

NSSF® Report

HUNTING INTEREST & PREFERENCES AMONG POTENTIAL NEW HUNTERS



Conducted for the
National Shooting Sports Foundation*
by Southwick Associates

NSSF® *The Firearm Industry
Trade Association*

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Executive Summary

In the summer of 2016, a national survey was conducted to gauge how African-Americans, Asian-Americans, Hispanics and Caucasians with some level of interest in hunting can be encouraged to try the sport. The survey included questions regarding hunting barriers, motivations, perceptions, needs and preferences. A total of 2,875 surveys were completed of people who have never hunted or haven't been hunting in recent years. In addition, potential recruitment messages and communication methods were examined. Top-level results include:

Barriers to Participation

- There was little difference across all demographics, with most groups citing not owning the right equipment as the major impediment to hunting for the first time or hunting again. No single reason clearly stood out, indicating many issues need attention if these potential new hunters are to attempt hunting:
- Major barriers to hunting for the first time are:
 - not owning the right equipment
 - not having someone to hunt with
 - not knowing enough about the process
 - hunting skills need improvement
 - not having completed a hunter education course
- Major impediments to going hunting again:
 - not owning the right equipment
 - having no one to hunt with
 - preferring to engage in other activities
 - hunting skills need improvement

Motivations to Participate

- The best promotional campaigns will include messaging and imagery that reflect the reasons why non-hunters might be attracted to the activity. Overall, the top five themes that best describe why non-hunters are interested in hunting are:
 1. spending time outside
 2. experiencing nature
 3. providing food
 4. developing shooting and hunting skills
 5. better understanding firearms
- If a local hunting community is skewed towards any specific group, local promotions should be targeted towards their interests. Interestingly, when divided by ethnicity/race, each of the four groups surveyed cited different primary reasons for their interest in trying hunting:
 - African-Americans selected stress relief most often as their primary motivator
 - Asian-Americans chose as their primary reason "to experience nature"
 - providing food was most important to Caucasians
 - Hispanics were most motivated by the challenge of hunting
- Across all demographics, respondents were most likely to have and prefer hunting with a friend who hunts, more so than family, coworkers or significant others.
- If promoting via channels that have high percentages of female users, women are much more likely than men to want to spend time with family and friends as well as learn how to safely handle a firearm.

Knowledge of Hunting

While most respondents knew that most states require hunter education to hunt, that a hunting club or organization membership is not required to hunt, and that conservation is mostly paid for by hunters, survey responses indicate that there were two important misconceptions among non-hunters:

- Most believe a criminal background check is required to go hunting. While true for purchasing a firearm, this is generally not true to obtain a hunting license, with exceptions prohibiting some felons from owning or having a firearm in possession.
- Most believe you must register your firearms with the government before hunting.

Hunting Preferences

- Deer was the most preferred game to hunt across all demographics, followed by turkey, small game and waterfowl.
- The youngest respondents were more likely to prefer small game and the oldest were more likely to prefer upland game birds, though deer was still the top preference.
- Across all demographics, respondents preferred to go hunting with friends, followed by spouses/significant others and other family members.
- Between genders, women were more likely than men to choose hunting with spouses/significant others and other family members, while men were more likely than women to select hunting alone or with coworkers.
- The youngest group of responders were more likely than the others to select hunting alone, with spouses/significant others, parents and other family members.
- Local hunting preserves and/or hunting guides were the overall preferred source of hunting instruction, followed by state wildlife agencies and volunteer organizations.

In addition to basic information, incentives can help encourage non-hunters to try the sport.

- Overall, respondents say they would be most persuaded to try hunting by being given a free hunting lesson (but not an actual hunt), followed closely by an invitation from a friend and a special introductory hands-on hunt for first-time hunters.
- Women would be more motivated by a free hunting lesson, access to equipment, and an introductory hunt than men, while men would prefer an invitation from a friend.
- 18 to 24-year-olds were more likely than other age groups to respond to almost any incentive except coupons and an introductory hunt, while the oldest respondents were less inclined to respond to incentives overall.
- There were no dramatic differences among the four ethnicities/races.

Information and Media Sources

Electronic methods may be the preferred and most cost-effective means for reaching people interested in trying hunting:

- Overall, respondents report they were most likely to use state agency websites or offices to access information related to going hunting, followed by hunting websites and Google. The preference for Google and YouTube was clearly related to age, with preference increasing as age decreases.
- Asian-Americans were more likely than the other races/ethnicities to use Google and YouTube.
- Caucasians were more likely than the other races/ethnicities to go to family members that hunt for information.
- African-Americans were more likely than the other races/ethnicities to use state and federal wildlife agencies' websites or offices and hunting websites.

- Women are somewhat more likely to use online reviews and friends; men are somewhat more likely to use Google and YouTube.

Imagery is an important part of any recruitment and marketing effort. Survey respondents were asked to select their favorites from two groups (each picture is presented later in this report):

1. Images of hunting:

- The picture showing male and female shotgun hunters with a hunting dog was the most popular overall.
- The least appealing image depicted two unidentifiable hunters with the picture taken from behind.
- The picture showing male and female shotgun hunters with a bird hunting dog was the most popular among all groups except Hispanics, who preferred the image of two female hunters on a dirt road.
- Women, like Hispanics, were more likely to select the photo of two younger female hunters or the overall preferred image containing the dog, while men were more likely to select either the image of a younger white male receiving turkey hunting instruction from an older white male.
- Respondents aged 65 and older were much more likely to select the picture containing the dog than any other image, while the youngest age group was more likely to select the photo preferred by women and Hispanics that contains the two younger female hunters.

2. Images of hunters:

- Respondents across all demographics preferred the photograph that contained a smiling young female hunter and a young male hunter.
- The image depicting a solo young Asian female taking aim was second-most preferred by women but the least preferred by men.
- The photo of a solo young male taking aim from a tree stand was least preferred by women.
- Southerners preferred the photograph depicting a young male and female taking aim, more than other regions.
- The least popular image overall, that of a young Asian female taking aim, was most popular with 18 to 24-year-olds.
- Reasons were not collected for preferring any specific photo, but a review of each image provides insights into why some are preferred over others.

Pages seven through eleven provide more bulletized summary results.

By understanding the interests, motivations, preferences and barriers associated with potential new hunters, promotional efforts will be more effective and provide greater returns on investment. State wildlife agencies, firearm and hunting equipment retailers and other industry members are encouraged to carefully review and employ the results of this report to help grow hunting.

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Introduction

The National Shooting Sports Foundation (NSSF) undertook a national survey in August 2016 of Hispanic, African-American, Asian-American and Caucasian communities to better understand their potential interest in hunting, why they are not currently involved, what would encourage them to try, and how to best communicate with them. The results are intended to provide a baseline that can be used to recruit new hunters from across these varied groups and to develop communication strategies encouraging them to hunt. This report presents the results.

Methods

The survey questionnaire was built after discussion with NSSF's various partners regarding the information needed to develop a pilot campaign encouraging interested members of Hispanic, African-American, Asian-American and Caucasian communities to try hunting. The purpose of the survey was to gather information regarding the type of people within these communities who would be more likely to try hunting, their drivers, motivations, barriers and challenges regarding hunting, the most appropriate informational channels to use and their preferred imagery for delivering a recruitment campaign. The questionnaire is presented in Appendix A.

The survey was conducted using a sample provided by Survey Sampling International (SSI) that directed respondents to an online questionnaire produced and managed by Southwick Associates. The sample was stratified by the Association of Fish and Wildlife Agencies (AFWA) geographical regions and by race/ethnicity to ensure adequate subsamples characterizing each target audience in each region. An effort was also made to distribute equally by gender.

The sampling firm directed the survey to panel members with a known interest in hunting, shooting sports or other outdoor recreation. While not a true sample of the general population, the resulting sample was regarded as representative of the desired target audience. The goal of the study was to provide descriptive insights about how members of each segment with an interest in hunting can be motivated to hunt rather than estimate the total number of people in each segment interested in hunting.

The survey was designed to provide insights from the four AFWA geographical regions: the Northeast, Southeast, Midwest and West. More specifically, two hundred completed surveys were targeted from each of the four audiences: Hispanic, Asian-American, African-American and Caucasian (for comparative purposes), 18 years old and older, for a targeted sample size of 3,200. Multiple survey invitations were attempted until a total of 2,875 respondents was eventually achieved.

Screeners questions were included in the survey. People that indicated a "1" on a scale of 1 to 5 in interest (with one being no interest), or had previously been hunting in the past three years were dropped from the survey, but not before they answered a few preliminary questions. Less than 1% of respondents rated their interest in hunting as a "1" and therefore no statistically significant insights can be provided for this group.

Additional screener questions were included. One inquired if respondents had been hunting within the past three years. Respondents who indicated "yes" were excluded. Too few responses were received to this question and therefore no statistically significant insights can be

provided for these respondents. One additional question was asked to gain a better understanding of respondents' overall experience with hunting and firearms:

Have you ever been hunting using firearms such as rifles, shotguns or handguns (not archery)? - Overall

	Number	Percent
Yes	262	9.1%
No	2,613	90.9%
Total	2,875	100.0%

Have you ever been hunting using firearms such as rifles, shotguns or handguns (not archery)? – Race/Ethnicity

Race/Ethnicity	Yes	No
African-American (not Hispanic)	5.0%	95.0%
Asian-American	6.3%	93.7%
Hispanic	5.7%	94.3%
White/Caucasian (not Hispanic)	11.2%	88.8%

The resulting sample included a small number who did not qualify based on race and ethnicity questions presented at the end of the survey. These people were omitted from all analyses in this report.

Respondents who had been hunting before were also asked how many times in their lifetime they'd been hunting, to which 99.8% responded 1-3 times. Lastly, they were asked when they last went hunting, to which 99.7% answered five years ago, or more. These responses further reinforced their lack of hunting experience, qualifying them as potential new hunters.

The raw survey data in each of the response files underwent several procedures to produce a final dataset for analysis that accurately represents the nation. The two separate samples were merged and statistically tested for systematic differences. None were found. Demographic and regional distributions of the final sample were compared to U.S. population distributions based on data from the U.S. Census. A rake weighting procedure was used to account for any differences based on age, gender, region and race/ethnicity. With the calculated weights applied to the analysis, the final samples accurately reflect the U.S. population on the relevant demographic measures.

Results

The results are presented in graphic form, separated into three major sections:

- Interest in/Knowledge of Hunting
- Hunting Preferences
- Information and Media Sources

The following pages present the results to all survey questions, sorted in diverse ways to provide better insights.

1. Interest in & Knowledge of Hunting

Reasons for not hunting among those who no longer hunt

- Regardless of any demographic differences, nearly all respondents indicated a lack of proper hunting gear being the primary barrier to hunting, with a lack of people to hunt with being a close second.
- Differences among the respondents included more African-Americans responding that there were no convenient places for them to hunt versus Caucasians, Asian-Americans or Hispanics.
- Women were more likely than men to dislike “the killing part” and to not have anyone to hunt with, while men were more likely to believe their skills need improving.
- Regionally, those in the Northeast were more likely to have other activities they’d rather do while those in the Southeast felt they lack the proper equipment.

Does anyone in your family or close circle of friends hunt?

- Most people reported knowing someone who hunts, with those living in rural areas more likely to know someone who hunts.
- Though “friend” was the most common answer, those from more rural areas were more likely than others to have a sibling or significant other who hunts. The same was true for women
- For those aged 45 to 54, they were more likely to know a co-worker who hunts.
- Across all demographics, respondents were most likely to have friends who hunt, more so than family, coworkers or significant others.

You indicated an interest in hunting but have never been. What’s kept you from trying hunting?

- As above, the lack of proper gear was the respondents’ most likely reason for not hunting.
- Younger people tended to select more barriers to hunting, ranging from the need for hunters’ education to having no one to go with.

Why are you interested in hunting?

- Millennials and people residing in the Southeast region were more motivated to hunt by the idea of gathering their own food and that their meat is organic/free range.
- Midwesterners were the most strongly motivated by the desire to get outdoors.
- Caucasians were more strongly motivated than other groups to hunt to improve their skills.
- Overall, the top five themes that best describe why the non-hunters surveyed were interested in hunting are:
 1. spending time outside
 2. experiencing nature
 3. providing food
 4. developing shooting and hunting skills
 5. fun, excitement, thrills
- Interestingly, when divided by ethnicity/race, each of the four groups surveyed had different primary reasons for their interest in trying hunting:
 - Hispanics were primarily motivated to try hunting because of the challenge it provides
 - African-Americans most often cited stress relief as their primary motivator
 - Asian-Americans were most motivated by the opportunity to experience nature

- providing food was most important to Caucasians
- Women were much more likely than men to want to spend time with family and friends as well as learn how to safely handle a firearm.
- Most people were interested in hunting to spend time outside and experience nature, but many were also interested in providing their own food and developing a new skill.
- White/Caucasian respondents were much more likely to want to provide food (47%), while Hispanic respondents were more likely to want to bond with their friends/family who hunt (34%) or are interested in the challenge (43%).
- Between genders, men were much more likely than women to want to develop hunting skills, enjoy the challenge, and experience the excitement (47% vs 23%, 35% vs 17%, 35% vs 18%) while women were more likely to want to bond with friends/family who hunt (33% vs 19%) or to check it off their “bucket list” (20% vs 7%).
- To the youngest age group, knowing that their meat is organic/free range is very important (45%) while the 45 to 54 age group is very interested in the thrill of hunting (67%). Those from rural areas are much more likely to have multiple reasons for why they might like to hunt.

You must complete a hunter education class before hunting in most states: True or False?

- Most (74%) respondents agreed with the correct statement that you must complete a hunter education course before hunting in most states.
- Older respondents were less likely to know this, meaning the laws might have changed in their lifetime.

Many states allow you to hunt for a year or two with an experienced hunter before taking hunter education class: True or False?

- In reality this statement may be either true or false depending on the state. However, most respondents evaluated this statement as false (57%).
- Those in urban areas were more likely to believe they can hunt for a year or two before taking hunter education (50%).

You must undergo a criminal background check before being allowed to hunt: True or False?

- Most respondents believed a background check was required for hunting (62%).
- The oldest age group of 65+ were the only subgroup to have a majority answer ‘false’ to this claim (52%).

You must be a member of a hunt club or organization to hunt in the U S: True or False?

- Most respondents knew this statement is false (78%).
- Those who might be expected to know more about hunting (those older and from more rural segments) had higher percentages of accurate responses.

You must register your firearms with the government before hunting or using them: True or False?

- Most respondents believed this statement to be true (76%).
- Response patterns for this question are similar to those above, with older and more rural respondents identifying this statement as false.

Conservation is mostly paid for by hunters through license fees and excise taxes: True or False?

- 71% of respondents agreed that most of conservation is paid through license fees and excise taxes.

2. Hunting Preferences

Would you prefer to hunt...? (followed by a list of game species)

- Deer was the most preferred game to hunt across all demographics, followed by turkey, small game and waterfowl.
- While there were no major differences among race/ethnicity, men were more likely to prefer hunting waterfowl and wild boar.
- The youngest respondents were more likely to prefer small game and the oldest were more likely to prefer upland game bird.

Who would you prefer to go hunting with?

- Across all demographics, respondents preferred to go hunting with friends, followed by spouses/significant others and other family members.
- Between genders, women were more likely than men to select hunting with spouses/significant others and other family members, while men were more likely to select hunting alone or with coworkers.
- The youngest group of responders were more likely than others to select hunting alone, with spouses/significant others, parents and other family members.

Which types of incentives or services would encourage you to go hunting?

- Among all options, respondents indicated being most likely to respond to an incentive that included a lesson, followed by a direct invitation from a friend, a hunt for first-timers and a discounted hunting license for beginners.
- Female respondents indicated a preference for hunting lessons, while males were more likely to respond to an invitation from a friend.

3. Information and Media Sources

Where would you go to find information needed to go hunting?

- Overall, most respondents preferred to access state and federal wildlife agency websites/offices for information needed to go hunting. This was followed closely by hunting websites and Google.
- Hunting websites were preferred by Hispanics, Asian-Americans and African-Americans.
- Women were much more likely to reach out to their family members who hunt for their hunting information.
- Younger respondents tended toward using Google while older respondents were more likely to prefer state or federal agency websites or offices.

Of the options listed here, which would be your preferred source of hunting instruction?

- Local hunting preserves and/or hunting guides were the overall preferred source of hunting instruction, followed by state wildlife agencies and volunteer organizations.
- Asian-American respondents preferred local hunting preserves/guides for hunting instruction more than any other group.

Which image of hunting is most appealing to you?

- Of the listed images, the option showing male and female shotgun hunters with a hunting dog was the most popular overall.
- The least appealing image depicted two unidentifiable hunters with the picture taken from behind.
- The picture showing male and female shotgun hunters with a bird hunting dog was the most popular among all groups except Hispanics, who preferred the image of two female hunters on a dirt road.
- Women, like Hispanics, were more likely to select the photo of two younger female hunters or the overall preferred image containing the dog, while men were more likely to select the image of a younger white male receiving turkey hunting instruction from an older white male.
- Respondents aged 65 and older were much more likely to select the picture containing the dog than any other image, while the youngest age group was more likely to select the photo preferred by women and Hispanics that contains two younger female hunters.

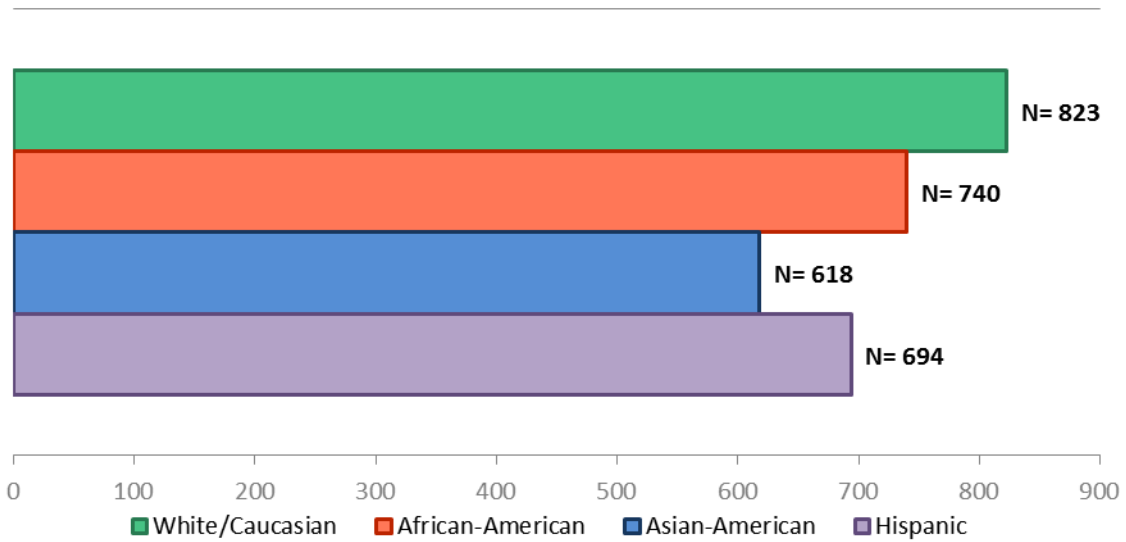
Which image of hunters is most appealing to you?

- Respondents across all demographics preferred the photograph that contained a smiling young female hunter and a young male hunter.
- The image depicting a solo young Asian female taking aim was second-most preferred by women but the least preferred by men.
- The photo of a solo young male taking aim from a tree stand was least preferred by women.
- Southerners preferred the photograph depicting a young male and female taking aim more than other regions.
- As with the previous question, those over 65 highly preferred the most popular image overall.
- The least popular image overall, that of a young Asian female taking aim, was most popular with 18 to 24-year-olds.

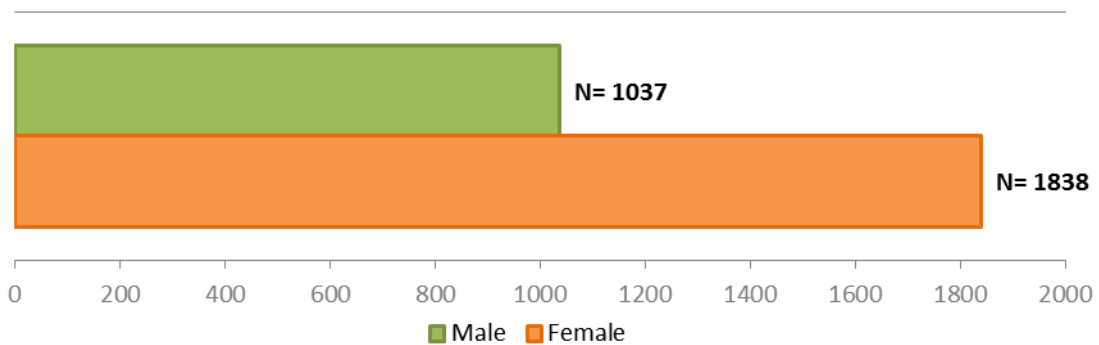
Survey Charts

1. Respondent Demographics

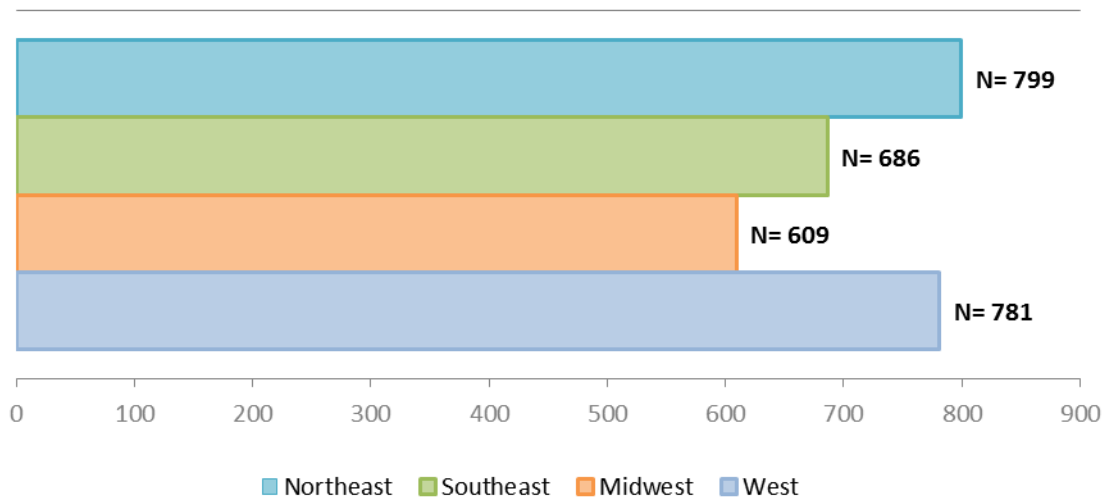
a. By ethnicity/race



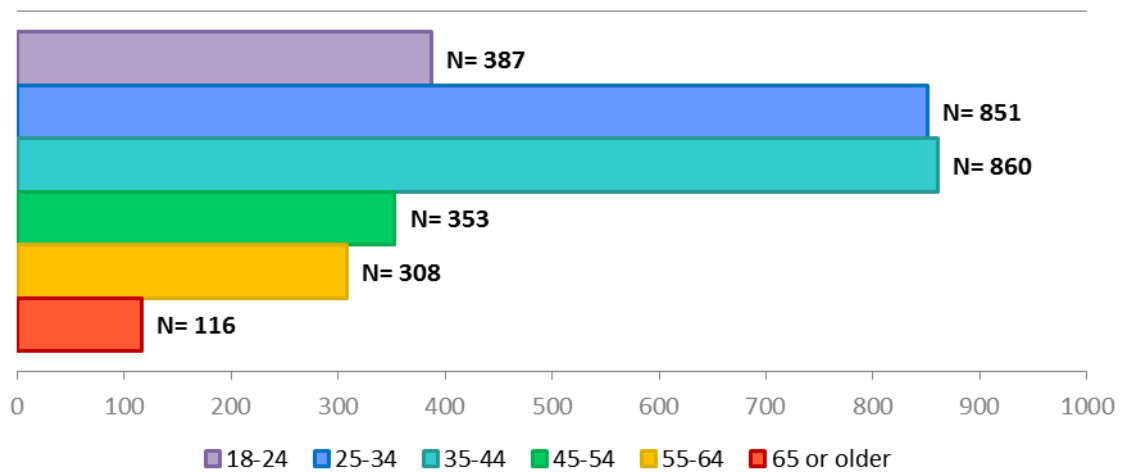
b. By gender



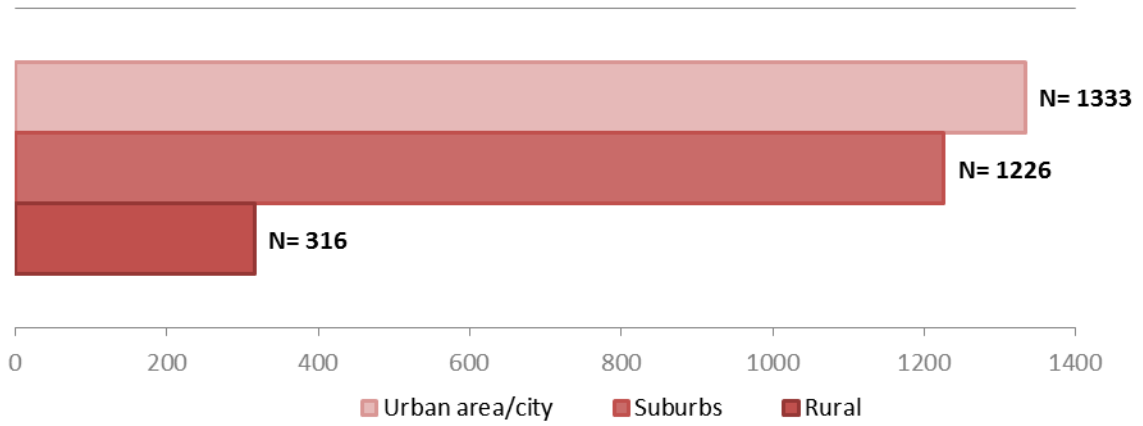
c. By region



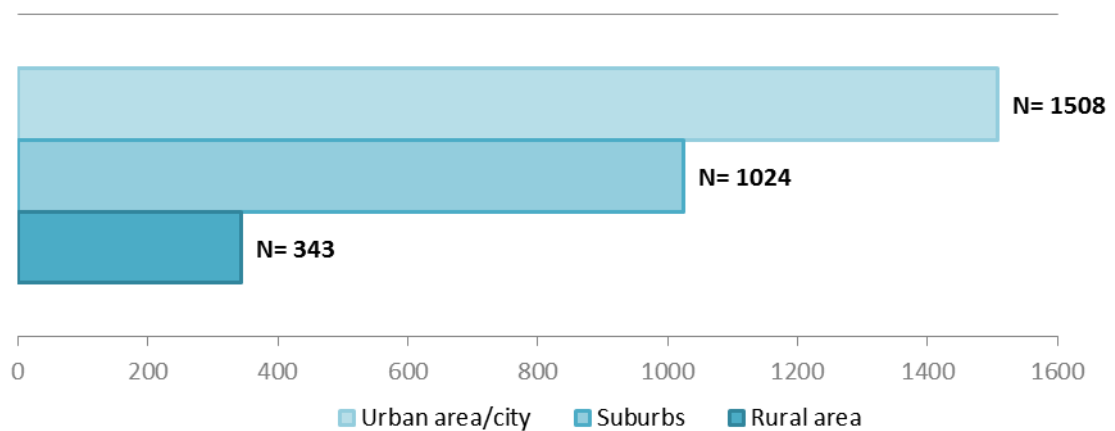
d. By Age



e. By current residence urbanity/rurality



f. By original residence urbanity/rurality



2. Interest in & Knowledge of Hunting

Figure 1. You mentioned you had previously been hunting. Why haven't you gone hunting again? Please select all that apply.

