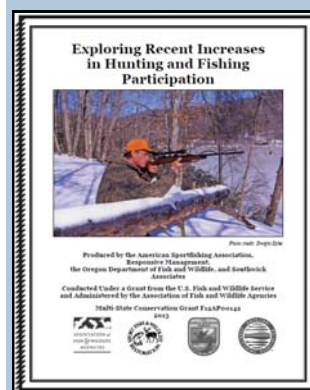
The Sportsman's Voice: Hunting and Fishing in America (Venture Publishing, 2010) provides a comprehensive look at hunting and fishing participation, recruitment, and retention. *The Sportsman's Voice* bridges the gap between hundreds of scientific studies of the human dimensions of conservation and on-the-ground efforts, giving this information meaningful context and real-world utility.

Hunting and Shooting Participation

- ✓ Sport Shooting Participation in the United States in 2012
- ✓ Exploring Data Collection and Cost Options for the *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*
- ✓ Archery Participation Among Adult United States Residents in 2012
- ✓ Planning and Coordination of the *2016 National Survey: Year 1*
- ✓ An Analysis of the Surge in Sport Shooting Participation 2008-2012

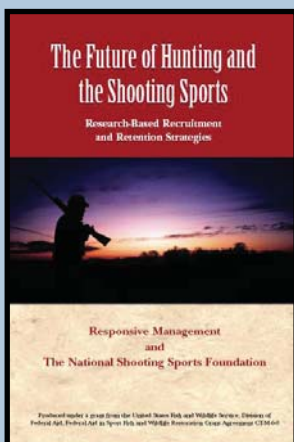
License Sales and License Buyers

- ✓ Iowa Hunters' and Anglers' Opinions on Factors Related to License Purchasing Behavior: A Comparison of Avid, Inconsistent, and One-Time License Buyers
- ✓ Understanding the Impact of Changes to North Carolina's Hunting and Fishing License Structure and Fee Schedule
- ✓ An Assessment of Public Opinion on Fishing and Hunting License Structures and Pricing in Minnesota
- ✓ Increasing Hunting License Buyers and Excise Tax Receipts Through State-Industry Cooperative Recruitment and Retention Research and Testing



Exploring Recent Increases in Hunting and Fishing Participation

Hunting participation increased by 9% and fishing increased by 11% between 2006 and 2011. The American Sportfishing Association contracted Responsive Management to identify the factors related to these increases. The final report outlines the specific reasons for these increases. The conclusions provide useful information for the continued development of marketing and outreach to increase hunting and fishing participation.



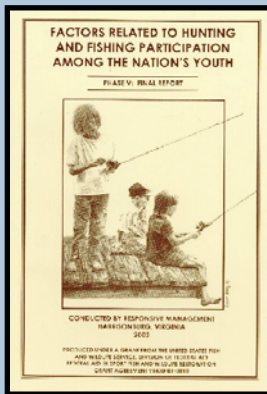
The Future of Hunting and the Shooting Sports

Responsive Management partnered with the National Shooting Sports Foundation (NSSF) to produce one of the largest and most comprehensive studies ever conducted on hunting and the shooting sports, *The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies*. This report was the core of the 2008 Shooting Sports Summit and became the impetus for NSSF's Task Force 20/20, currently the largest hunting recruitment and retention effort underway.

Marketing and Outreach

- ✓ Lapsed Hunters' License Purchasing Behaviors and Their Opinions on Messages Encouraging Them to Purchase Hunting Licenses
- ✓ An Evaluation of South Carolina's Electronic Marketing Campaign to Increase Hunting License Sales
- ✓ North Dakota Residents' Use of Social Media and Its Influence on Their Hunting and Shooting Participation
- ✓ Hunters', Sport Shooters', Archers', and Anglers' Attitudes Toward Messages Encouraging Them to Recruit Others Into Their Sport

Research on Recruitment and Retention



Factors Related to Hunting and Fishing Participation Among the Nation's Youth

Our nation's youth are the future of hunting and shooting. Research clearly indicates that active participation in hunting and fishing as an adult is directly related to active participation as a youth. This study involved two major objectives: The first objective was to identify the factors involved in the recruitment and retention of the nation's youth in hunting and fishing. Secondly, the study was designed to recommend strategies to increase participation and improve the retention of youth participants.