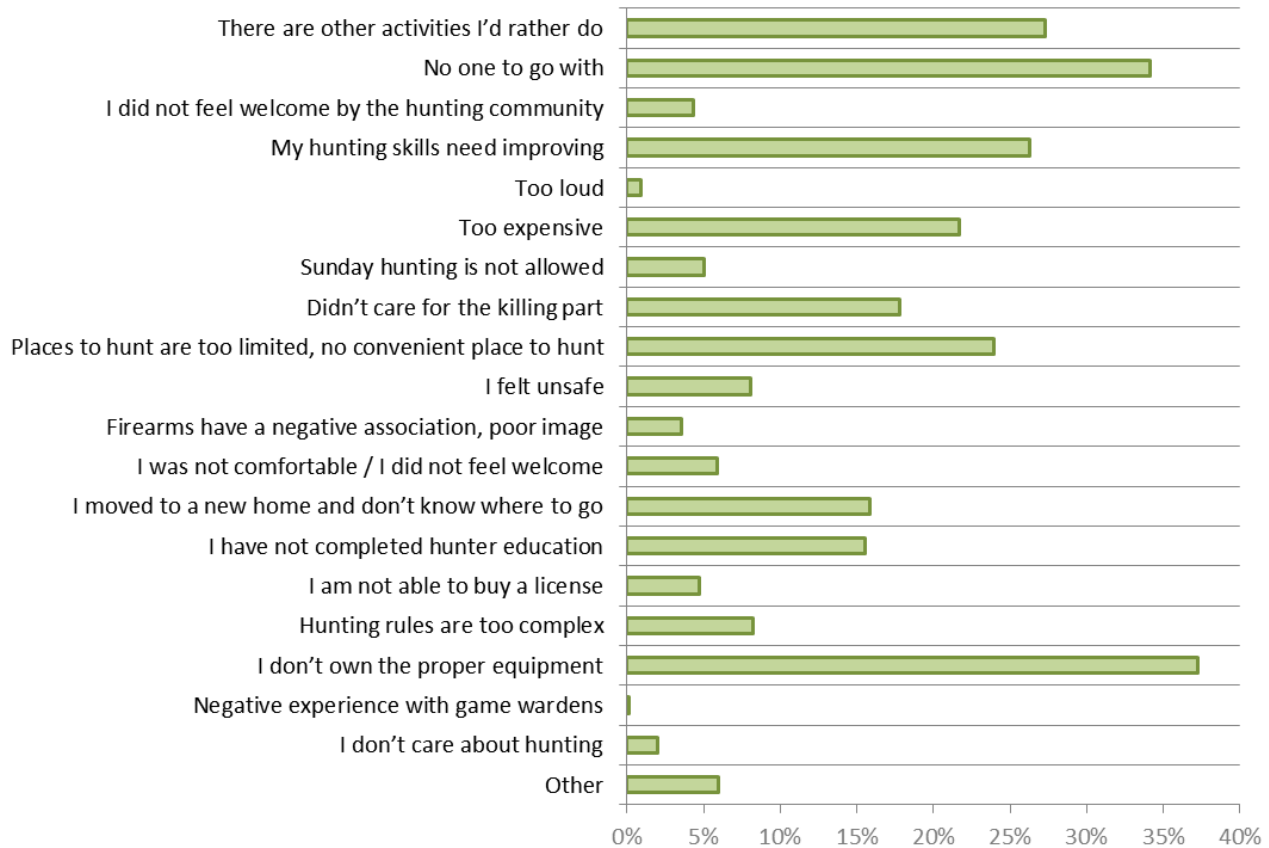


Figure 1a. Race/Ethnicity. You mentioned you had previously been hunting. Why haven't you gone hunting again?

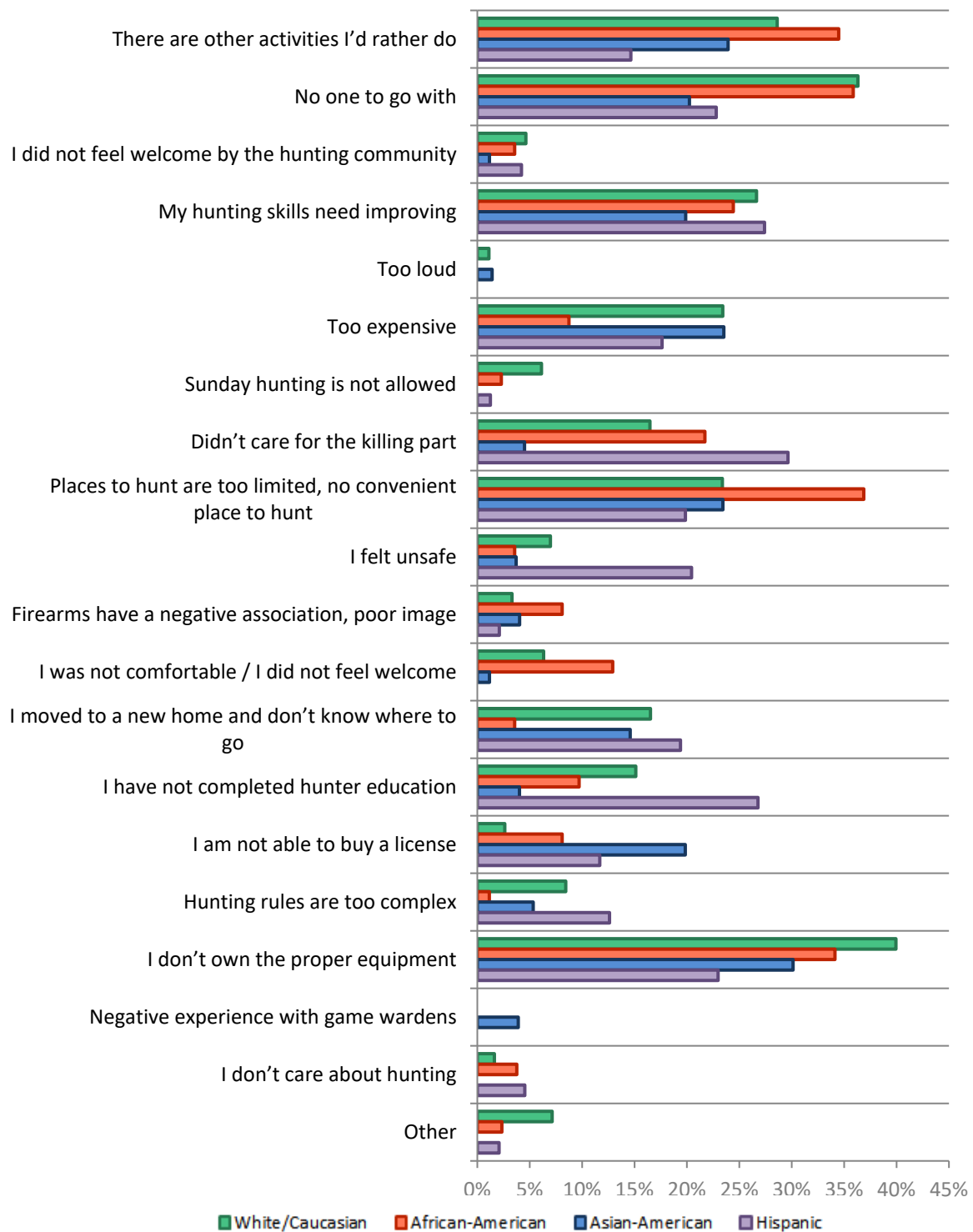


Figure 1b. Gender. You mentioned you had previously been hunting. Why haven't you gone hunting again?

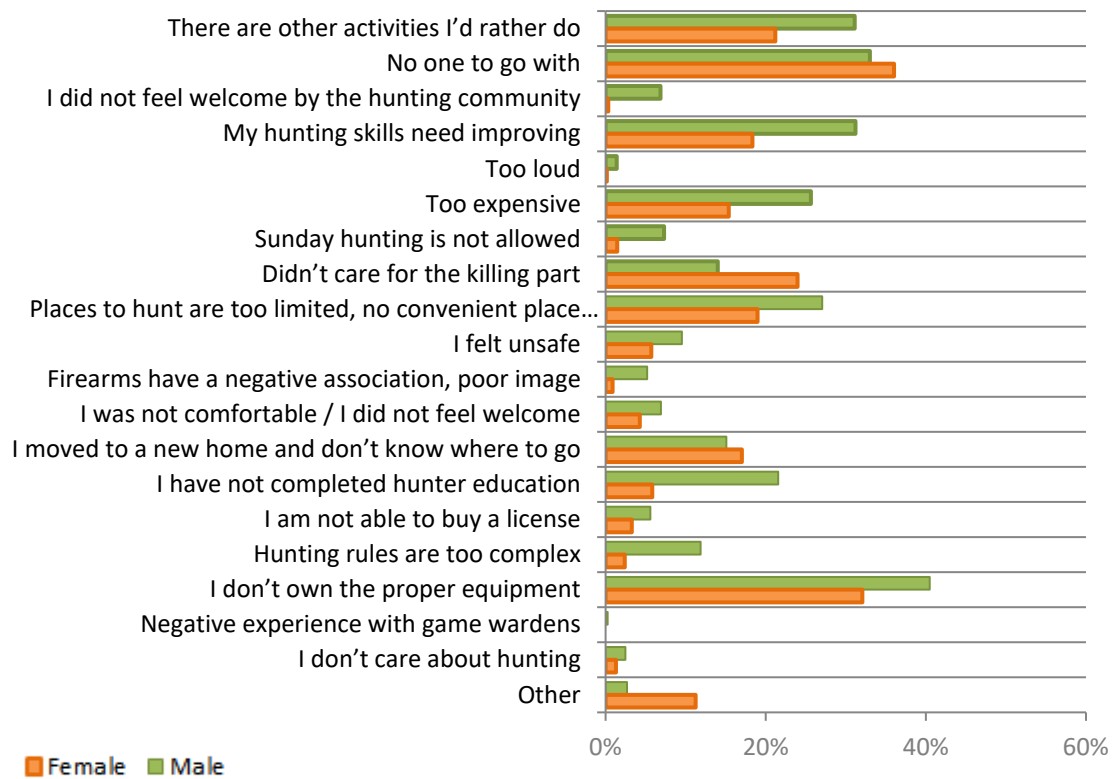


Figure 1c. Region. You mentioned you had previously been hunting. Why haven't you gone hunting again?

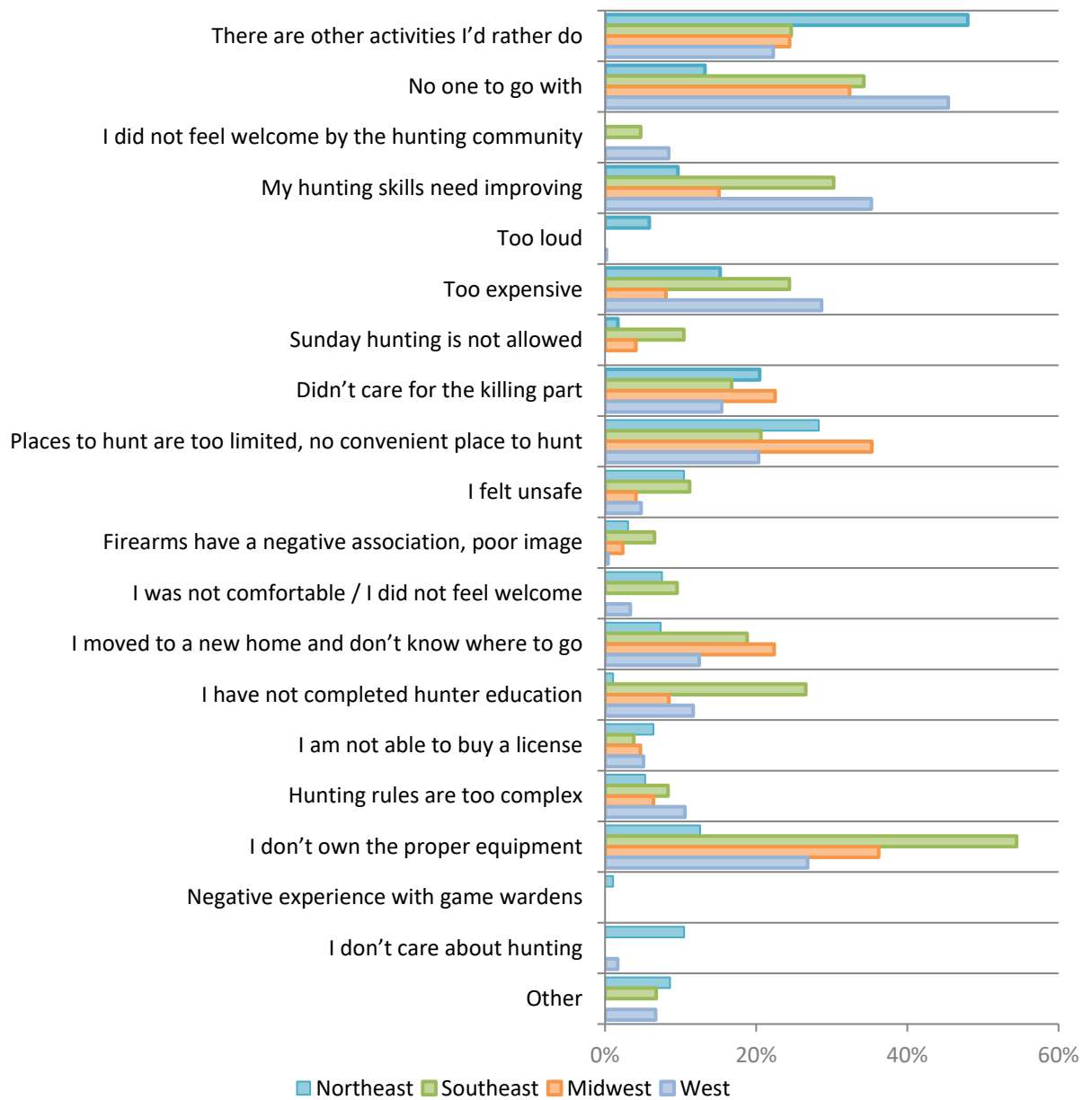


Figure 1d. Age. You mentioned you had previously been hunting. Why haven't you gone hunting again?

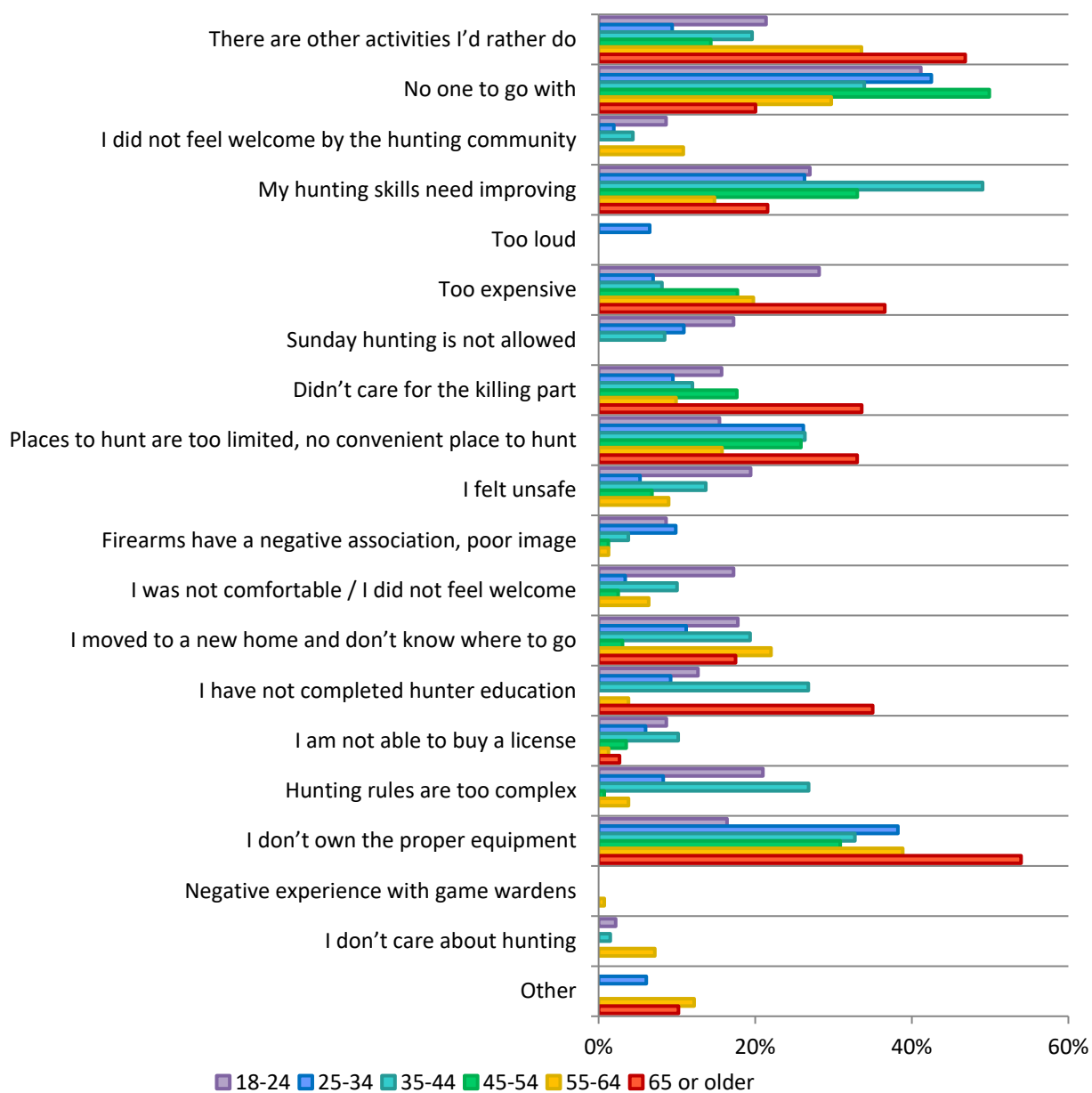


Figure 2. Does anyone in your family or close circle of friends hunt?

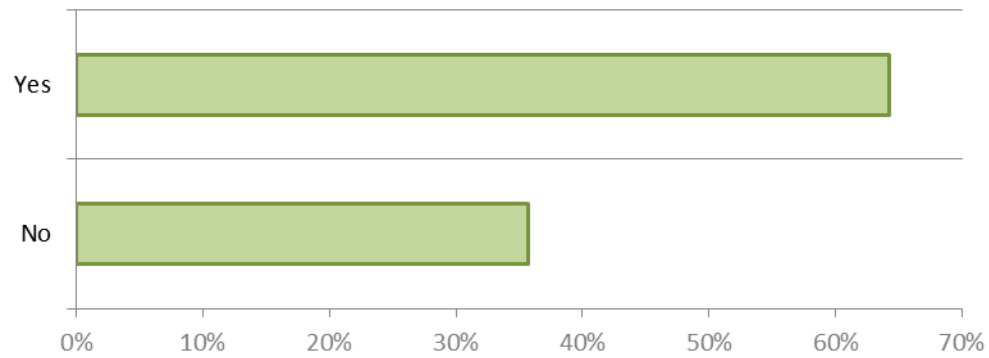


Figure 2a Race/Ethnicity. Does anyone in your family or close circle of friends hunt?

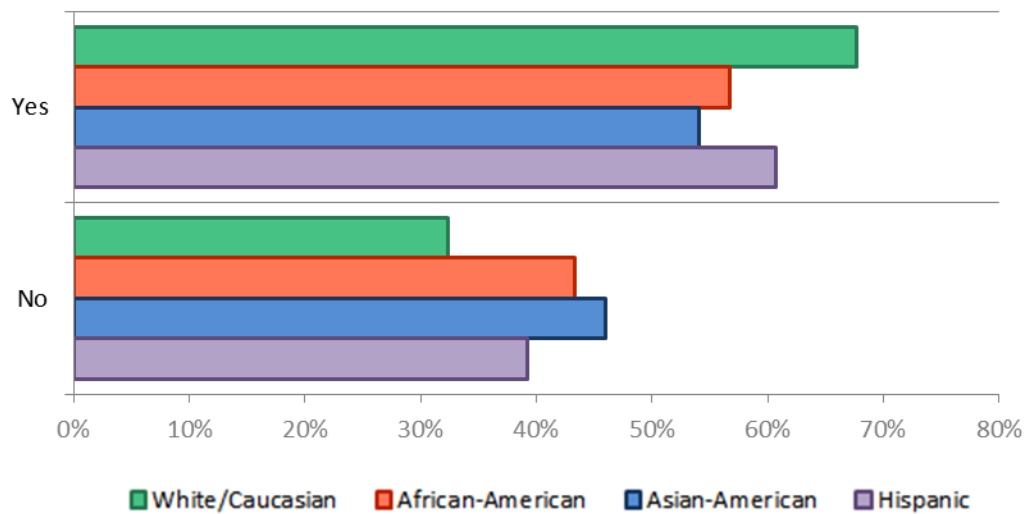


Figure 2b Gender. Does anyone in your family or close circle of friends hunt?

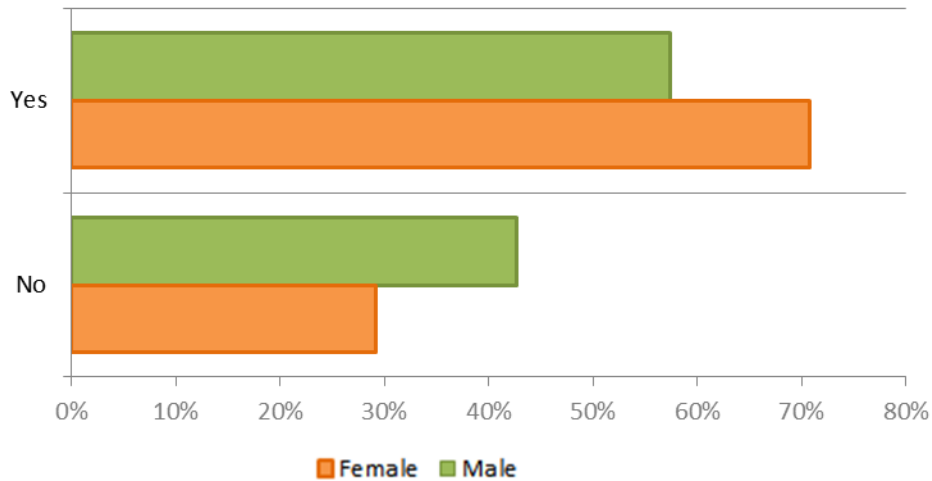


Figure 2c Region. Does anyone in your family or close circle of friends hunt?

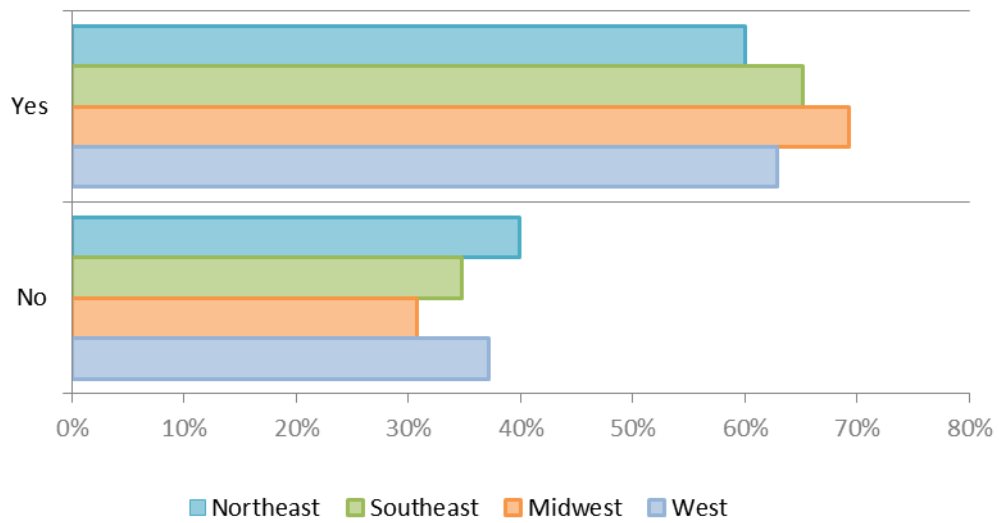


Figure 2d Age. Does anyone in your family or close circle of friends hunt?

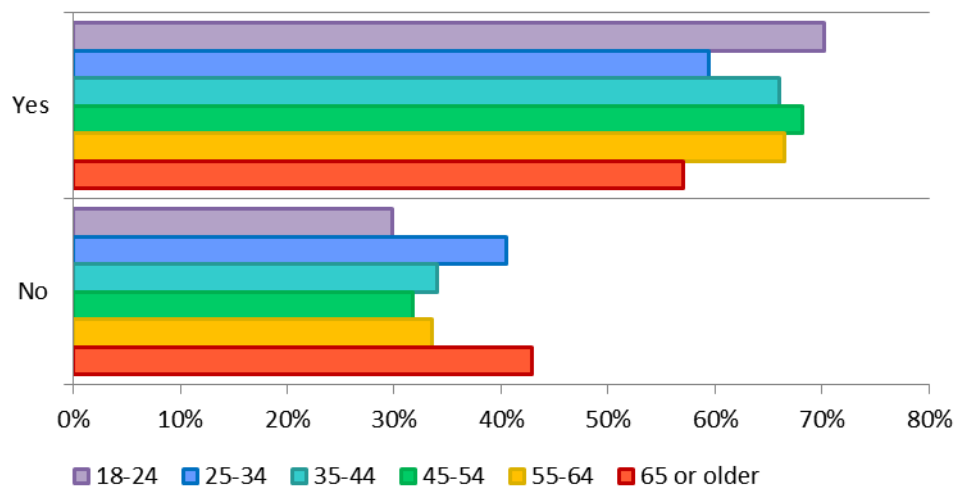


Figure 2e Where you live. Does anyone in your family or close circle of friends hunt?

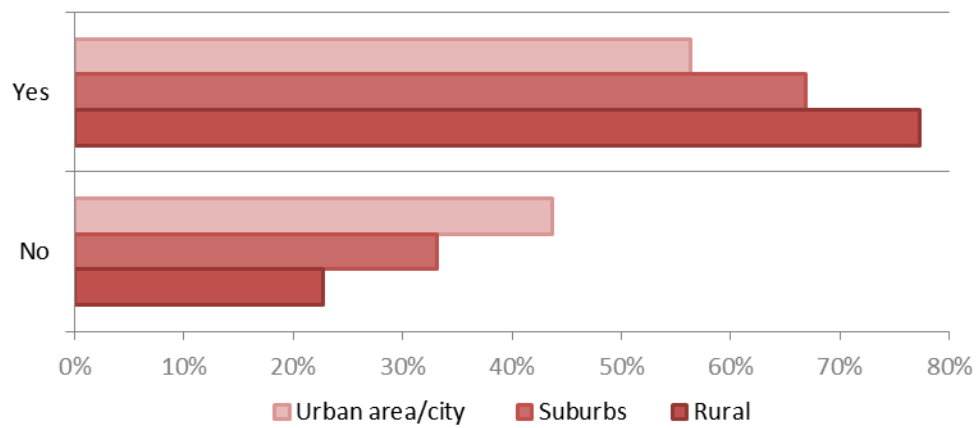


Figure 2f Where you grew up. Does anyone in your family or close circle of friends hunt?

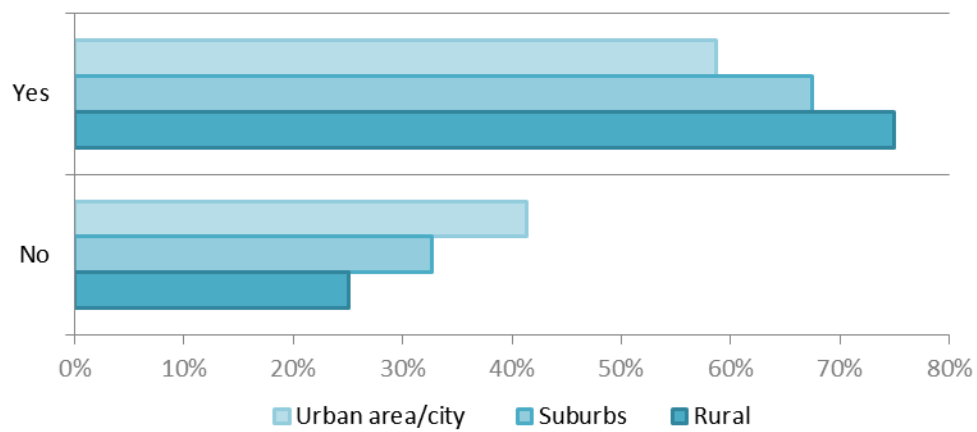


Figure 3. Who in your family or close circle hunts? Please select all that apply.

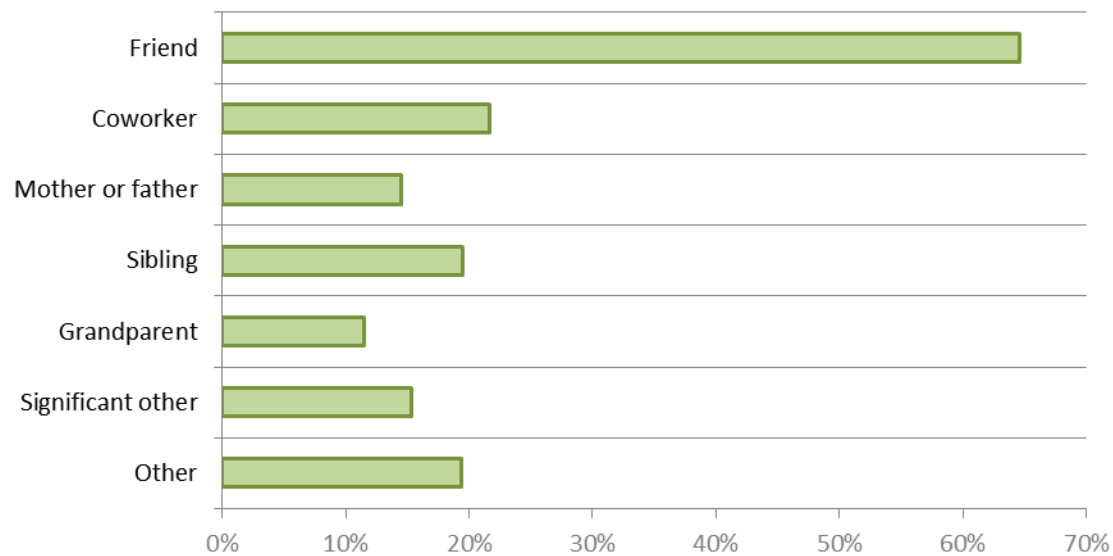


Figure 3a Race/Ethnicity. Who?

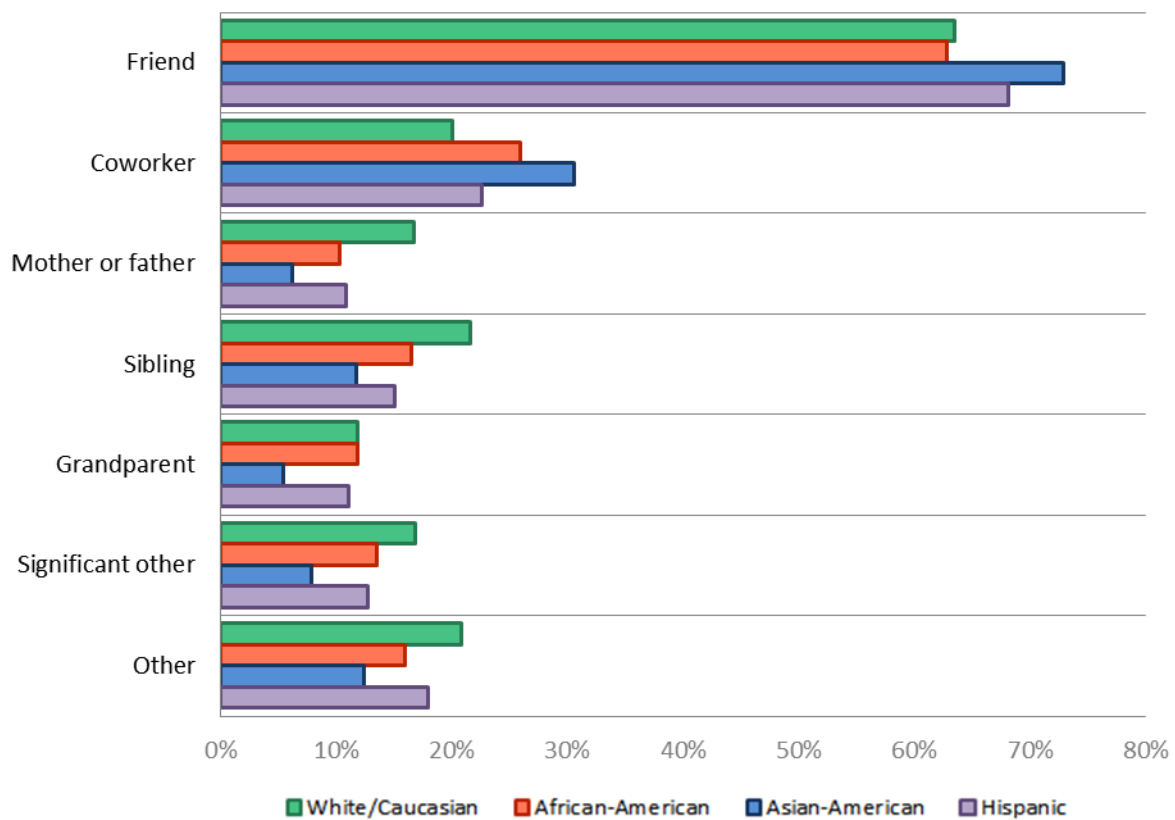


Figure 3b Gender. Who?

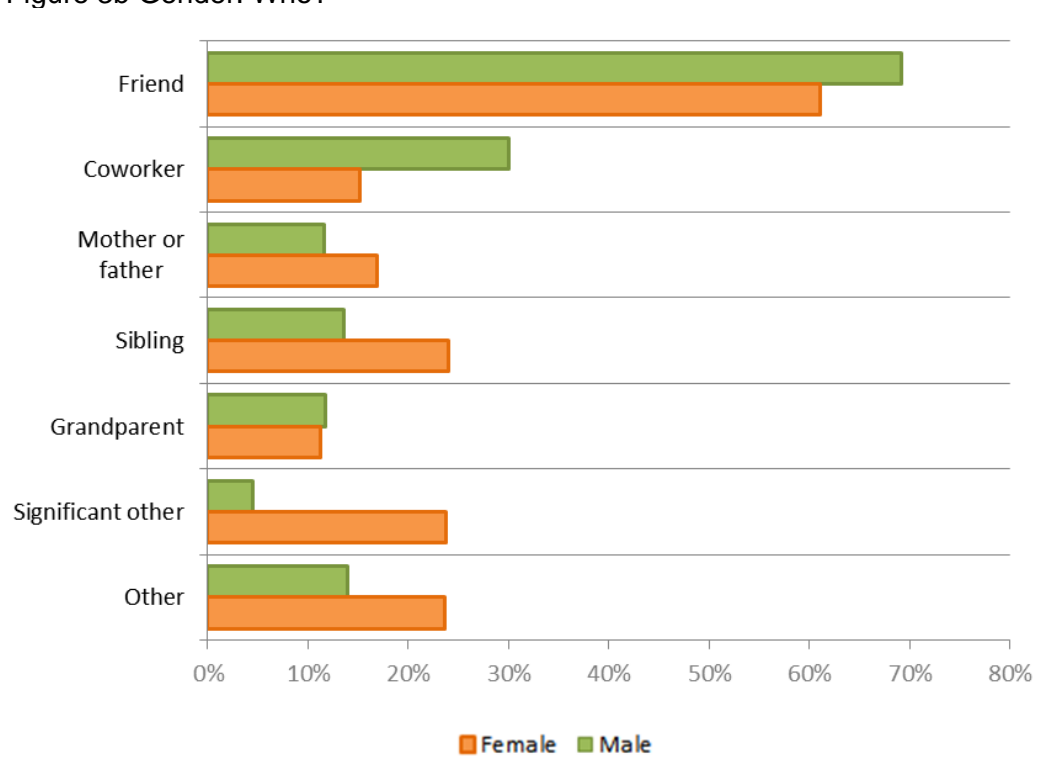


Figure 3c Region. Who?

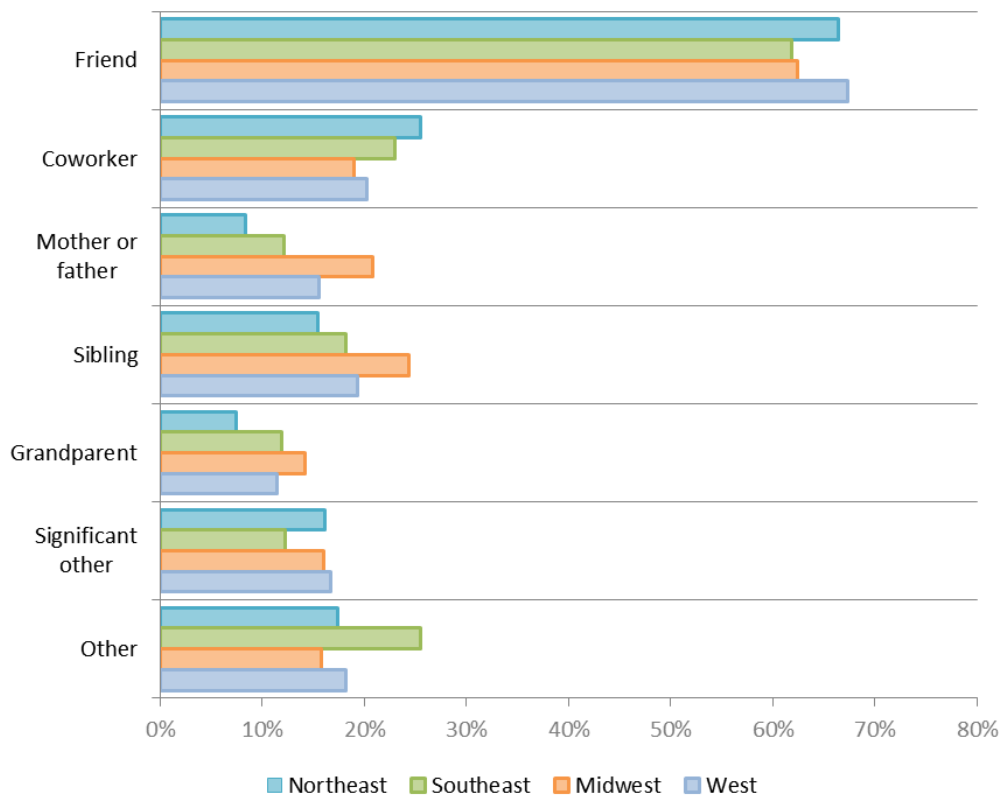


Figure 3d Age. Who?

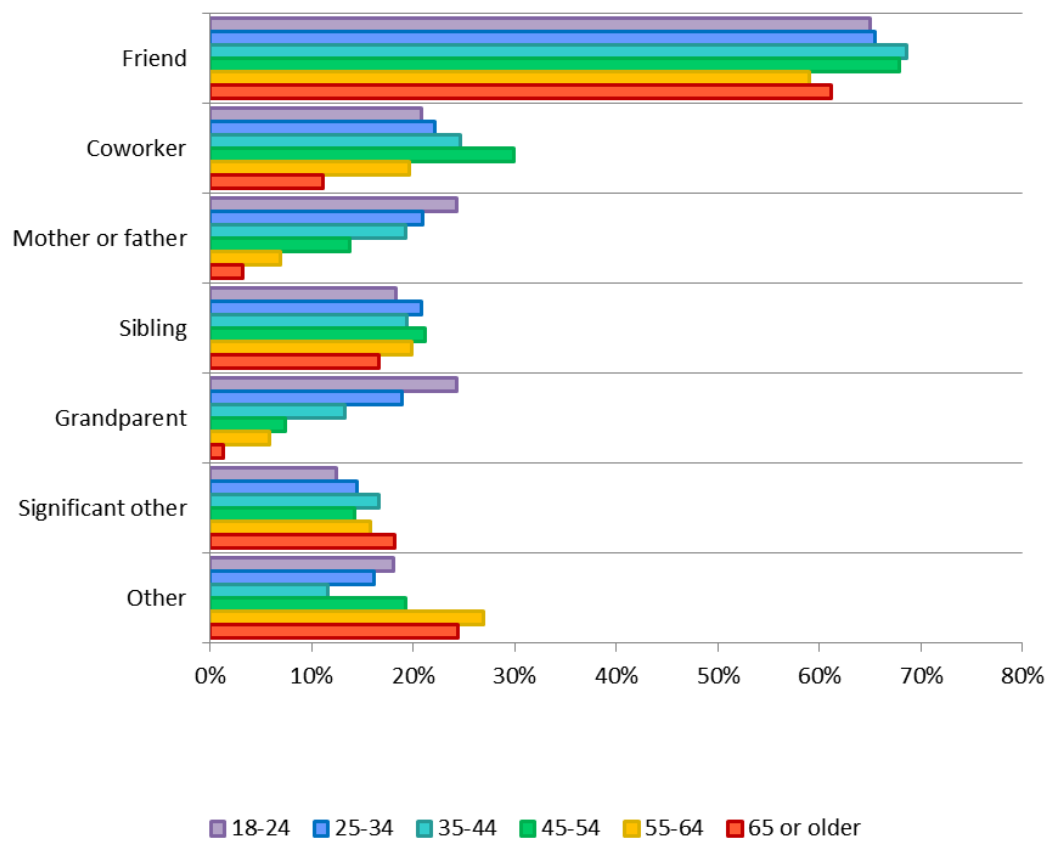


Figure 3e Where you live. Who?

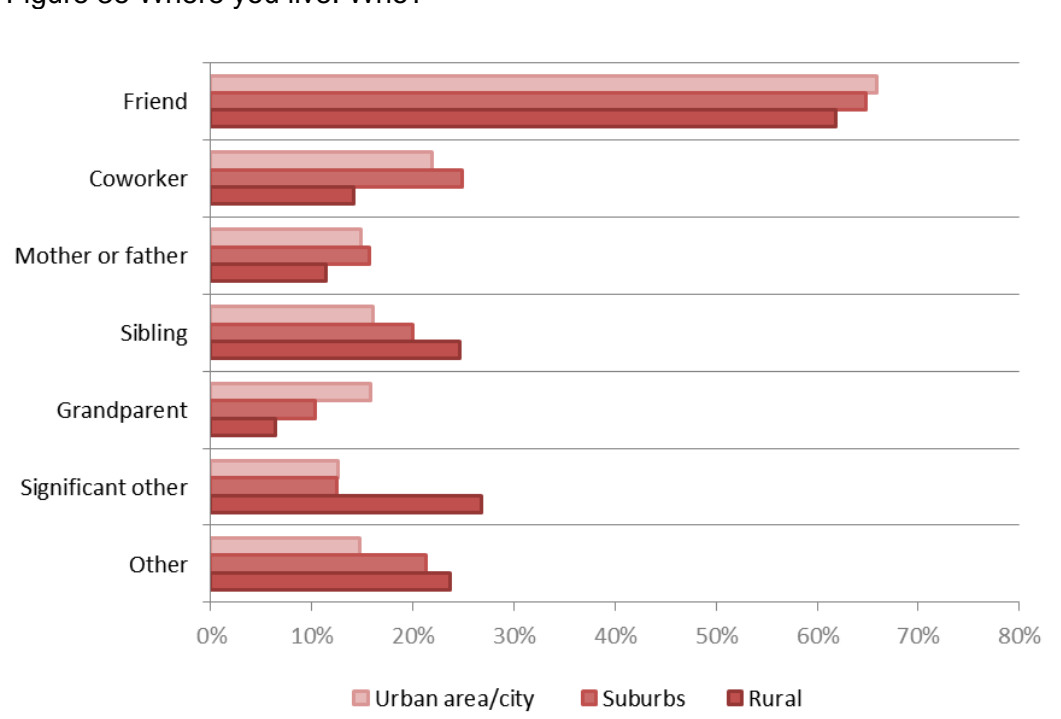


Figure 3f Where you grew up. Who?

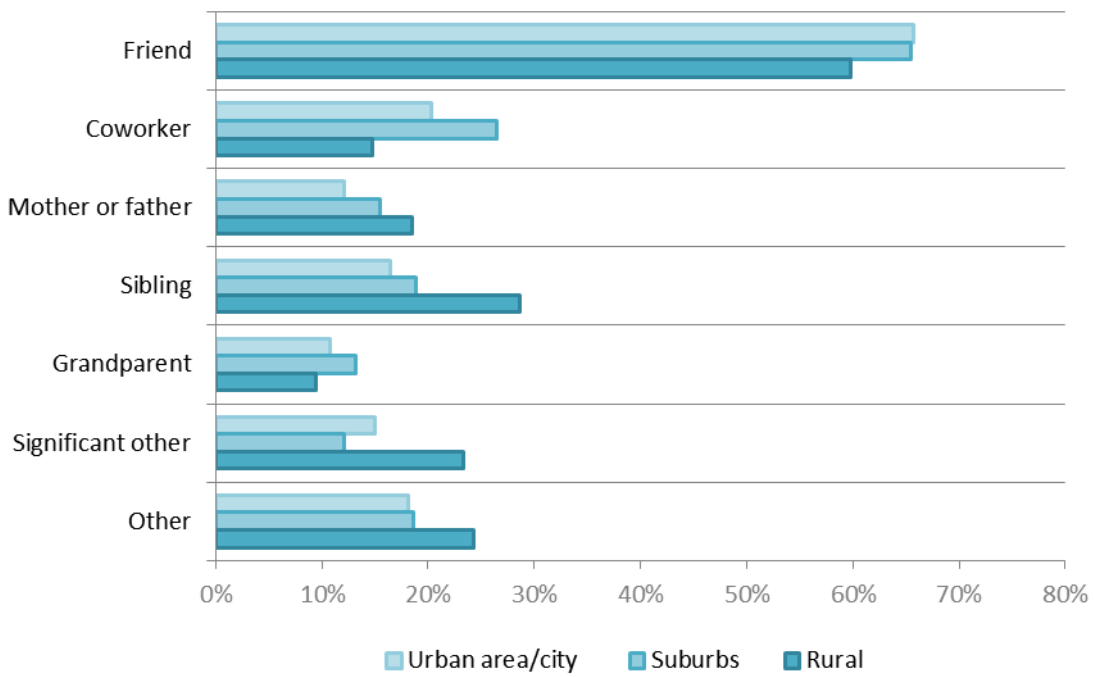


Figure 4. You indicated an interest in hunting but have never been. What's kept you from trying hunting? Please select all that apply.

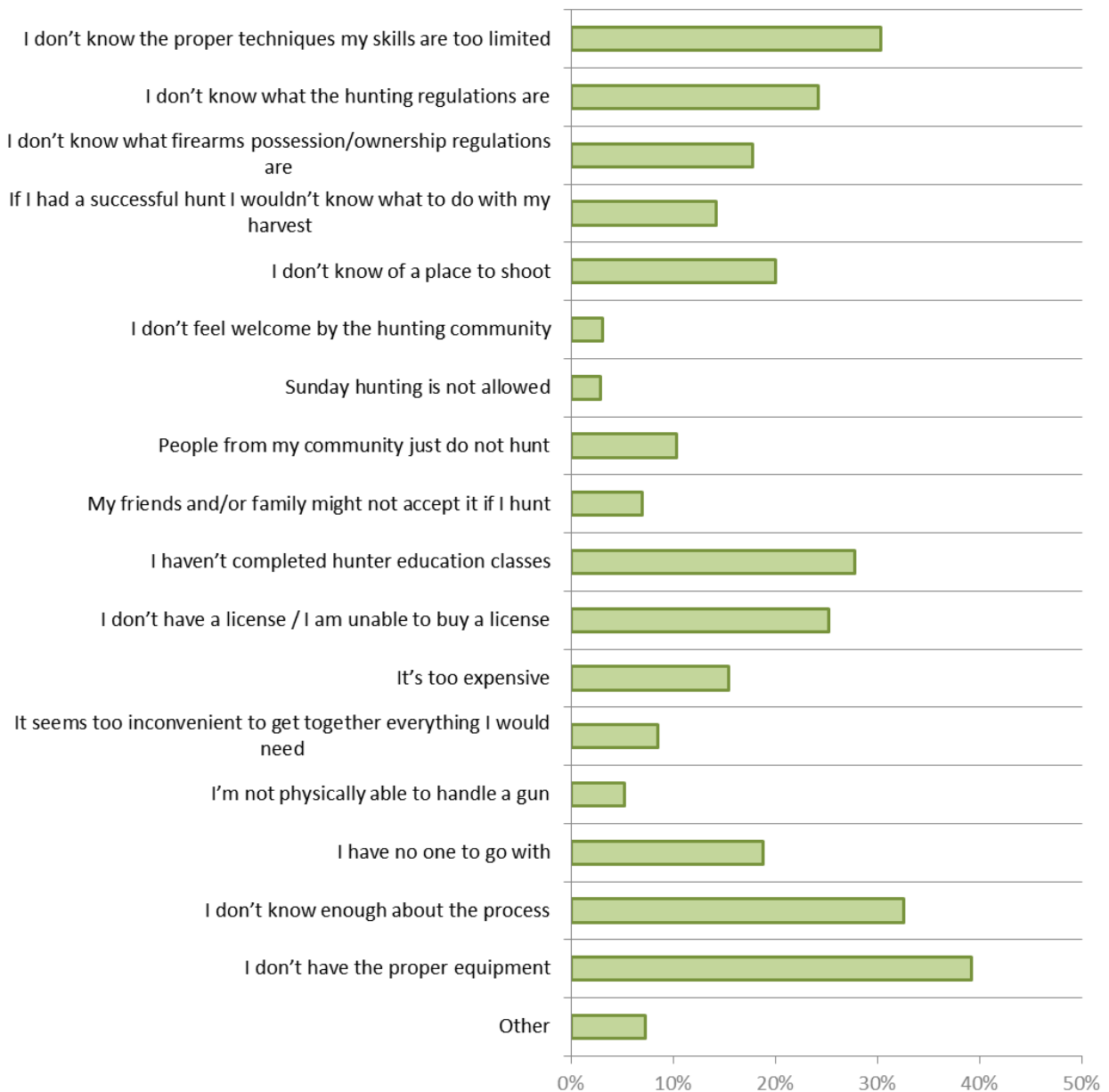


Figure 4a Race/Ethnicity. You indicated an interest in hunting but have never been. What's kept you from trying hunting?

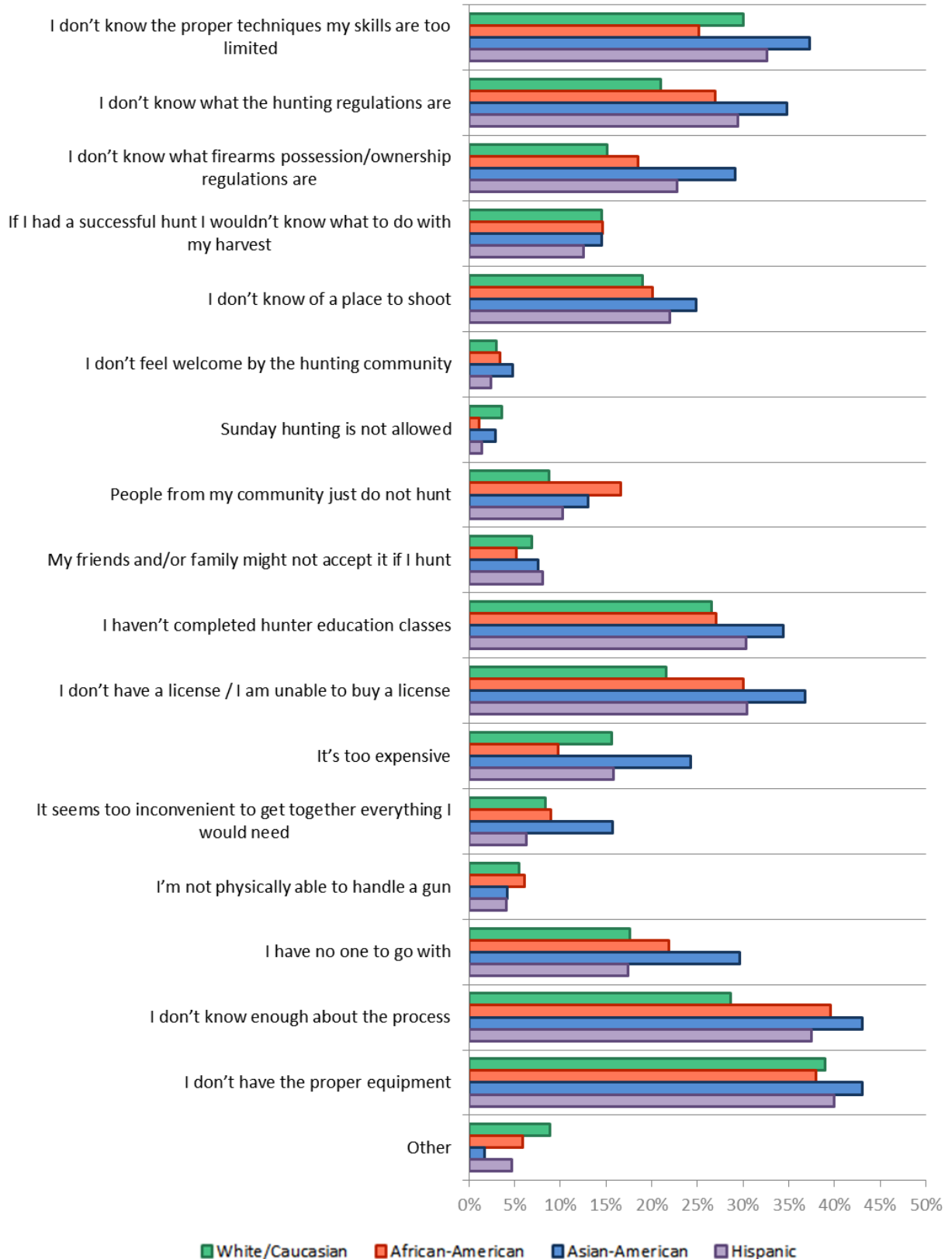


Figure 4b Gender. You indicated an interest in hunting but have never been. What's kept you from trying hunting?