Nontraditional Participants and Youth

- ✓ Demand for Hunter Education Among Non-Traditional Audiences in Colorado
- ✓ Understanding the Impact of Peer Influence on Youth Participation in Hunting and Target Shooting
- ✓ Attitudes Toward and Participation in Youth Hunting Weekends in Vermont
- ✓ Recruiting and Retaining Nontraditional Adult Participants Into Fishing and Hunting Through Targeted Marketing, Instruction, Mentoring, and Social Reinforcement

Evaluation of Recruitment and Retention Programs

- ✓ Evaluating the Effectiveness of Hunting, Shooting, and Fishing Recruitment and Retention Programs
- ✓ An Evaluation of the Hunting Heritage Partnership Grant Program
- ✓ Indiana Hunting Recruitment and Retention Report
- ✓ An Assessment and Evaluation of the National Archery in the Schools Program

Hunter Education

- ✓ Increasing the Number of Hunter Education Graduates Who Purchase Hunting Licenses
- ✓ Hunter Education Assessment

- ✓ The Effects of Mandatory Basic Hunter Education and Advanced Hunter Training on Hunter Recruitment and Retention

Apprentice Licenses and Mentoring

- ✓ Evaluating Apprentice Licenses as a Hunter Recruitment Strategy
- ✓ Arizona Mentored Hunts

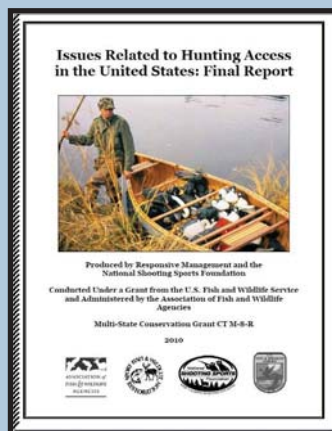
Satisfactions and Challenges

- ✓ Understanding the Activities That Compete with Hunting and Shooting
- ✓ Factors Related to Hunting Participation in Pennsylvania
- ✓ New Jersey Deer Hunter Satisfaction
- ✓ North Dakota Hunting Survey

- ✓ New Hampshire Lapsed Hunter Survey
- ✓ Washington State Hunters' Opinions on Deer and Elk Hunting Regulations, Deer and Elk Management, and Non-Lead Shot Regulations
- ✓ Survey Regarding Hunting and Wildlife Management in Kentucky
- ✓ Waterfowl Hunters' Opinions on and Attitudes Toward Waterfowl Hunting and Regulations in Arkansas
- ✓ Hunting on Wildlife Management Areas in Georgia: Hunters' Attitudes Toward WMAs
- ✓ Alabama Hunters' Opinions on and Participation in Hunting on WMAs

Land Access and Land Issues

- ✓ The Issue of Hunter Access: An Evaluation of and the Implications for Hunter Access as a Cause of Hunter Dissatisfaction
- ✓ 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
- ✓ Restoring the Balance: An Inventory and Assessment of State Public Hunting Land Needs
- ✓ Washington State Hunters' and Landowners' Opinions on the Private Lands Wildlife Management Area Program
- ✓ Access to Federal Hunting Lands in Colorado



Issues Related to Hunting Access in the United States

Studies have shown that access is a leading reason for hunter dissatisfaction, and that not enough available hunting access is a significant factor that influences hunters' decisions to stop hunting. This major study provides research-based information to help agencies and organizations know the exact extent and nature of access issues, know the elements of current programs that are most effective in addressing those issues, and plan and develop hunting programs accordingly.

Effectiveness of Hunting, Shooting, and Fishing Recruitment and Retention Programs: Final Report



Produced by Responsive Management and the National Wild Turkey Federation

Conducted Under a Grant from the U.S. Fish and Wildlife Service and Administered by the Association of Fish and Wildlife Agencies

Multi-State Conservation Grant SC M-4-R

2011



What is the research telling us?

1. The majority of participants come from a hunting, sport shooting, and/or fishing family (89% came from hunt/shoot/fish family).
2. The majority of participants have participated in hunting, sport shooting, and/or fishing activities previously (80% had hunted, 99% had shot, 98% had fished).
3. The programs are increasing overall factual knowledge of hunting, sport shooting, and fishing.
4. The programs are increasing factual knowledge about fish and wildlife agencies.
5. Successful programs encourage the “natural path” of recruitment and retention.
6. Successful programs use family activities and events to recruit adults through youth.
7. Successful programs provide a safe and controlled environment.
8. Successful programs provide a positive social atmosphere.
9. Successful programs provide age- and audience-appropriate activities.
10. Successful programs train instructors.
11. Successful programs consider the skill levels of participants.
12. Successful programs match instructor-participant backgrounds and demographics.
13. Successful programs contextualize activities as a way to encourage crossover appeal.
14. Successful programs market hunting to other outdoor recreation program participants.
15. Successful programs encourage social interactions among participants after the event.
16. Successful programs provide the next step.
17. Successful programs identify program markets and disseminate information effectively (markets first; programs second).
18. Successful programs are committed to periodic evaluation.
19. There is a need for a consistent assessment that categorizes programs by progression and skill level along a continuum of learning: awareness, interest, trial, continuation with support, continuation without focused support, continuation as a hunting proponent.