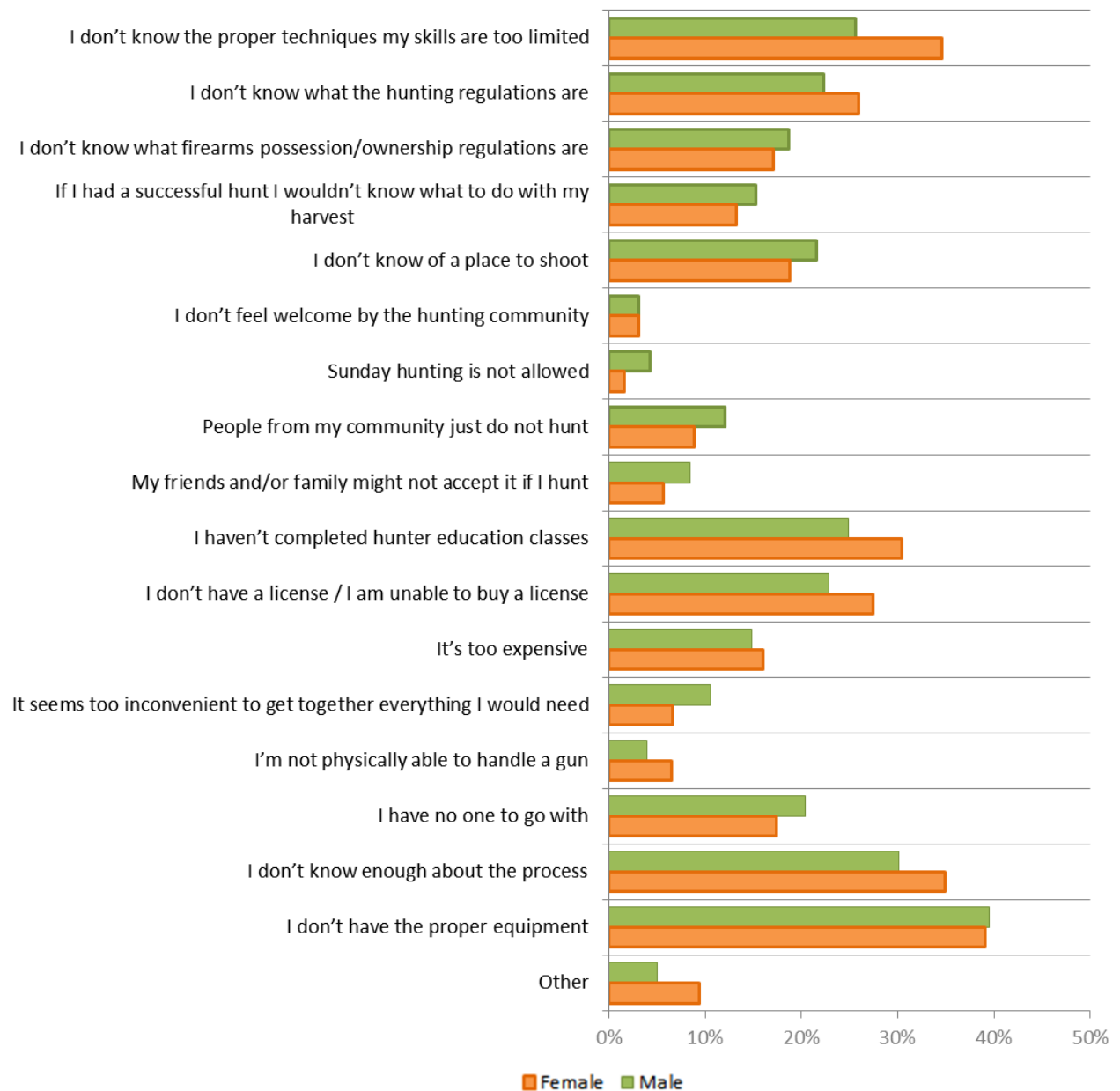


Figure 4c Region. You indicated an interest in hunting but have never been. What's kept you from trying hunting?

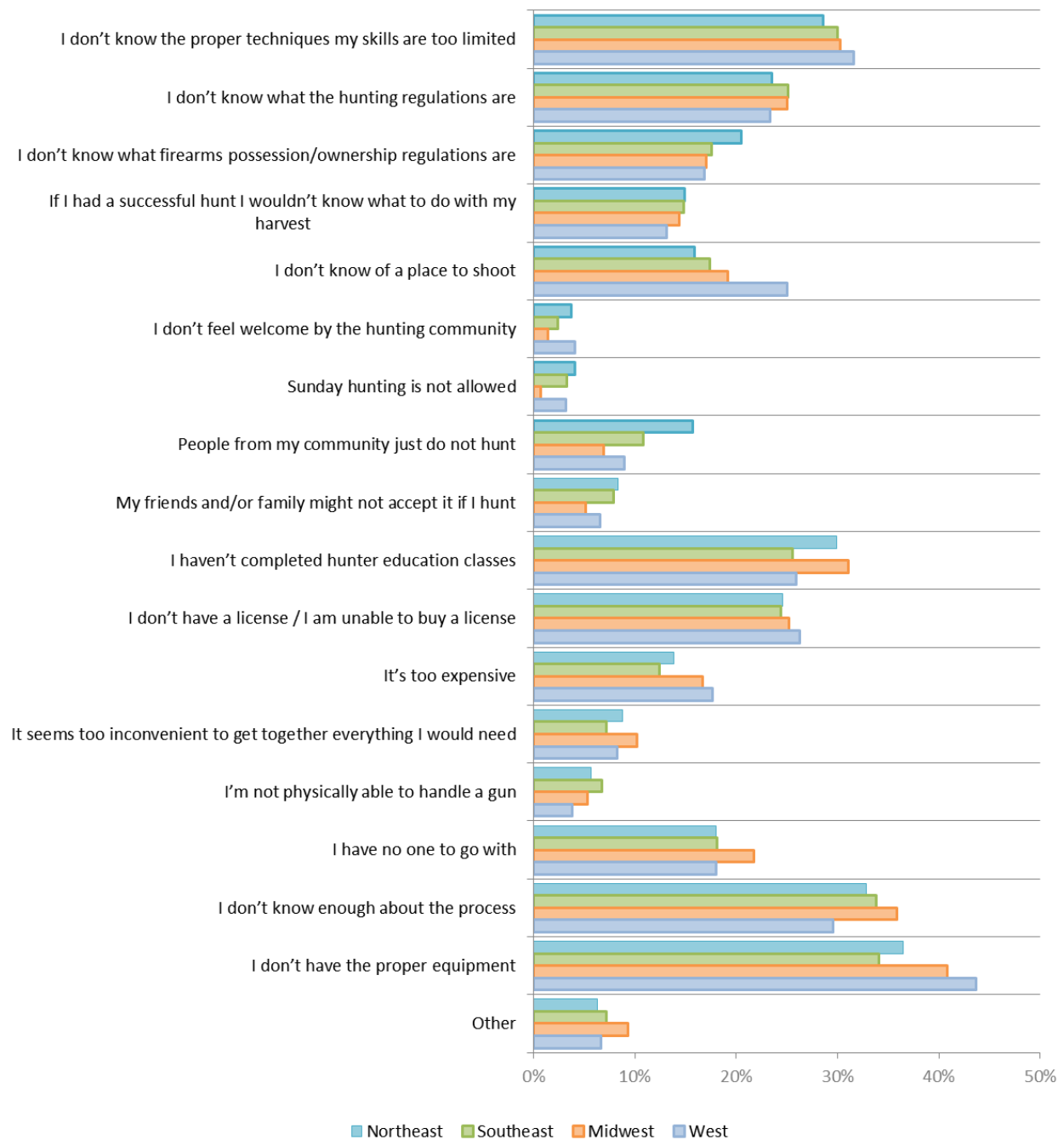


Figure 4d Age. You indicated an interest in hunting but have never been. What's kept you from trying hunting?

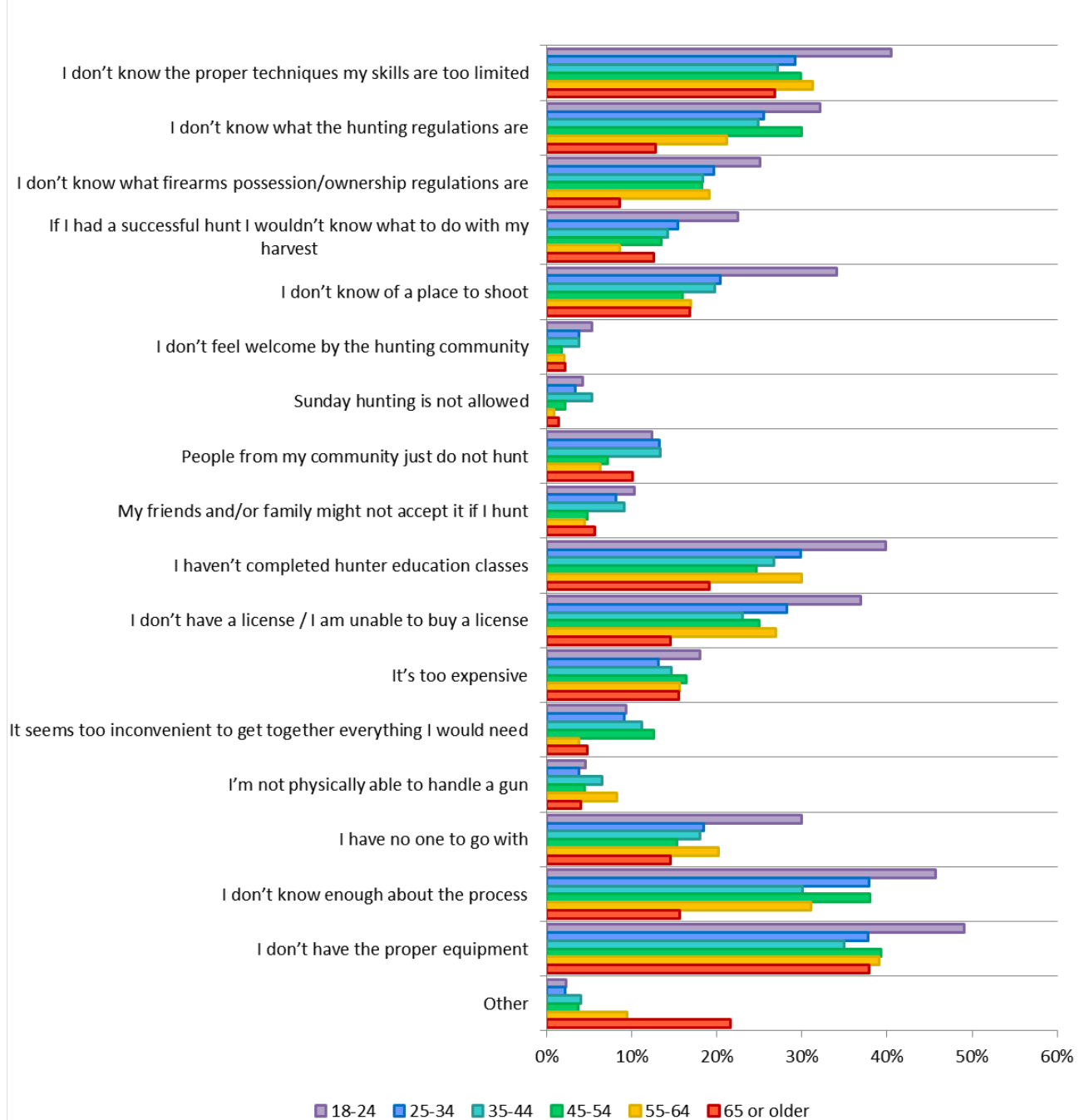


Figure 4e Where you live. You indicated an interest in hunting but have never been. What's kept you from trying hunting?

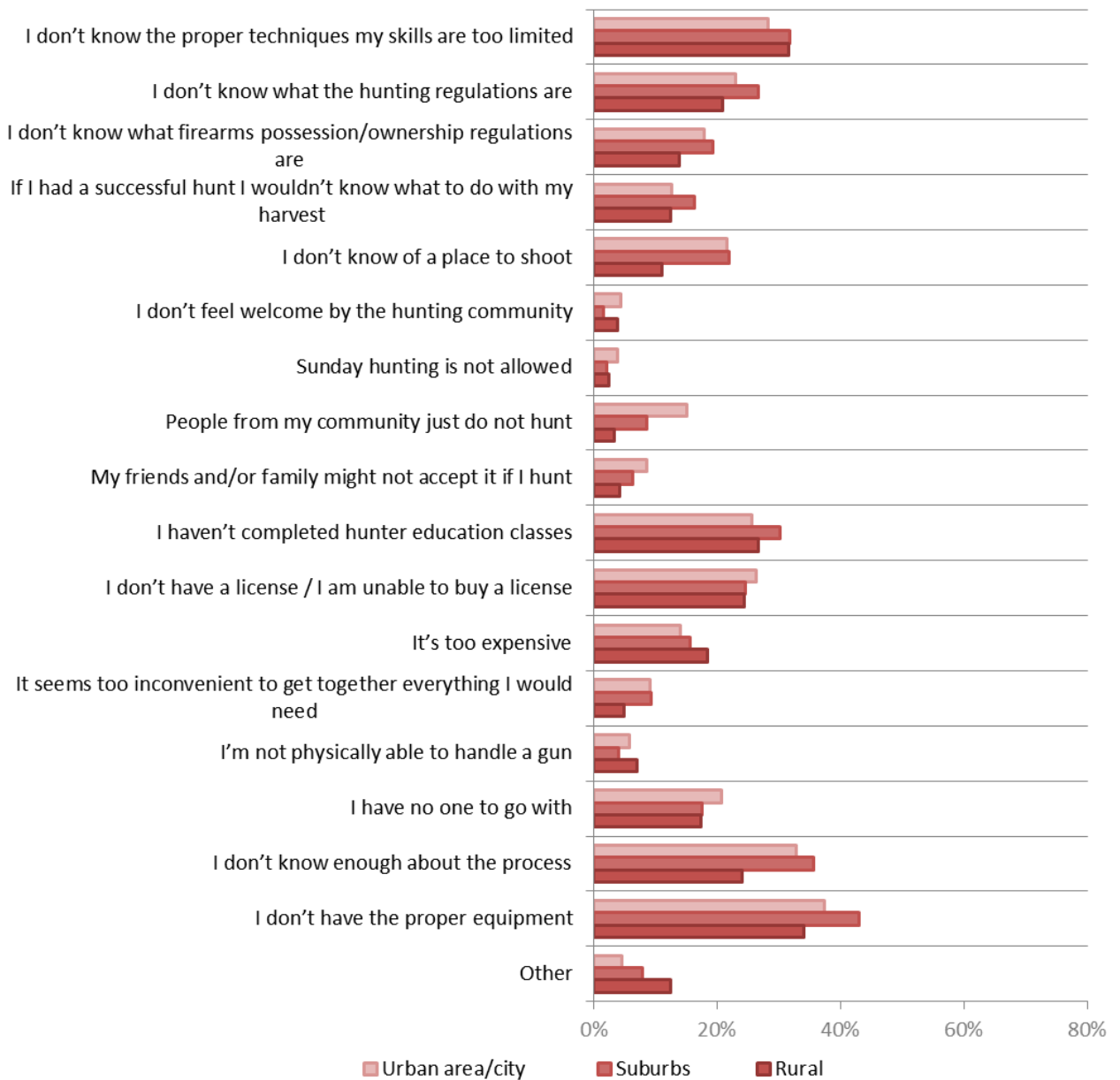


Figure 4f Where you grew up. You indicated an interest in hunting but have never been. What's kept you from trying hunting?

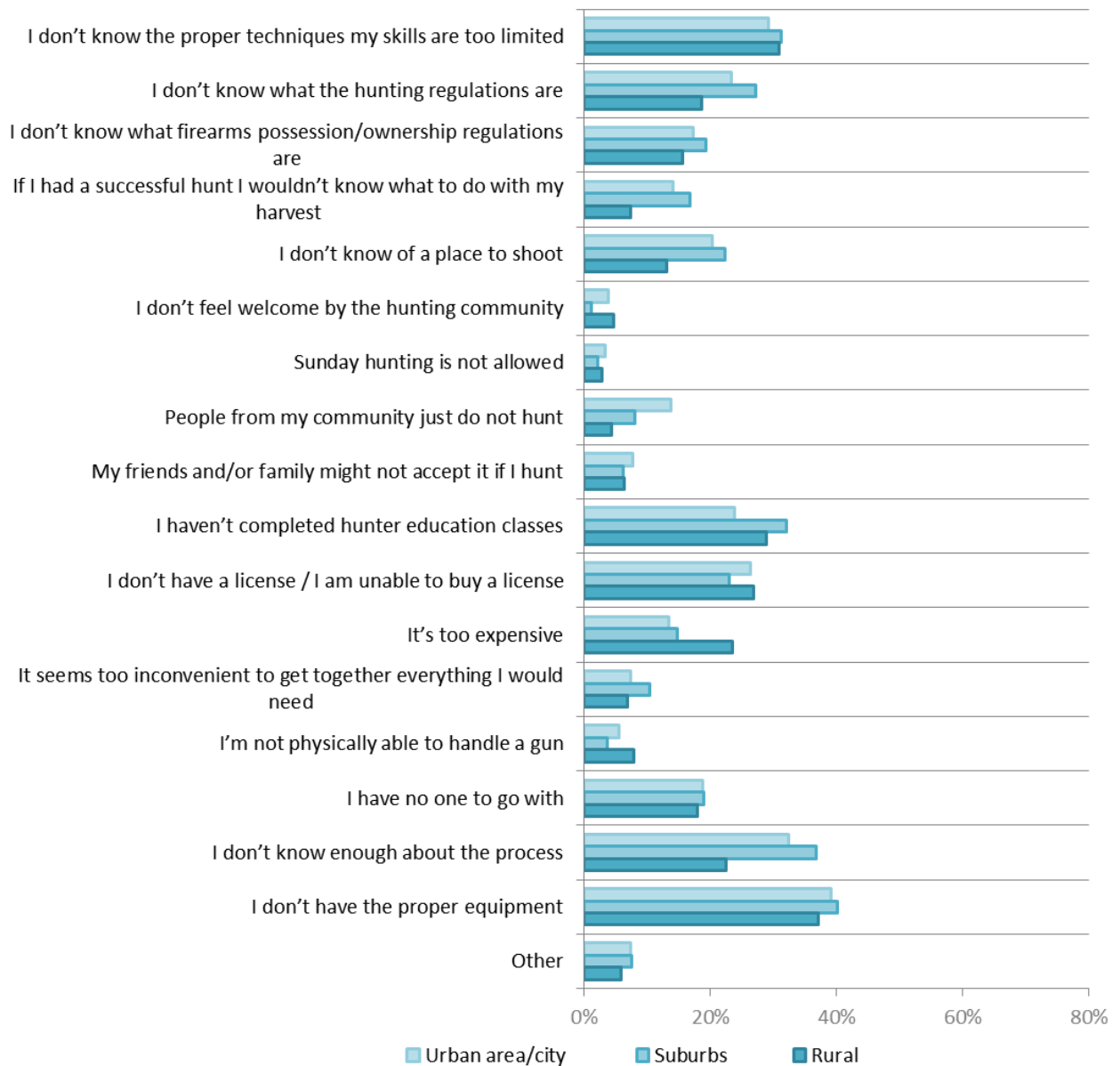


Figure 5. Why are you interested in hunting? Please select all that apply.

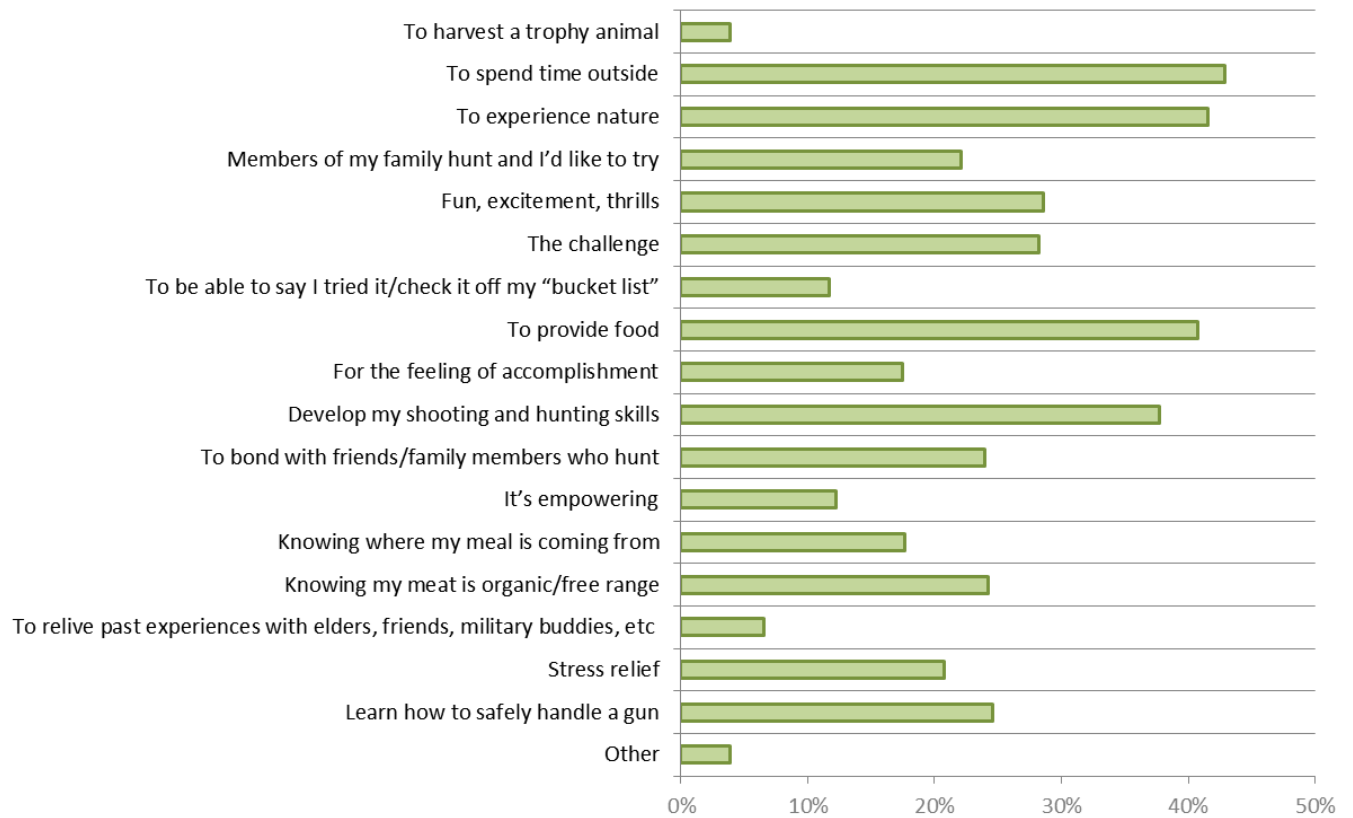


Figure 5a Race/Ethnicity. Why are you interested in hunting?

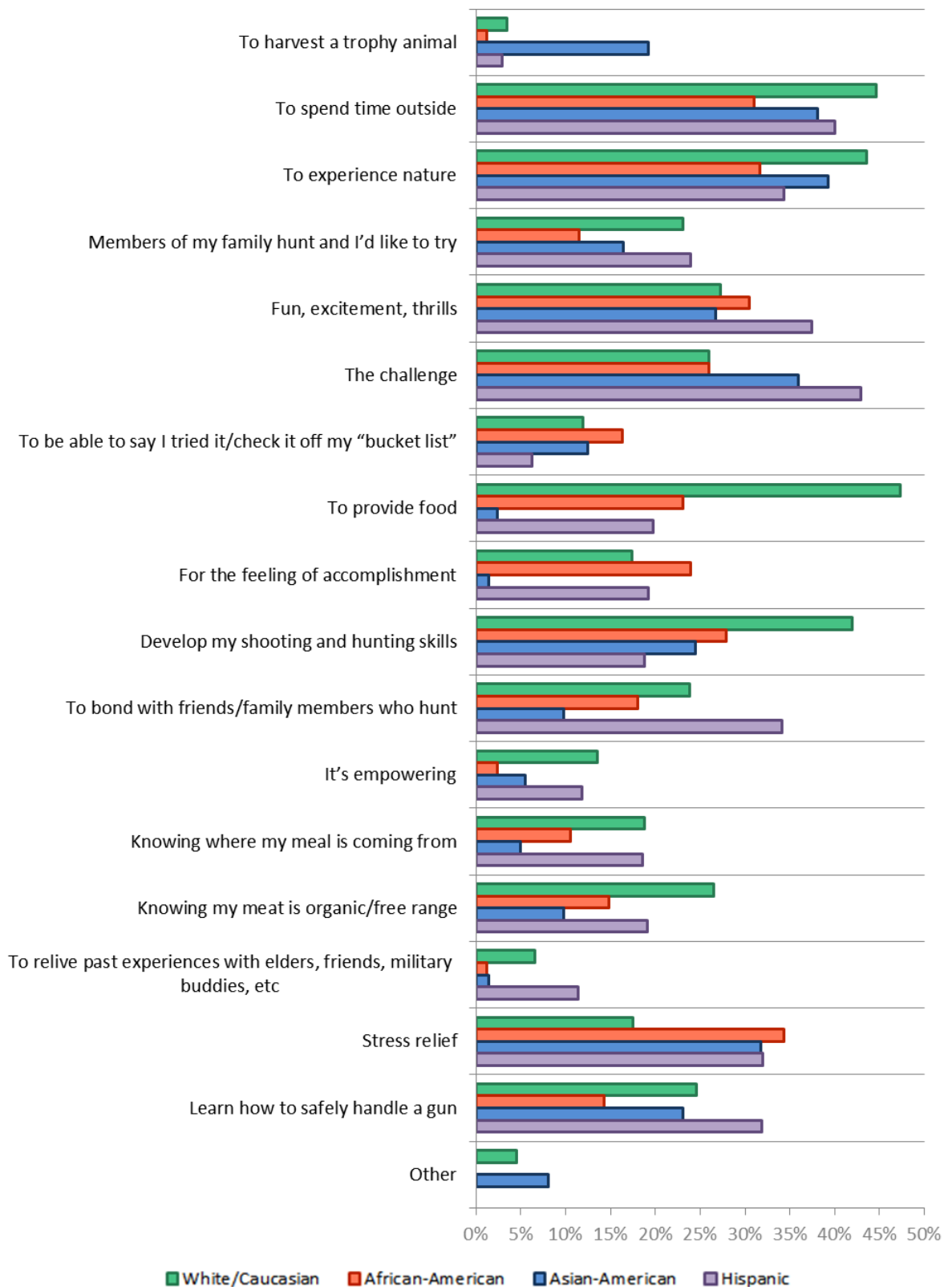


Figure 5b Gender. Why are you interested in hunting?

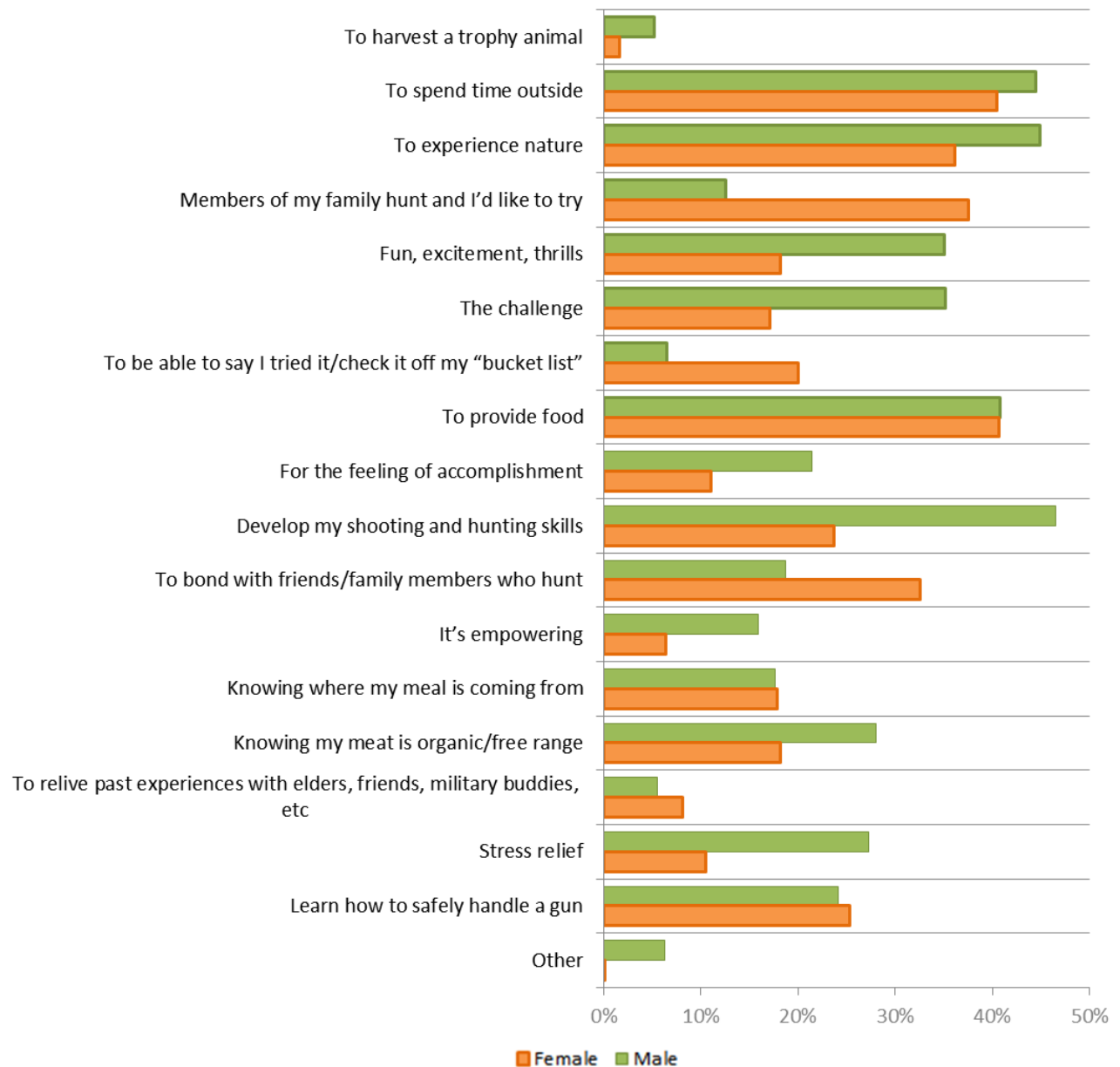


Figure 5c Region. Why are you interested in hunting?

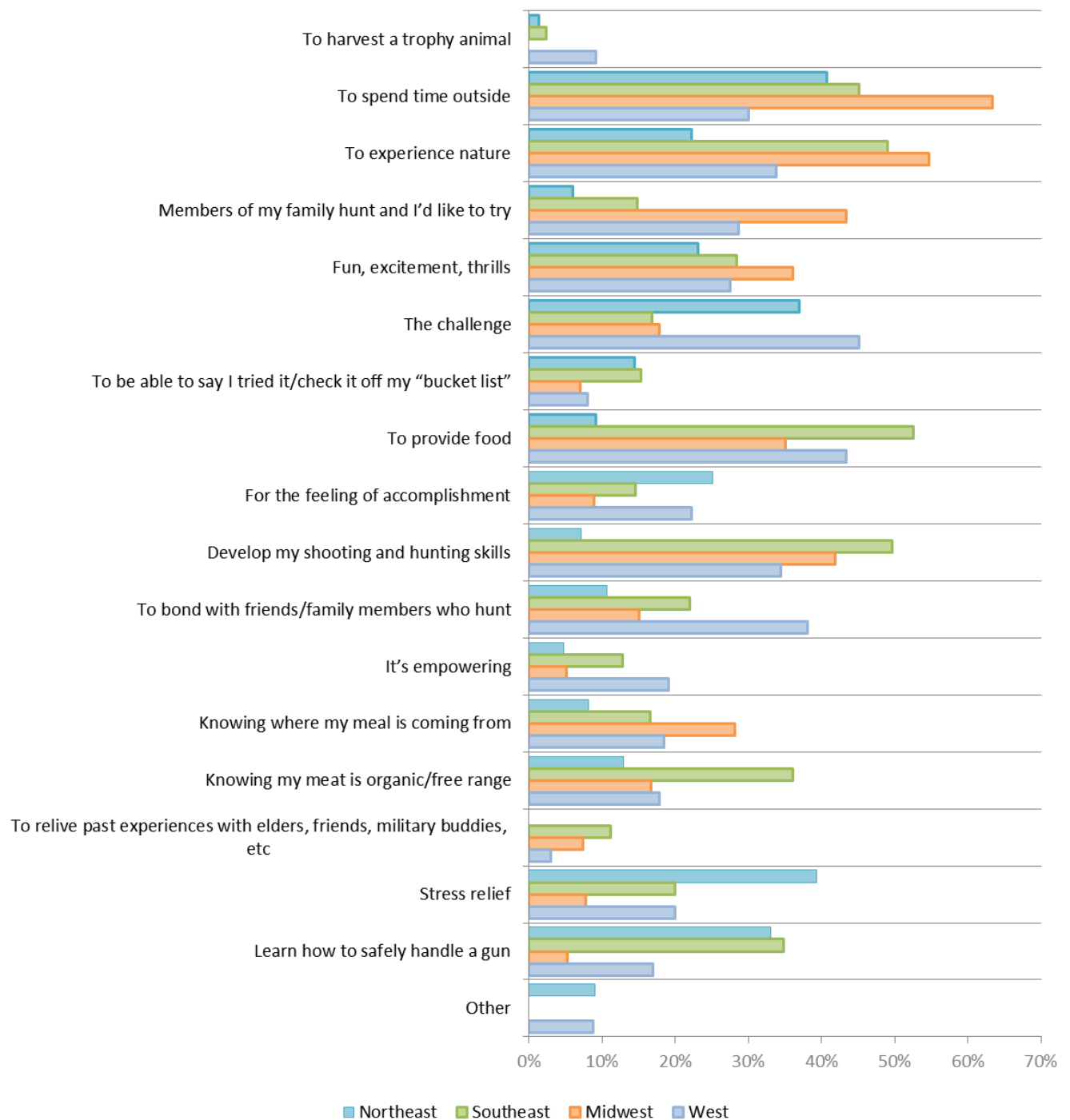


Figure 5d Age. Why are you interested in hunting?

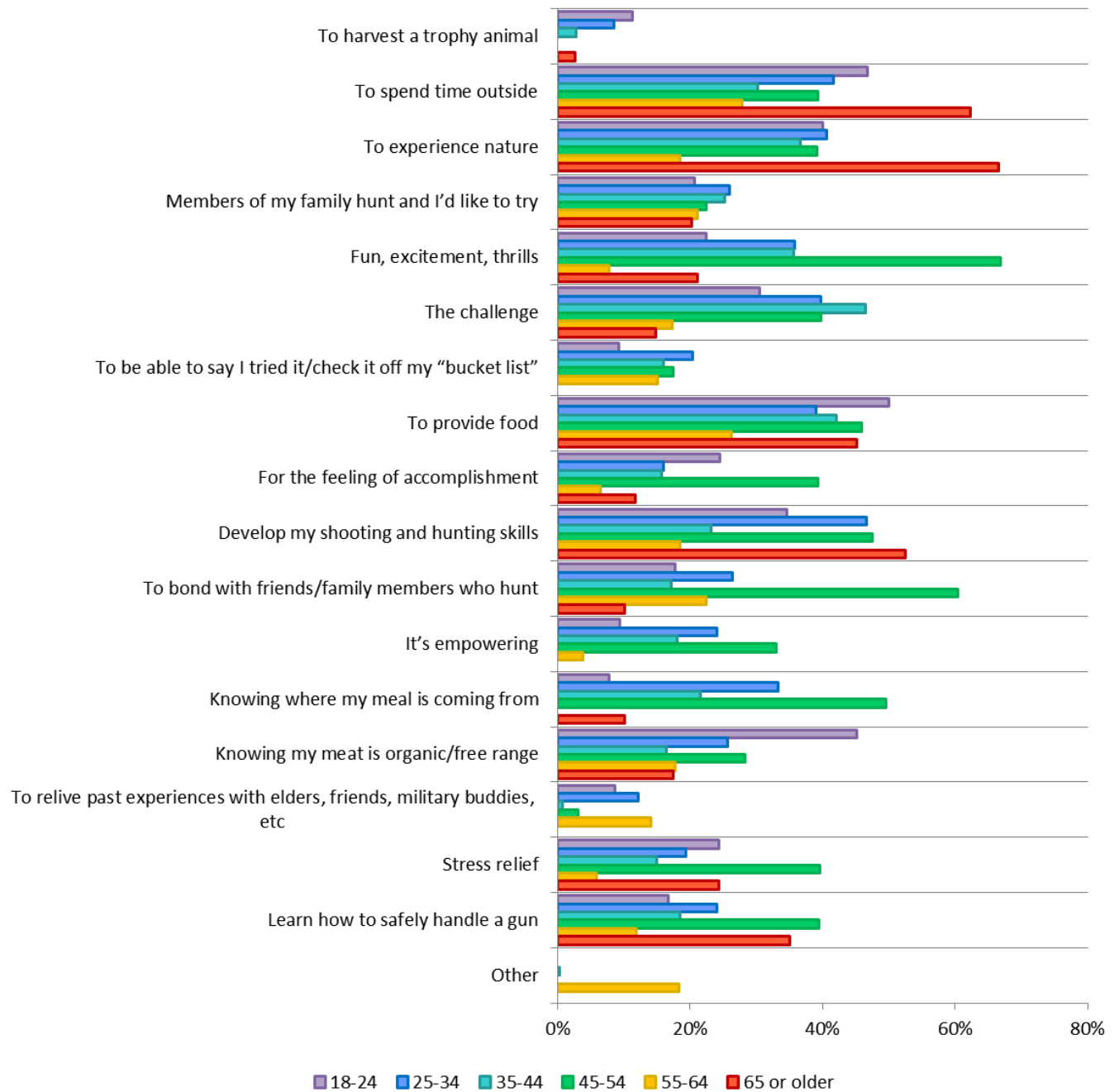


Figure 5e Where you live. Why are you interested in hunting?

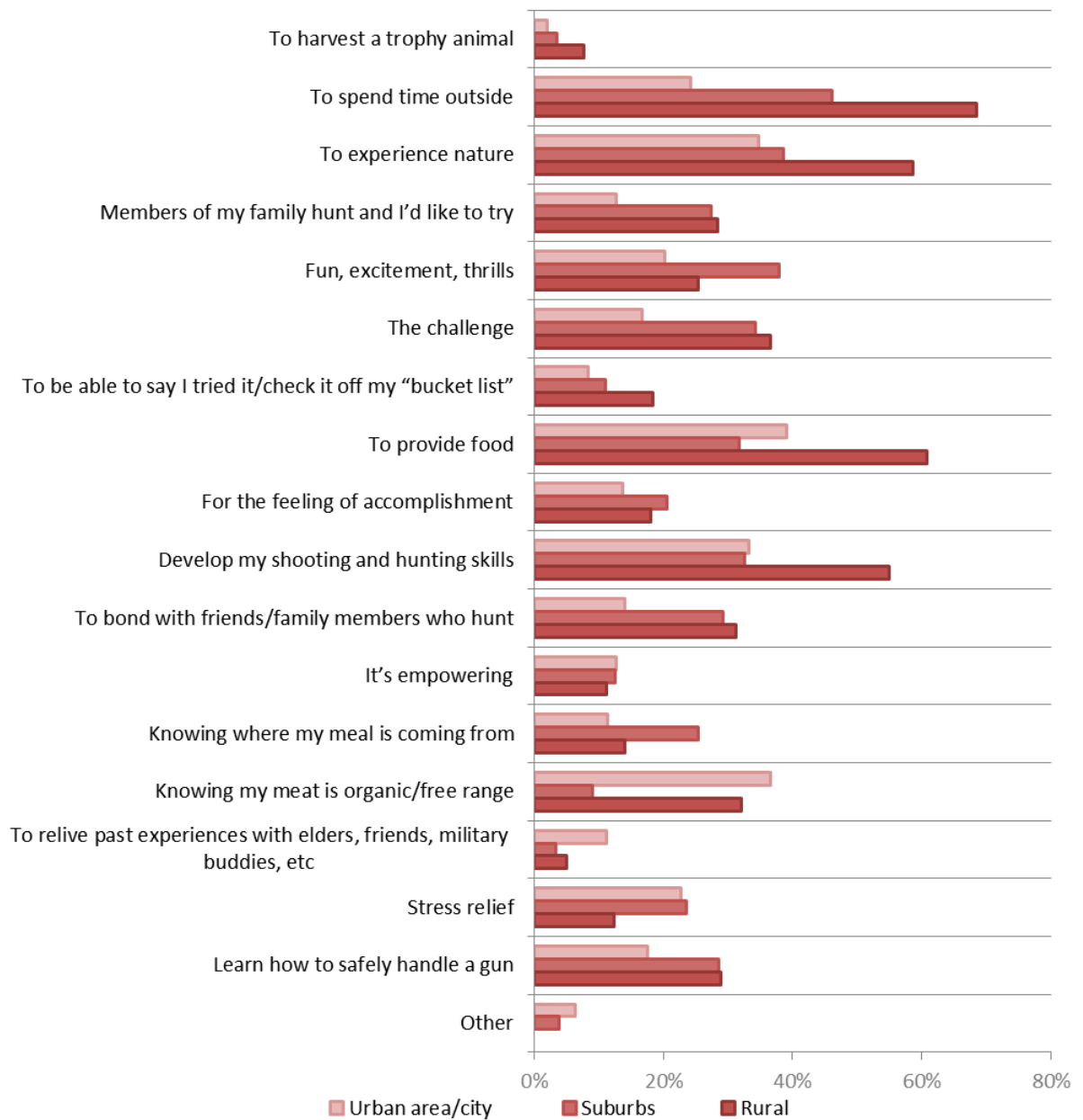


Figure 5f Where you grew up. Why are you interested in hunting?

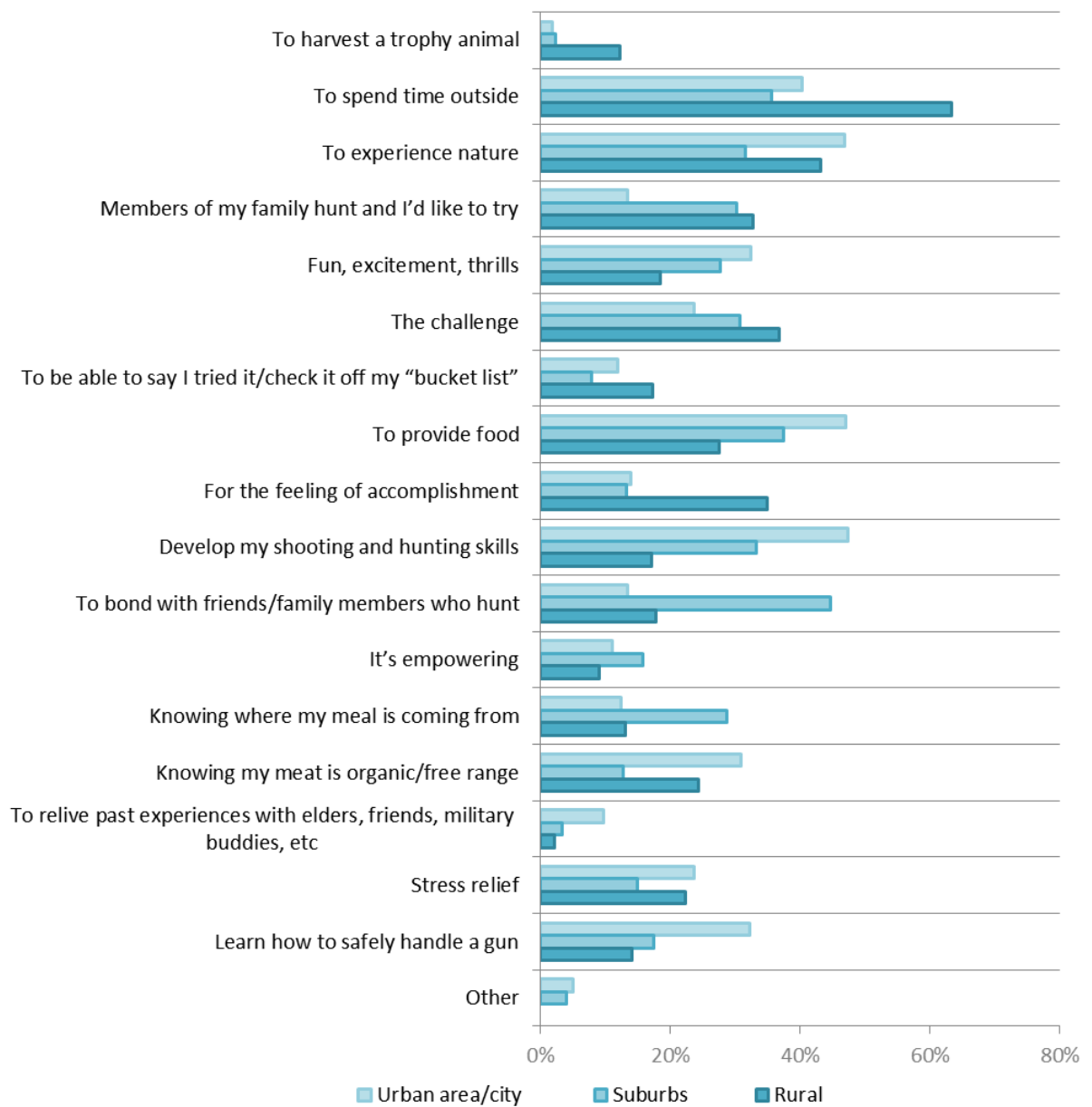


Figure 6. Please check if you think each statement is true or false about hunting: *You must complete a hunter education class before hunting in most states*

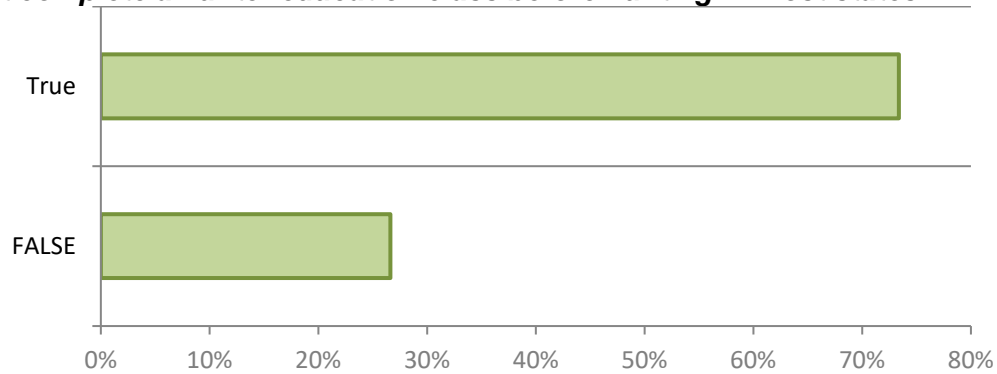


Figure 6a Race/Ethnicity. Please check if you think each statement is true or false about hunting: *You must complete a hunter education class before hunting in most states*

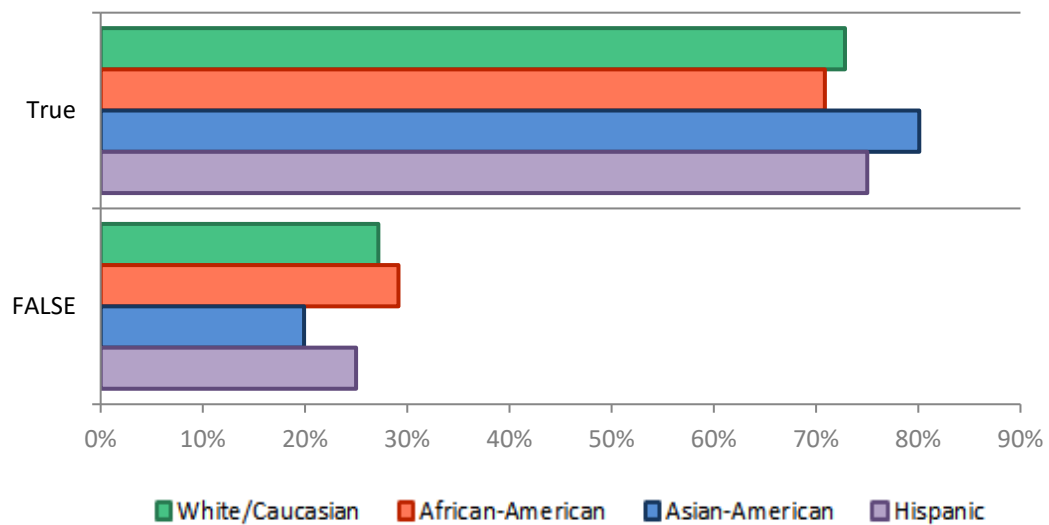


Figure 6b Gender. Please check if you think each statement is true or false about hunting: *You must complete a hunter education class before hunting in most states*

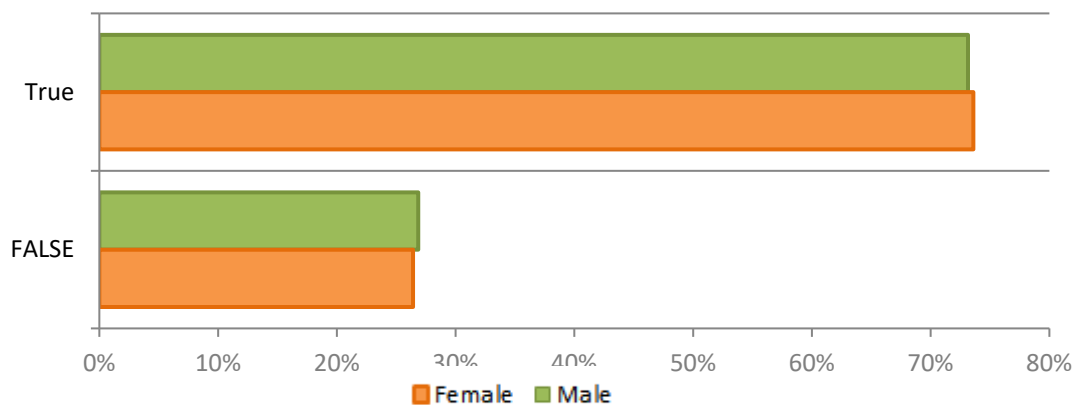


Figure 6c Region. Please check if you think each statement is true or false about hunting: *You must complete a hunter education class before hunting in most states*

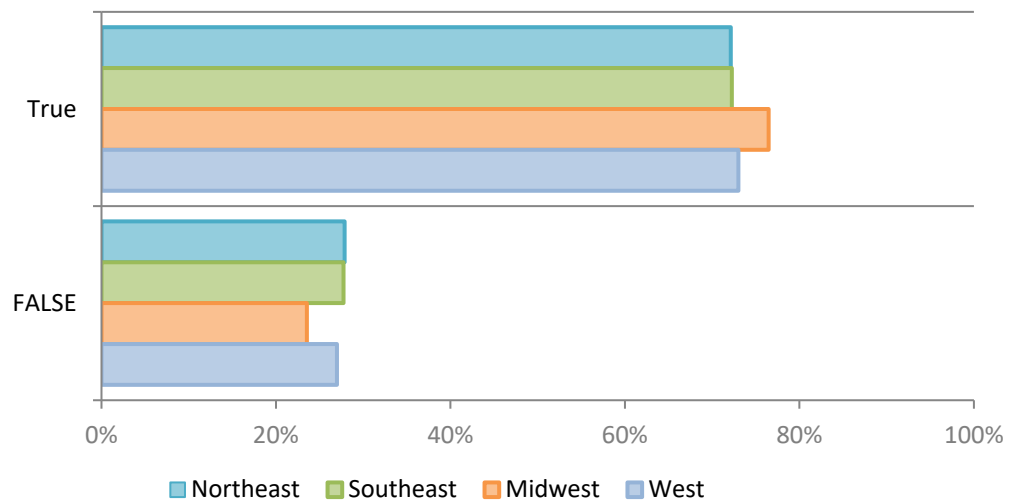


Figure 6d Age. Please check if you think each statement is true or false about hunting: *You must complete a hunter education class before hunting in most states*