In 2009, Responsive Management teamed with the National Wild Turkey Federation on a major study conducted under a U.S. Fish and Wildlife Service Multistate Conservation Grant to examine the effectiveness of nearly 70 national and state recruitment and retention programs providing instruction on hunting, sport shooting, and fishing.

The study was conducted to develop a greater understanding of the respective approaches, programmatic elements, targeted audiences (including youth and adult participants), subject matter, and impacts of the programs. To this end, the research entailed a thorough investigation of the participation rates, attitudes, opinions, and interest levels among program participants.

The results of the first phase of the study were published in 2011, and the final report summarizing the results of the entire 4-year study will be available in 2014.

The study findings have been used to initiate efforts to improve hunting and sport shooting recruitment and retention. For example, following recommendations made by Responsive Management in 2009, the Wildlife Management Institute is spearheading efforts to develop an assessment that will categorize programs by progression and skill level along a continuum of learning.



Sport Shooting and Archery Participation

Responsive Management draws on the most recent and up-to-date research to bring you this workshop. Among the research presented is the latest data on sport shooting participation and trends.

- *Sport Shooting Participation in the United States in 2012.* Responsive Management began working with the National Shooting Sports Foundation to track sport shooting trends in 2010, providing the industry the leading source on sport shooting participation and trends in America. This study updated regional and national participation rates in target and sport shooting and provided trend data exploring changes in participation.



Photo: © National Shooting Sports Foundation, Inc.

- *Archery Participation Among Adult United States Residents in 2012.* Archery participation has also seen a surge in participation. This major nationwide survey was conducted for the Archery Trade Association to determine adult Americans' participation in archery and to obtain information about archers themselves, their archery participation, and their reasons and motivations for participating in archery and bowhunting.
- *An Analysis of the Surge in Sport Shooting Participation 2008-2012.* The shooting industry has experienced a surge in firearms sales since 2008. This study was initiated to identify possible reasons for this surge in shooting participation. Conducted for the National Shooting Sports Foundation, the study also analyzes the proportion of sport shooters who are new to shooting. Most notably, this study found that 20% of shooters in 2012 were new to the sport.



Photo: Dwight Dyke/VDGIF

An Evaluation of the Hunting Heritage Partnership (HHP) Grant Program: Assessing the Results of Hunter Recruitment and Retention Strategies Funded Through the NSSF's HHP Grant Program

Since 2003, the NSSF has administered grants through its Hunting Heritage Partnership Foundation to assist state fish and wildlife agencies with hunter recruitment and retention efforts. HHP grants have been used to help fund youth hunts and mentoring initiatives, public and private hunting land access programs, marketing efforts and communications campaigns, interactive land maps, hunting equipment upgrades for disabled hunters, and human dimensions research to plan and develop recruitment and retention initiatives.

This study was conducted to evaluate the results and impacts of hunter recruitment and retention strategies implemented by state fish and wildlife agencies and funded through the HHP grant program. The study identified the most successful and effective HHP-funded programs as well as obstacles and challenges affecting hunting and shooting recruitment and retention efforts.



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Meet the Presenter

Mark Damian Duda is the Executive Director of Responsive Management, a survey research firm specializing in natural resource, hunting and fishing, and outdoor recreation issues. Mark holds a Master's degree with an emphasis on natural resource policy and planning from Yale University, where he attended on two academic scholarships. During the past 25 years, Mark has conducted more than 700 studies on how people relate to the outdoors, including more than 200 studies on hunting and fishing participation. Mark is the author of four books, including *The Sportsman's Voice: Hunting and Fishing in America* (Venture Publishing, 2010). He is also senior author of the report *The Future of Hunting and the Shooting Sports: Research-Based Recruitment and Retention Strategies*.

Mark's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, hunting and fishing, and outdoor recreation conferences around the world. His work has also been featured in most of the nation's top media, including NPR's "Morning Edition," CNN, *The New York Times*, *Newsweek*, and the front pages of *The Wall Street Journal*, *The Washington Post*, and *USA Today*. For 7 years, Mark served as a columnist for *North American Hunter* and *North American Fisherman* magazines.

Mark has been named Conservation Educator of the Year by both the Florida Wildlife Federation and National Wildlife Federation, was a recipient of the Conservation Achievement Award from the Western Association of Fish and Wildlife Agencies, and was named Wildlife Professional of the Year by the Virginia Wildlife Society. He also received the Conservation Achievement Award in Communications from Ducks Unlimited, as well as an award from the Potomac Ducks Unlimited Chapter for his contributions as a researcher and writer. Mark was also honored as Qualitative Researcher of the Year by the National Shooting Sports Foundation.