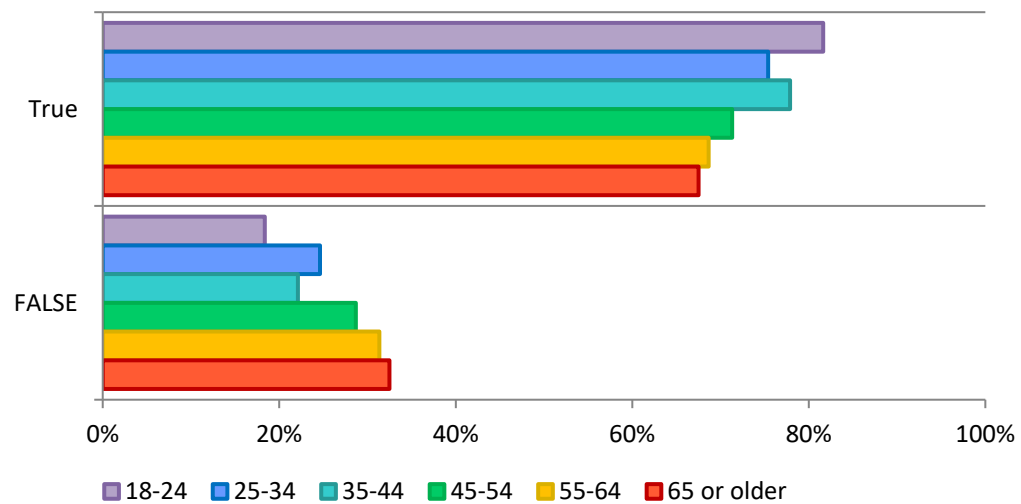


Figure 6e Where you live. Please check if you think each statement is true or false about hunting: *You must complete a hunter education class before hunting in most states*

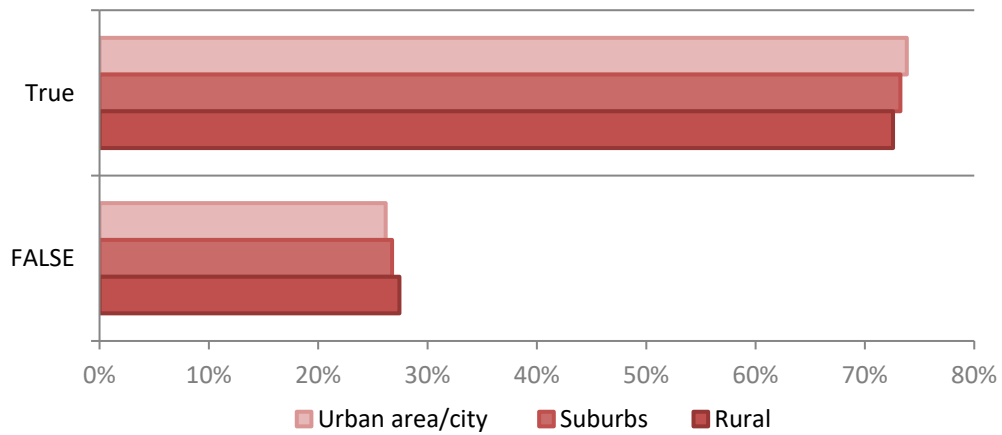


Figure 6f Where you grew up. Please check if you think each statement is true or false about hunting: *You must complete a hunter education class before hunting in most states*

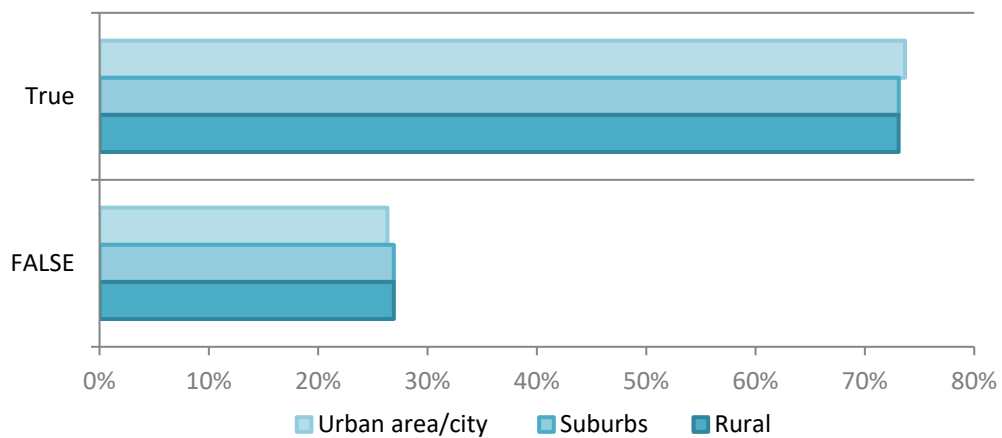


Figure 7. Please check if you think each statement is true or false about hunting: *Many states allow you to hunt for a year or two with an experienced hunter before taking hunter education class*

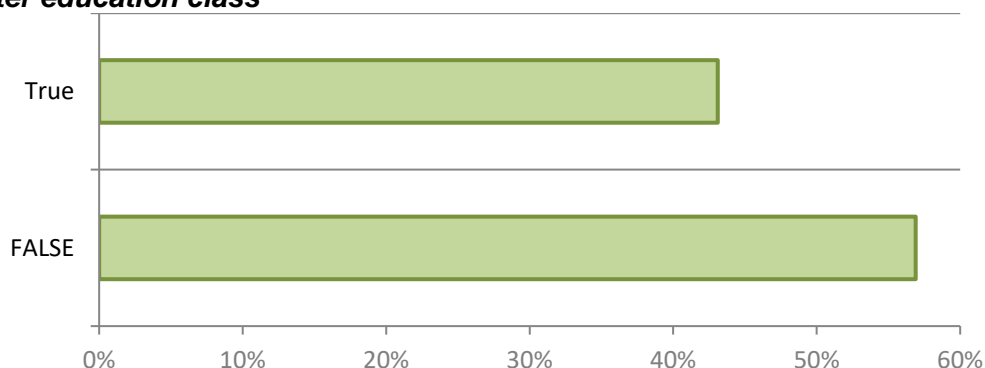


Figure 7a Race/Ethnicity. Please check if you think each statement is true or false about hunting: *Many states allow you to hunt for a year or two with an experienced hunter before taking hunter education class*

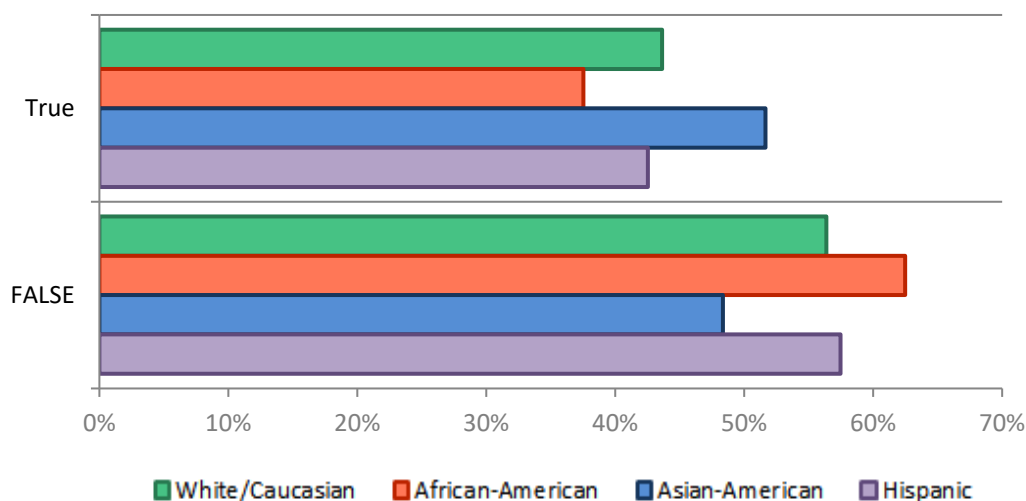


Figure 7b Gender. Please check if you think each statement is true or false about hunting: *Many states allow you to hunt for a year or two with an experienced hunter before taking hunter education class*

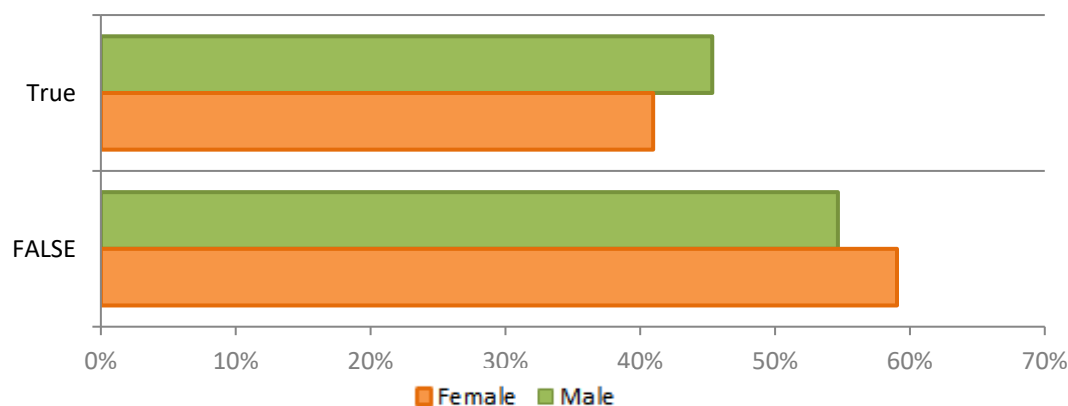


Figure 7c Region. Please check if you think each statement is true or false about hunting:
Many states allow you to hunt for a year or two with an experienced hunter before taking hunter education class

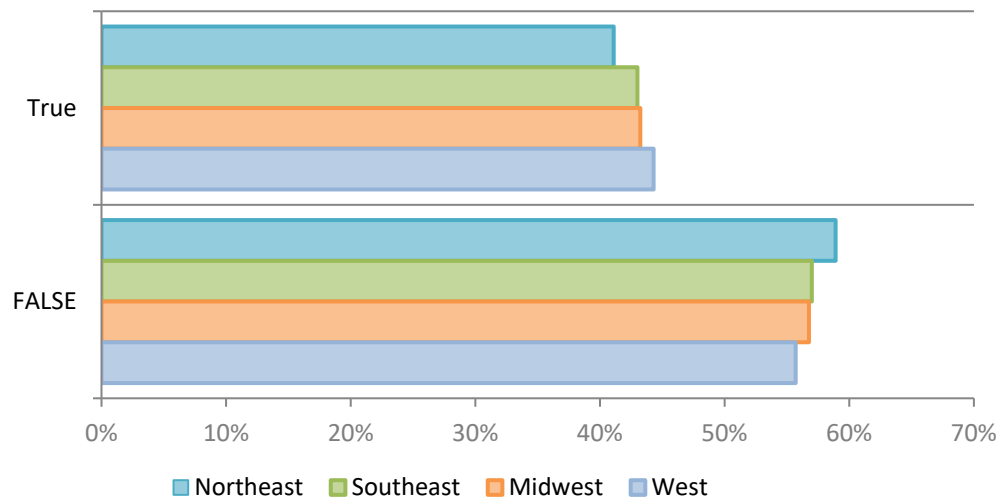


Figure 7d Age. Please check if you think each statement is true or false about hunting:
Many states allow you to hunt for a year or two with an experienced hunter before taking hunter education class

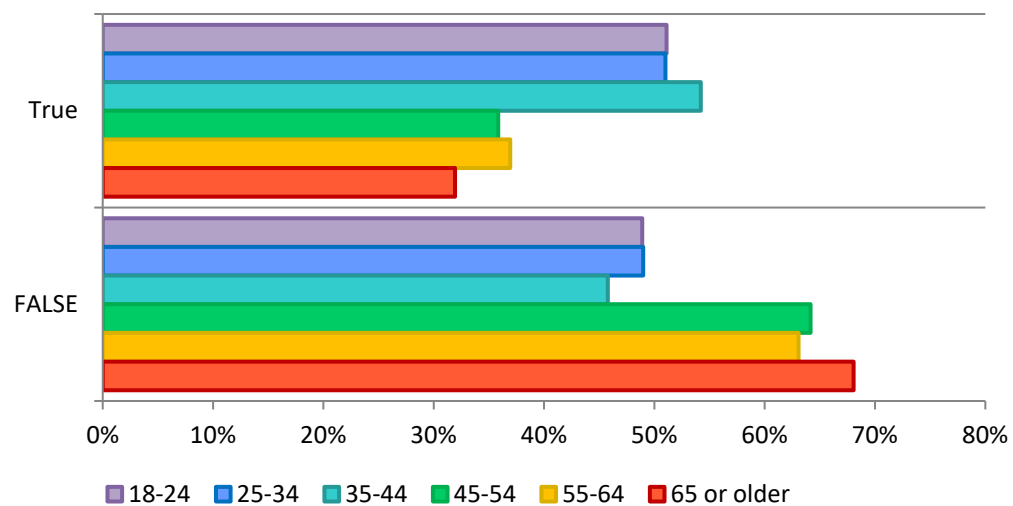


Figure 7e Where you live. Please check if you think each statement is true or false about hunting: *Many states allow you to hunt for a year or two with an experienced hunter before taking hunter education class*

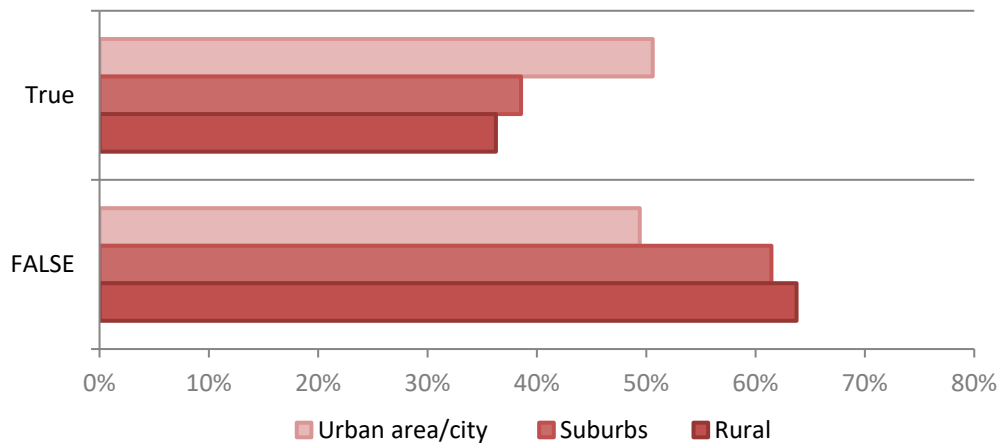


Figure 7f Where you grew up. Please check if you think each statement is true or false about hunting: *Many states allow you to hunt for a year or two with an experienced hunter before taking hunter education class*

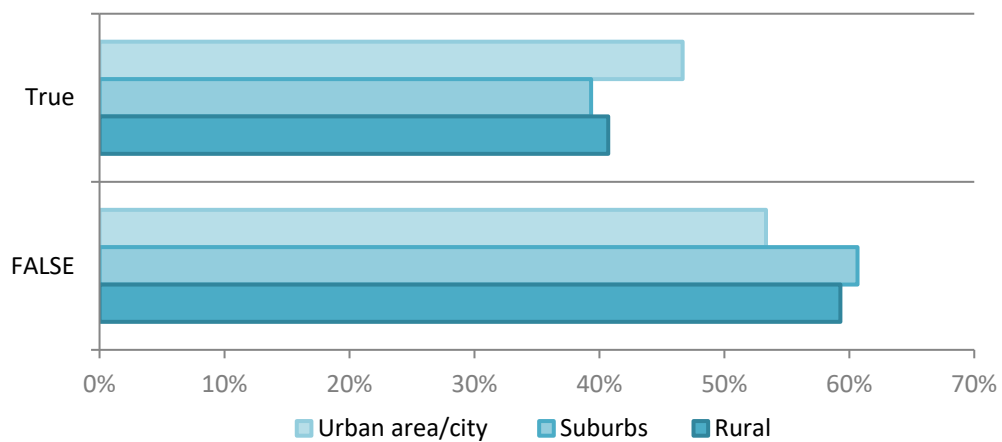


Figure 8. Please check if you think each statement is true or false about hunting: *You must undergo a criminal background check before being allowed to hunt*

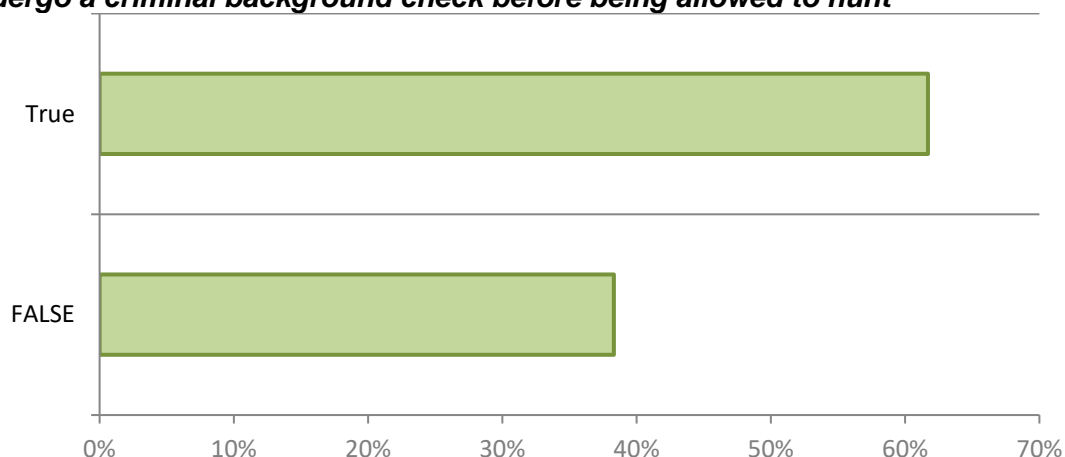


Figure 8a Race/Ethnicity. Please check if you think each statement is true or false about hunting: *You must undergo a criminal background check before being allowed to hunt*

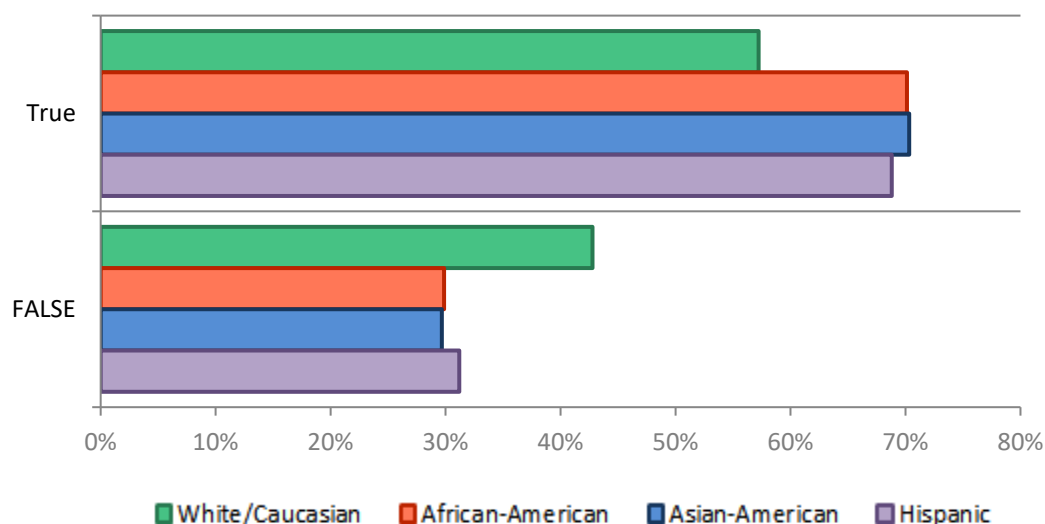


Figure 8b Gender. Please check if you think each statement is true or false about hunting: *You must undergo a criminal background check before being allowed to hunt*

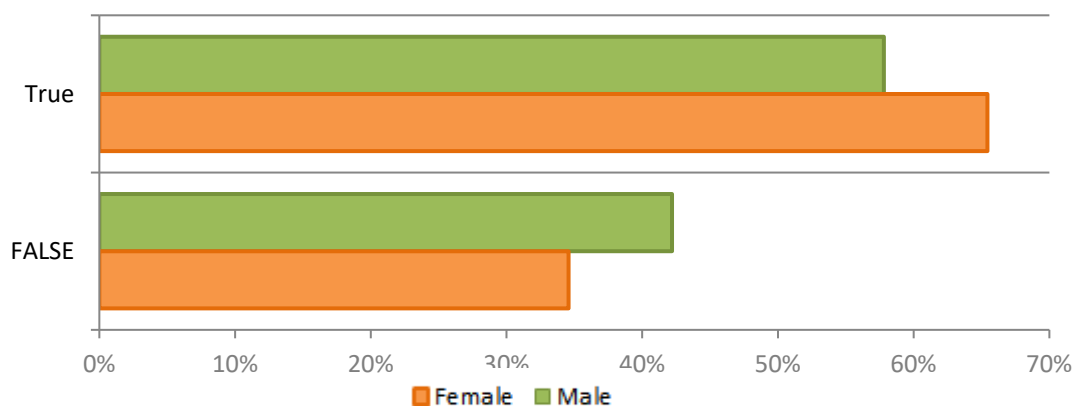


Figure 8c Region. Please check if you think each statement is true or false about hunting: *You must undergo a criminal background check before being allowed to hunt*

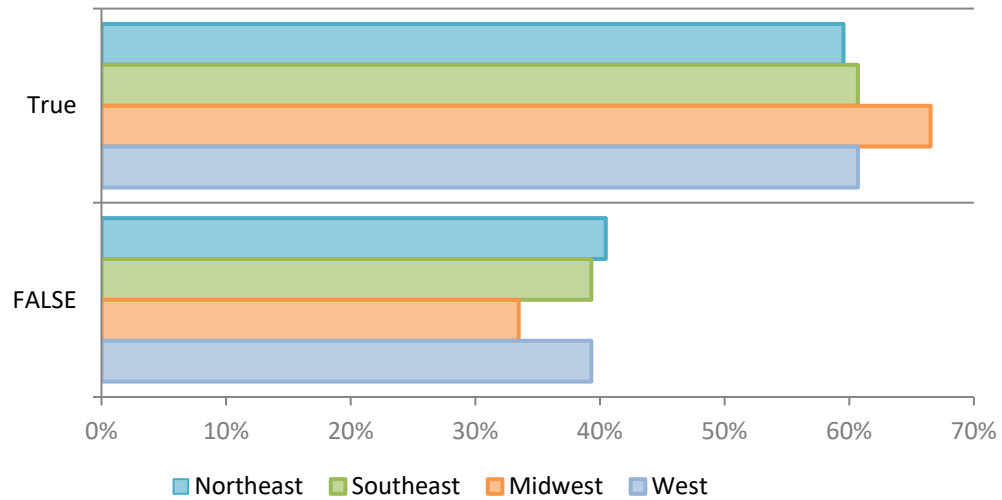


Figure 8d Age. Please check if you think each statement is true or false about hunting: *You must undergo a criminal background check before being allowed to hunt*

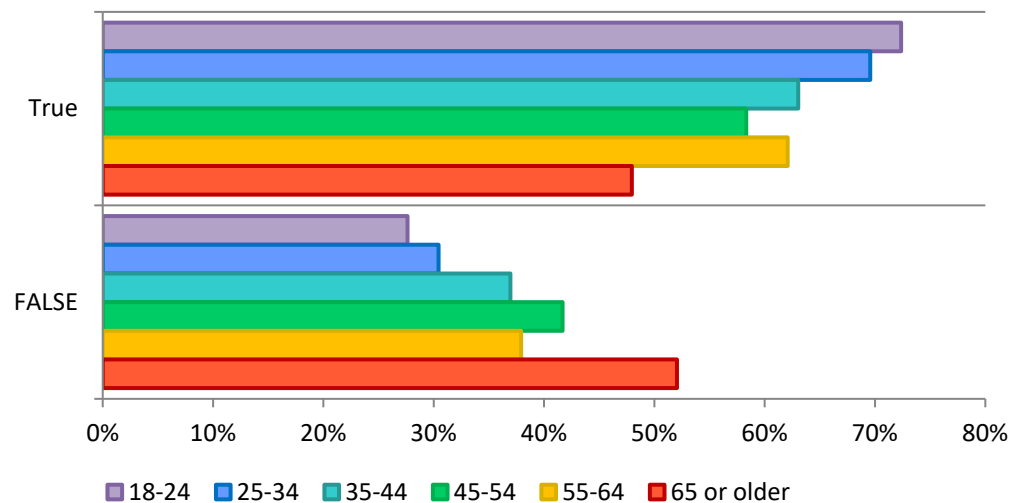


Figure 8e Where you live. Please check if you think each statement is true or false about hunting:
You must undergo a criminal background check before being allowed to hunt

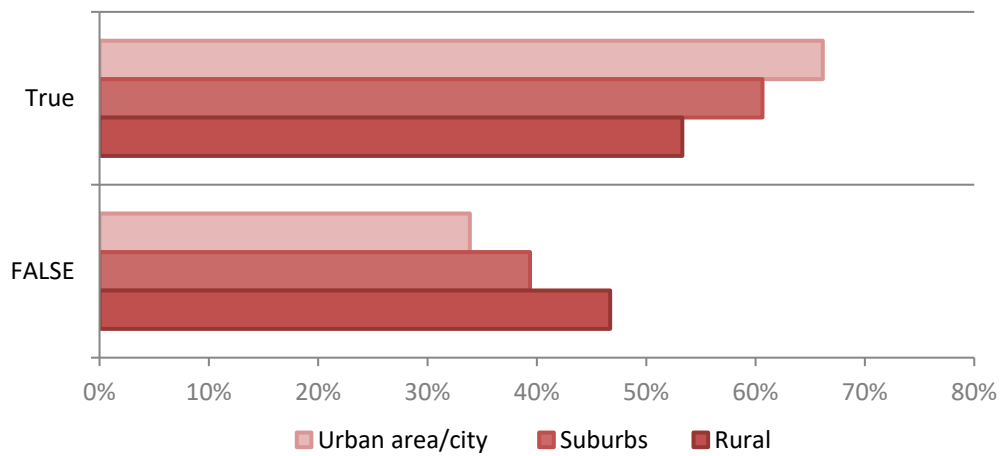


Figure 8f Where you grew up. Please check if you think each statement is true or false about hunting:
You must undergo a criminal background check before being allowed to hunt

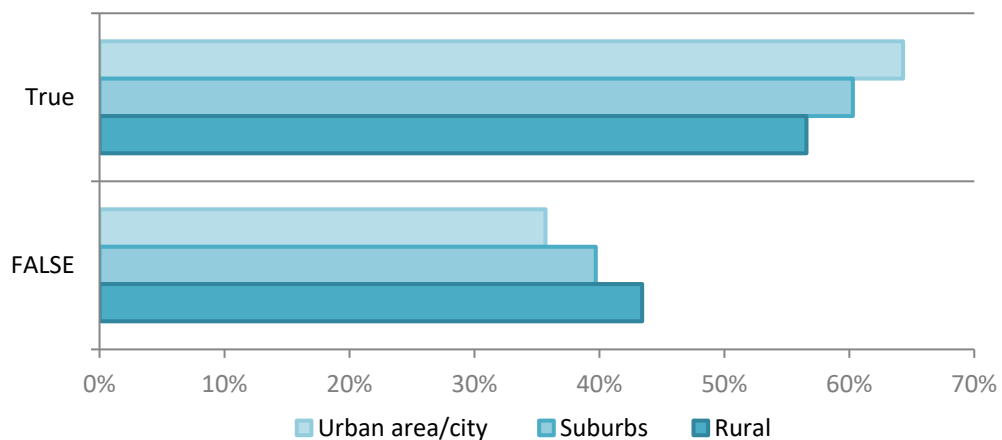


Figure 9. Please check if you think each statement is true or false about hunting:
You must be a member of a hunt club or organization to hunt in the U.S.

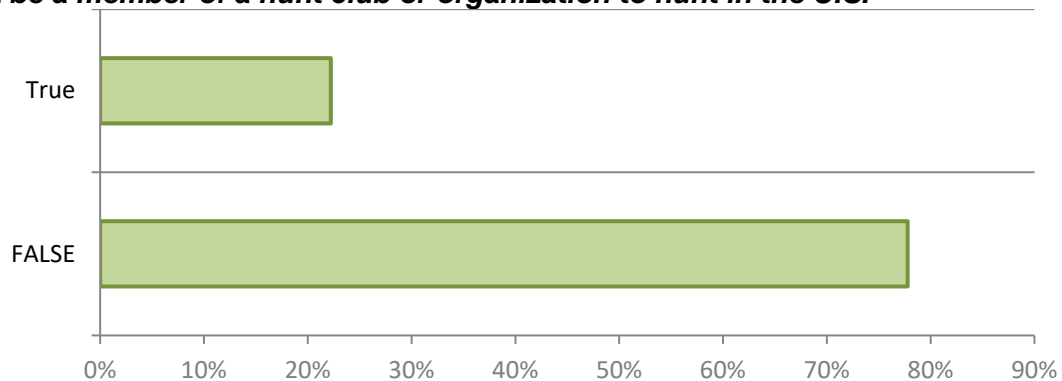


Figure 9a Race/Ethnicity. Please check if you think each statement is true or false about hunting: *You must be a member of a hunt club or organization to hunt in the U.S.*

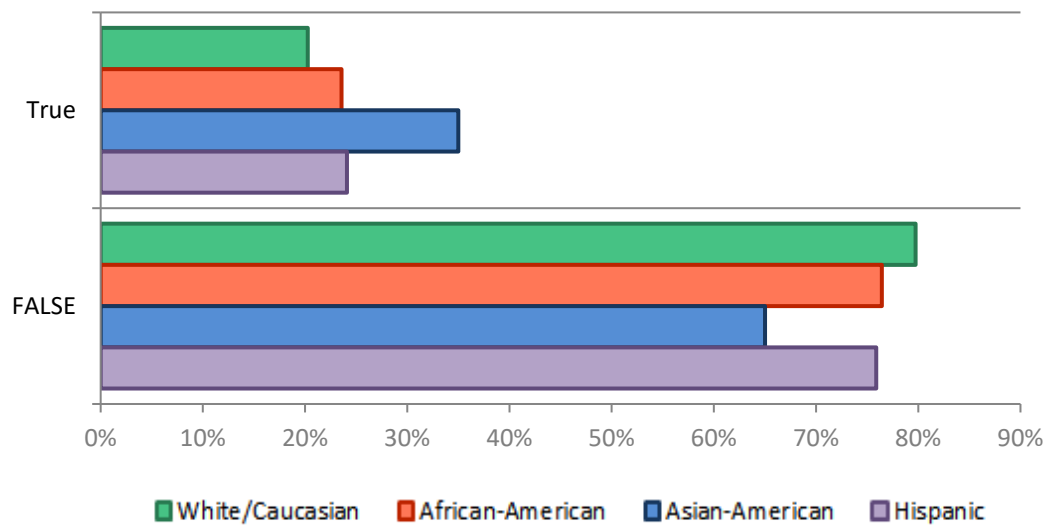


Figure 9b Gender. Please check if you think each statement is true or false about hunting: *You must be a member of a hunt club or organization to hunt in the U.S.*

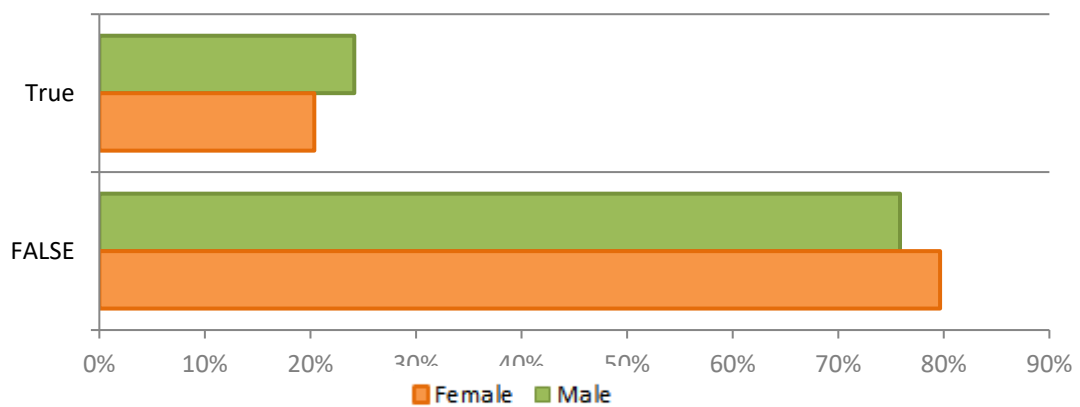


Figure 9c Region. Please check if you think each statement is true or false about hunting:
You must be a member of a hunt club or organization to hunt in the U.S.

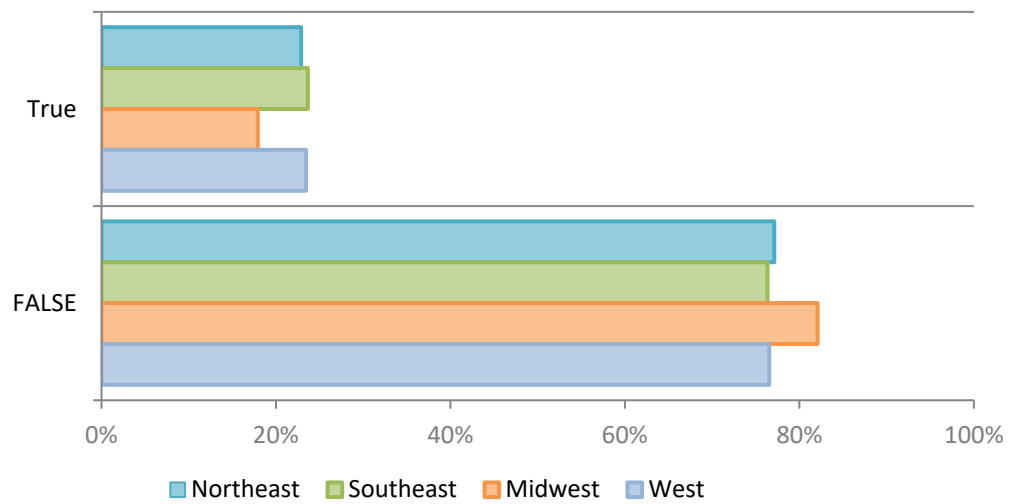


Figure 9d Age. Please check if you think each statement is true or false about hunting:
You must be a member of a hunt club or organization to hunt in the U.S.

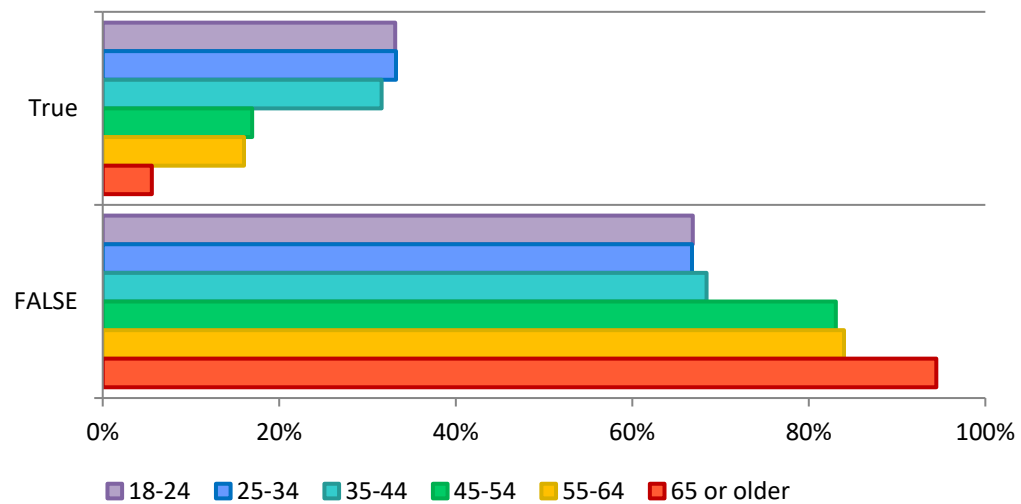


Figure 9e Where you live. Please check if you think each statement is true or false about hunting: *You must be a member of a hunt club or organization to hunt in the U.S.*

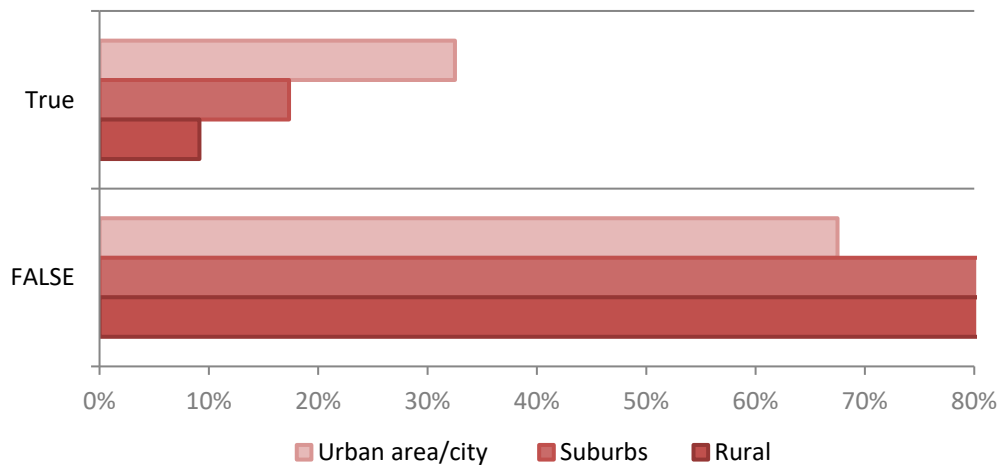


Figure 9f Where you grew up. Please check if you think each statement is true or false about hunting: *You must be a member of a hunt club or organization to hunt in the U.S.*

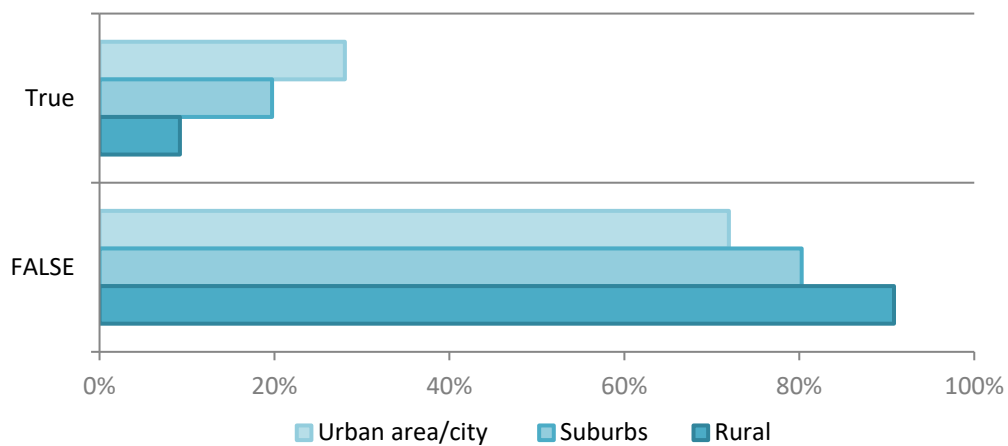


Figure 10. Please check if you think each statement is true or false about hunting: *You must register your firearms with the government before hunting or using them*

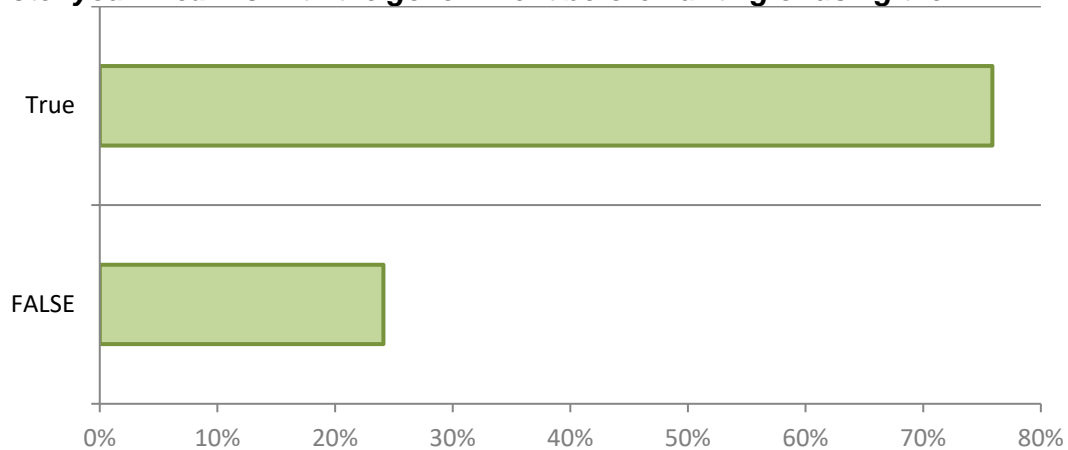


Figure 10a Race/Ethnicity. Please check if you think each statement is true or false about hunting: *You must register your firearms with the government before hunting or using them*

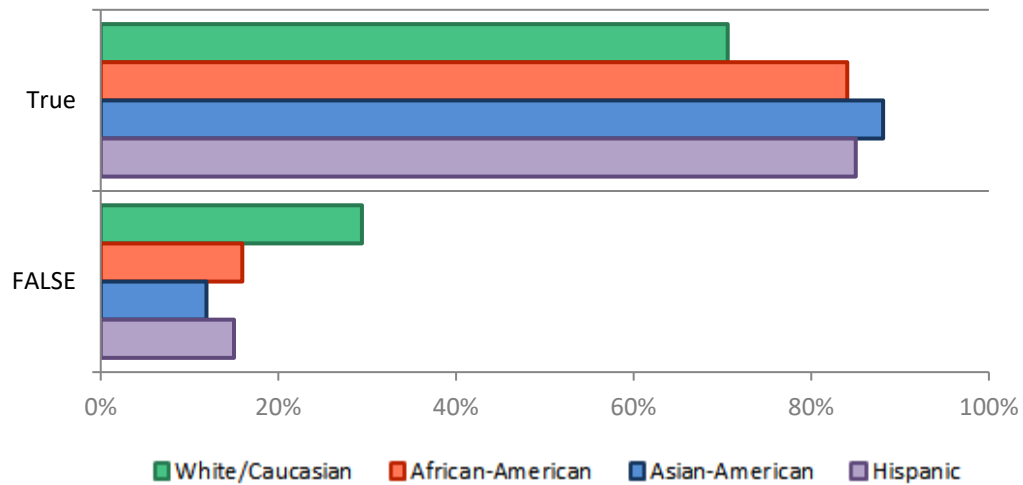


Figure 10b Gender. Please check if you think each statement is true or false about hunting: *You must register your firearms with the government before hunting or using them*

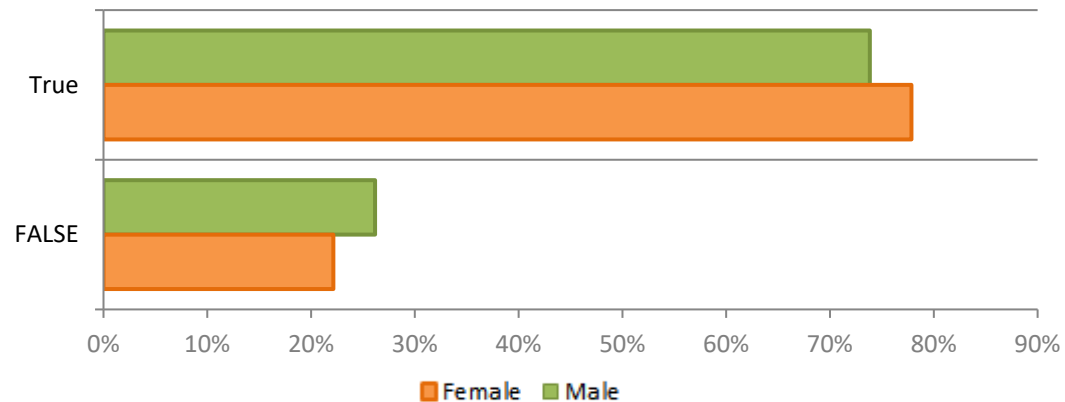


Figure 10c Region. Please check if you think each statement is true or false about hunting: *You must register your firearms with the government before hunting or using them*

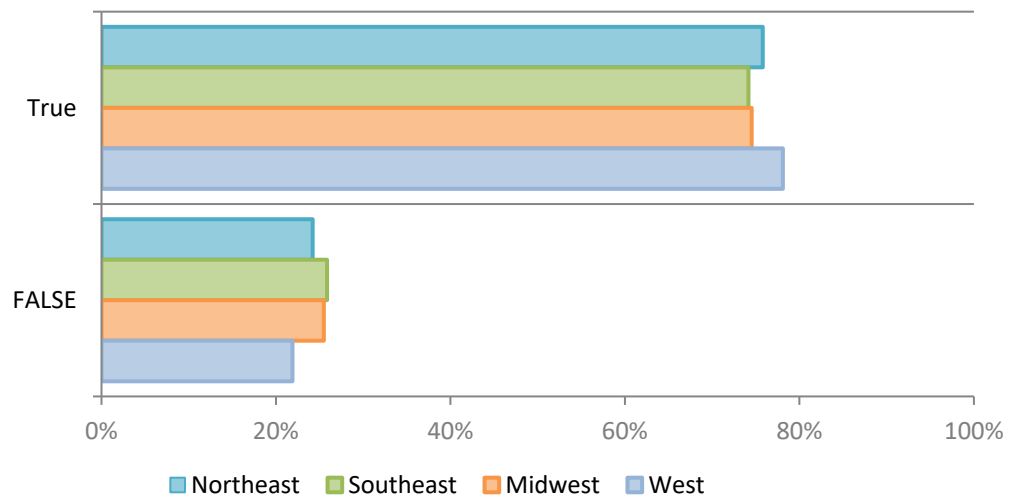


Figure 10d Region. Please check if you think each statement is true or false about hunting: *You must register your firearms with the government before hunting or using them*

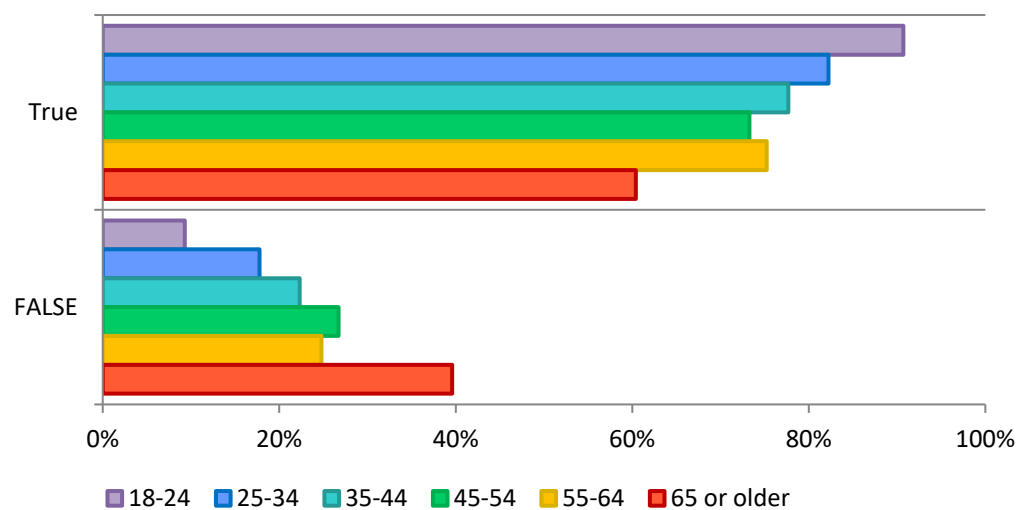


Figure 10e Where you live. Please check if you think each statement is true or false about hunting: *You must register your firearms with the government before hunting or using them*

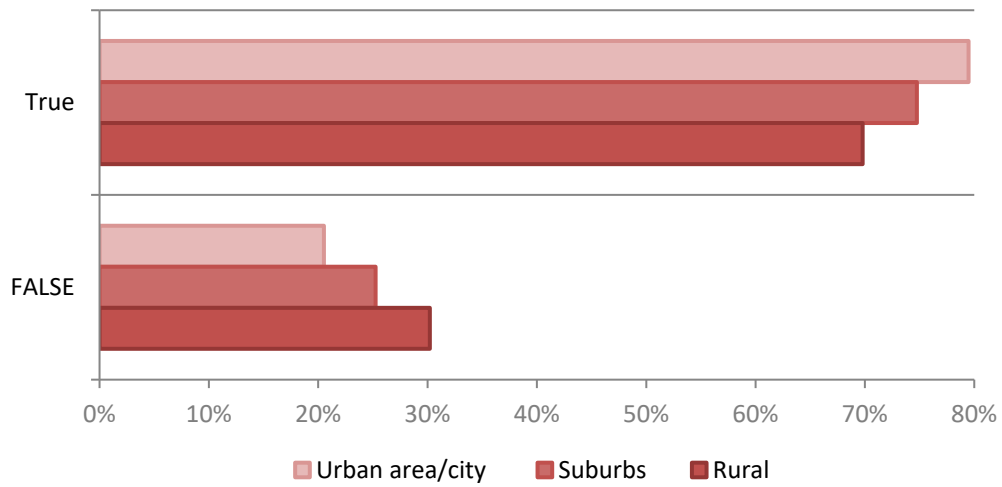


Figure 10f Where you live. Please check if you think each statement is true or false about hunting: *You must register your firearms with the government before hunting or using them*

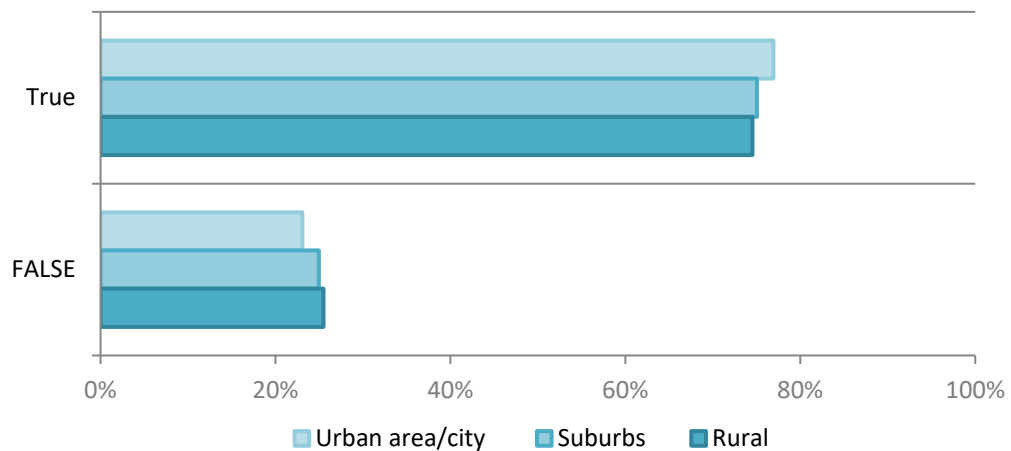


Figure 11. Please check if you think each statement is true or false about hunting:
Conservation is mostly paid for by hunters through license fees and excise taxes

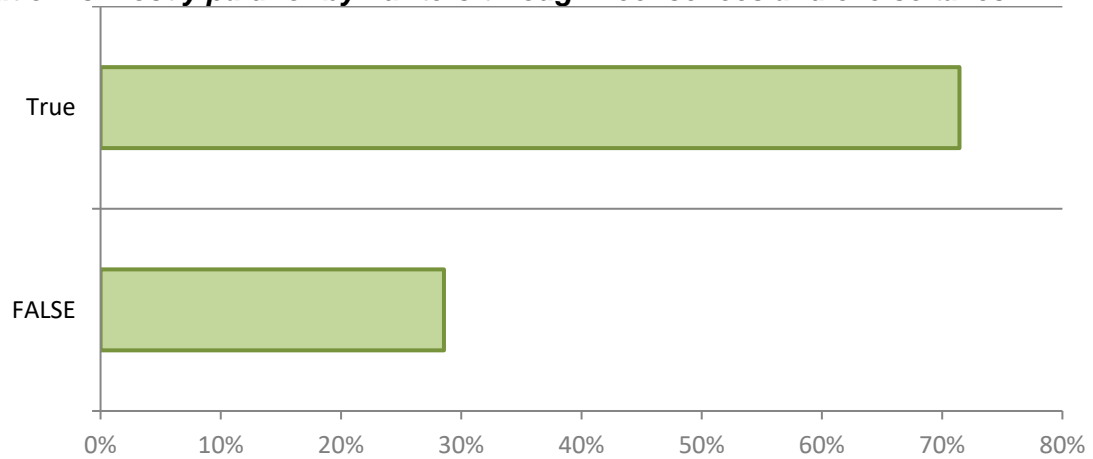


Figure 11a Race/Ethnicity. Please check if you think each statement is true or false about hunting:
Conservation is mostly paid for by hunters through license fees and excise taxes

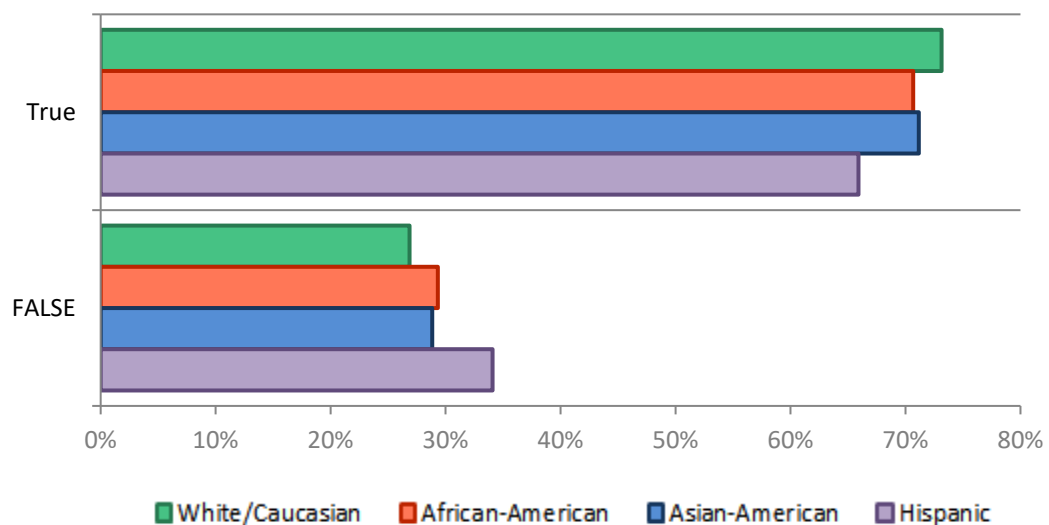


Figure 11b Gender. Please check if you think each statement is true or false about hunting:
Conservation is mostly paid for by hunters through license fees and excise taxes

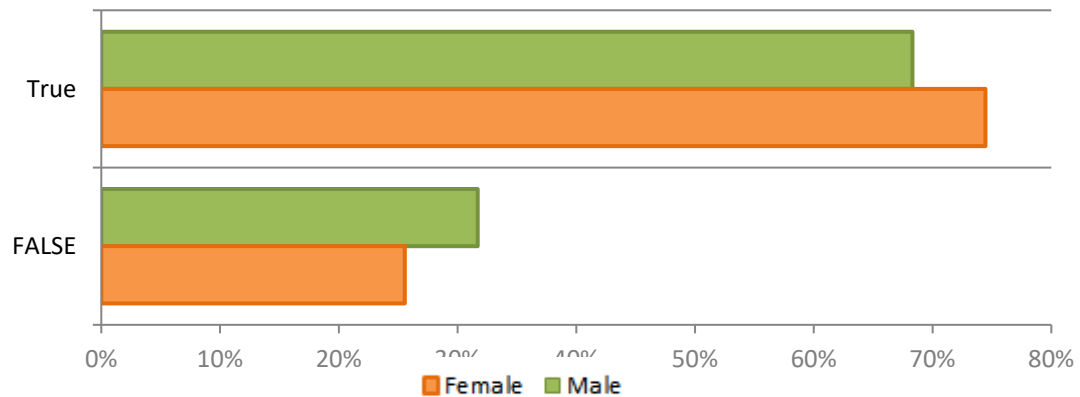


Figure 11c Region. Please check if you think each statement is true or false about hunting:
Conservation is mostly paid for by hunters through license fees and excise taxes

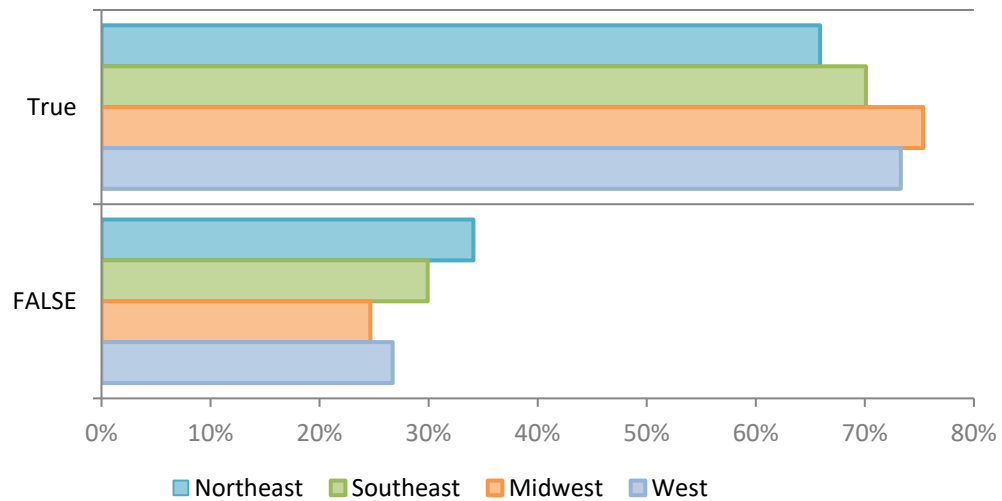


Figure 11d Age. Please check if you think each statement is true or false about hunting: *Conservation is mostly paid for by hunters through license fees and excise taxes*

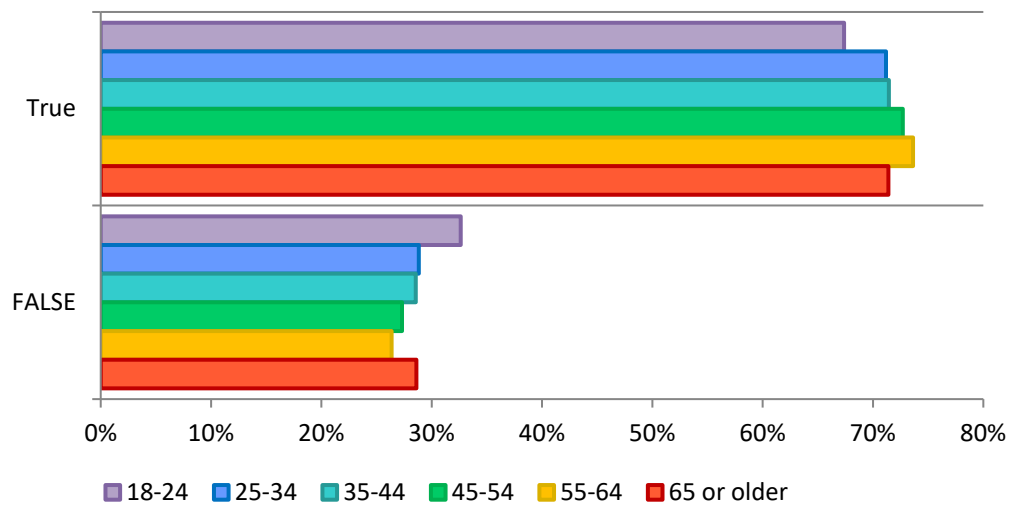


Figure 11e Where you live. Please check if you think each statement is true or false about hunting: *Conservation is mostly paid for by hunters through license fees and excise taxes*

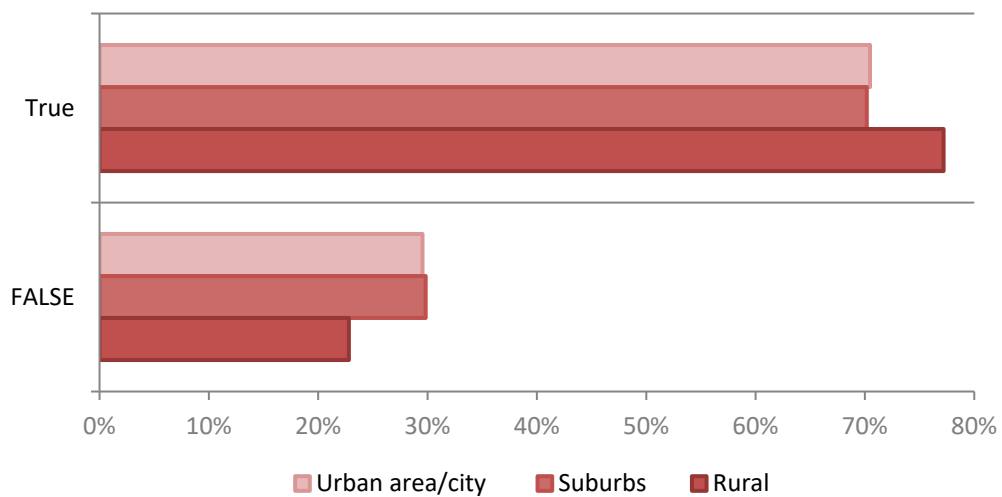
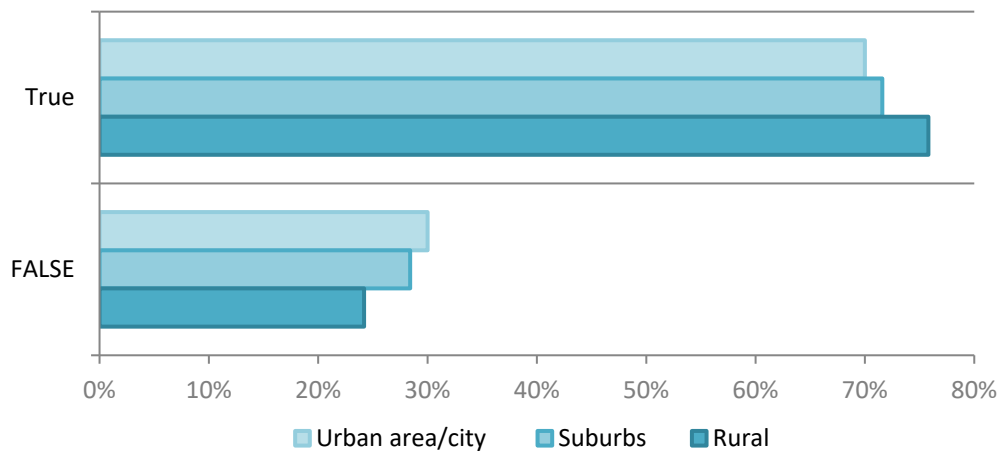


Figure 11f Where you grew up. Please check if you think each statement is true or false about hunting: *Conservation is mostly paid for by hunters through license fees and excise taxes*



3. Hunting Preferences

Figure 12. Would you prefer to hunt...? Please select all that apply.

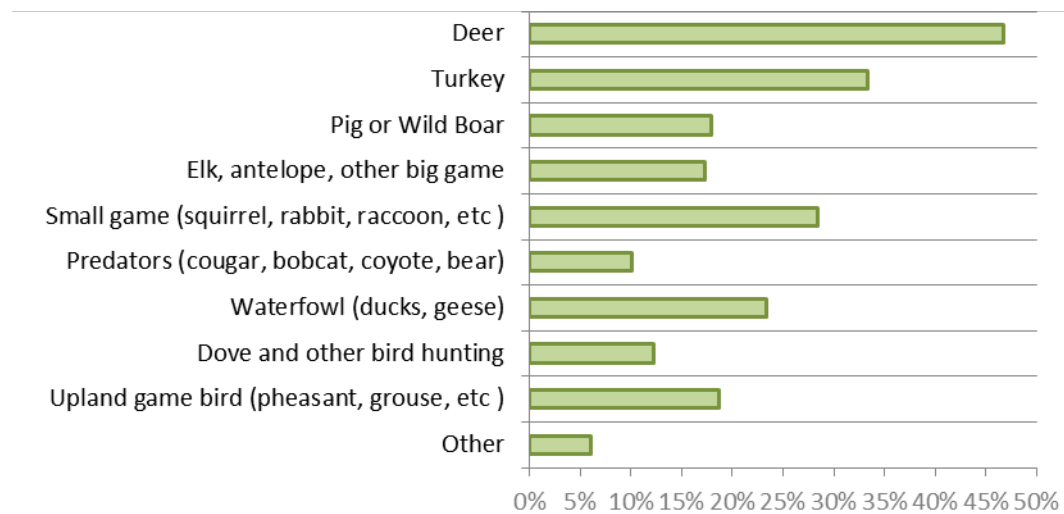


Figure 12a Race/Ethnicity. Would you prefer to hunt...?

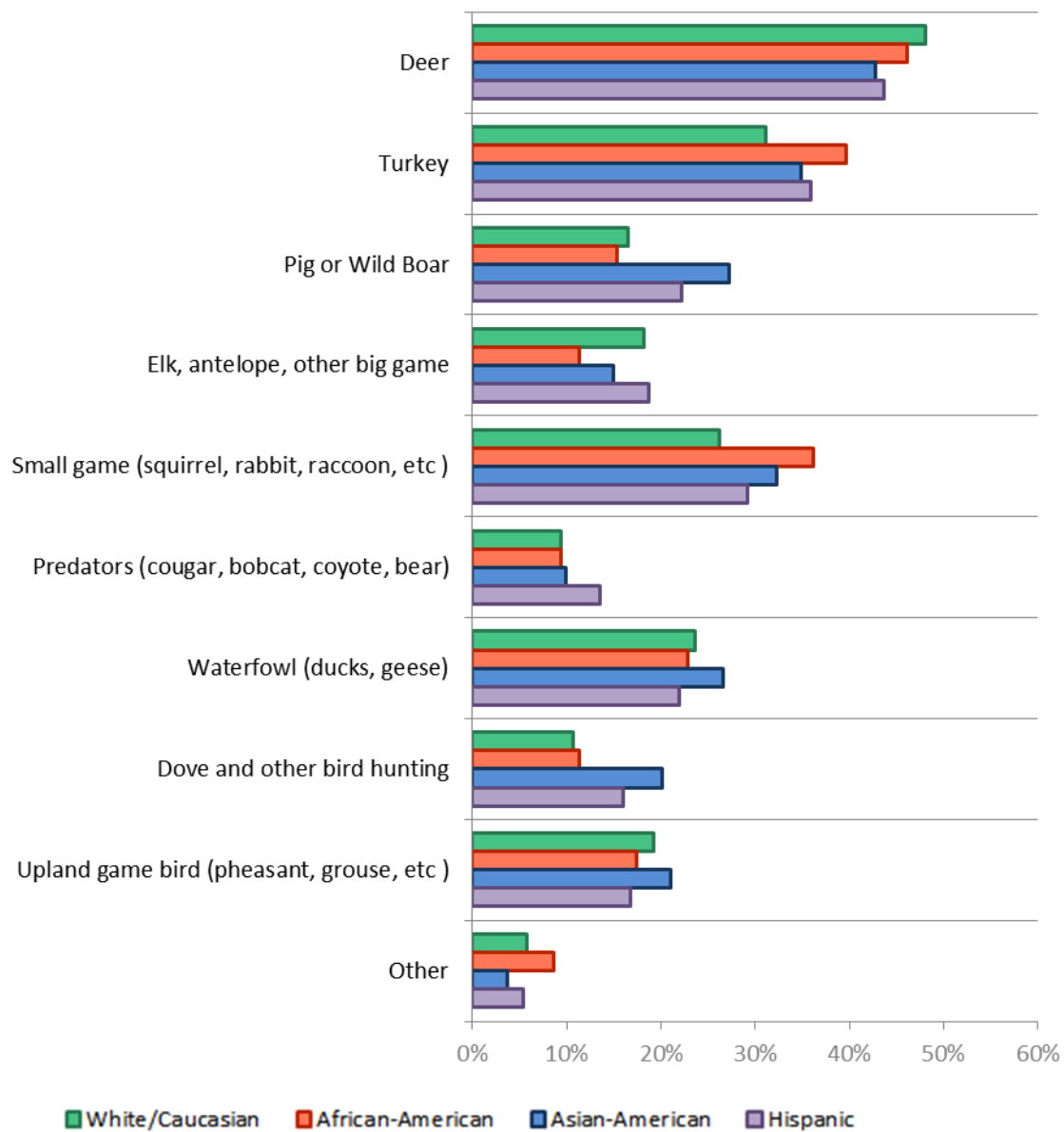


Figure 12b Gender. Would you prefer to hunt...?

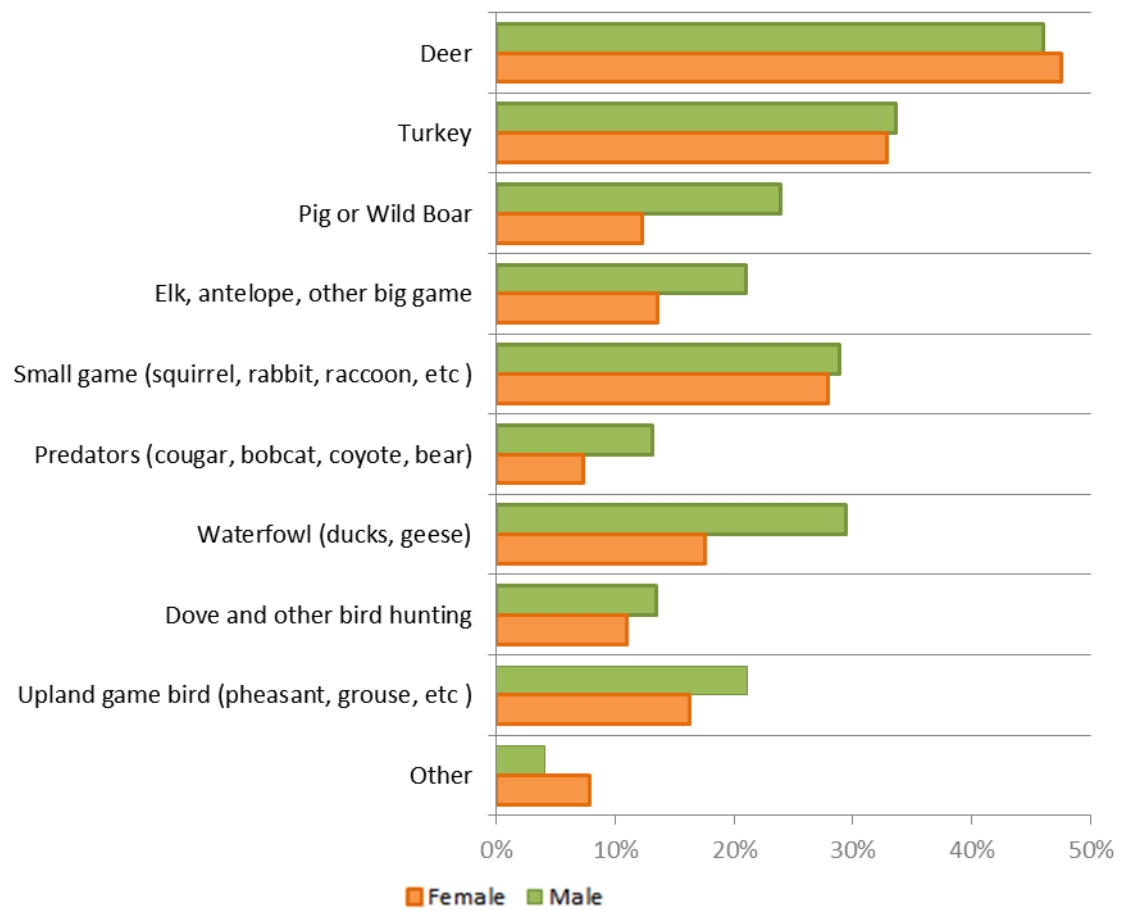


Figure 12c Region. Would you prefer to hunt...?

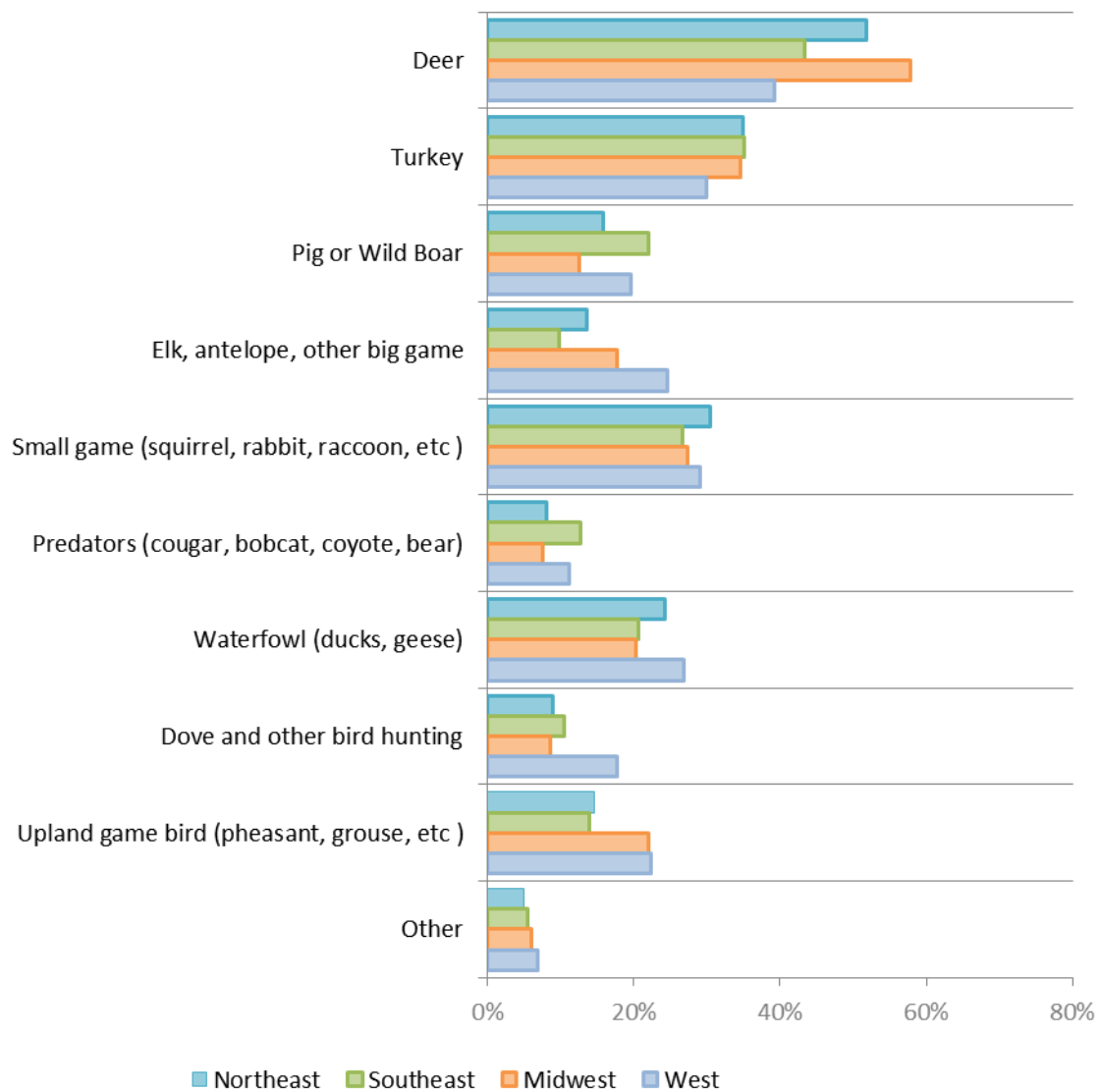


Figure 12d Age. Would you prefer to hunt...?

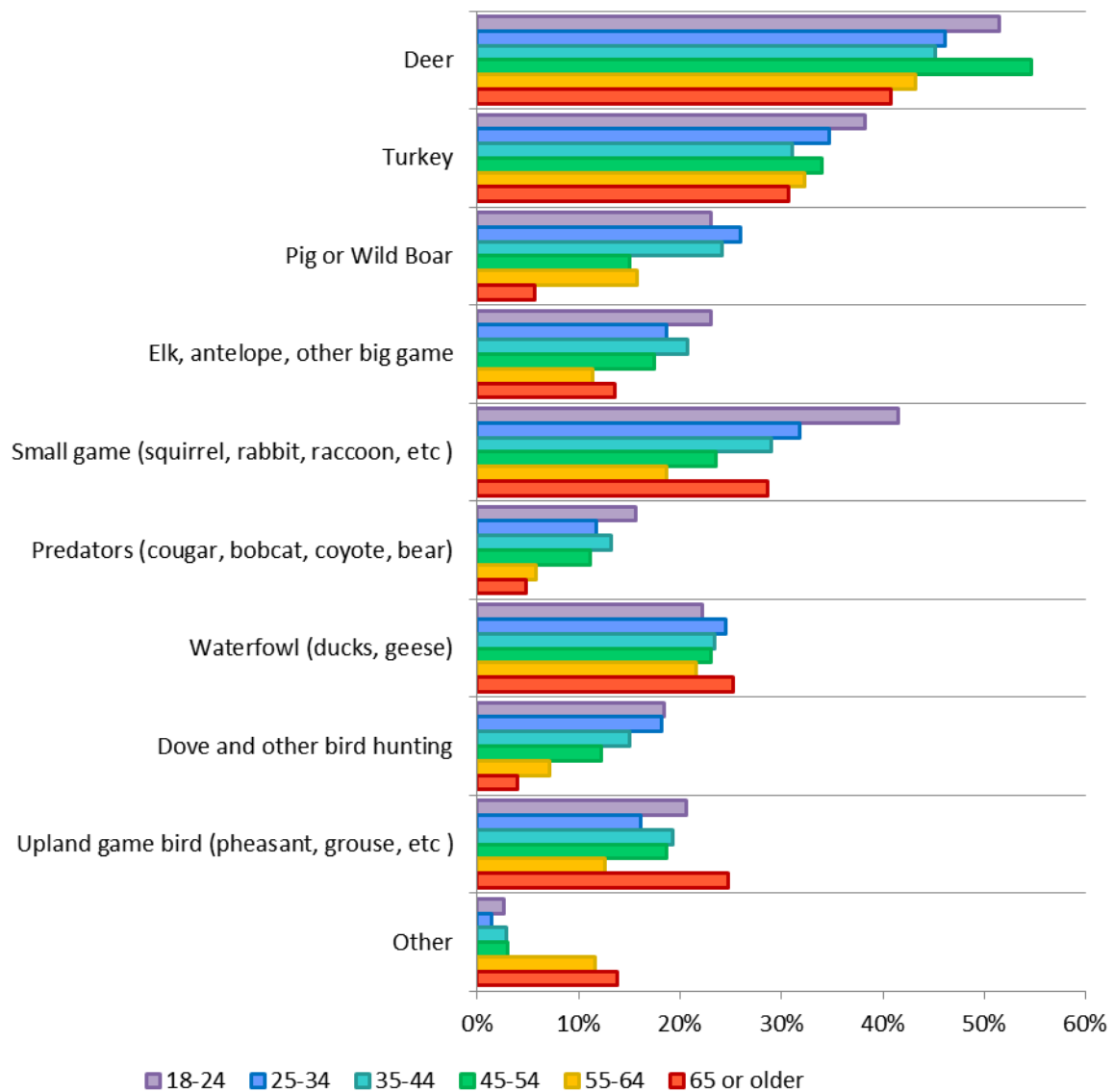


Figure 12e Where you live. Would you prefer to hunt...?

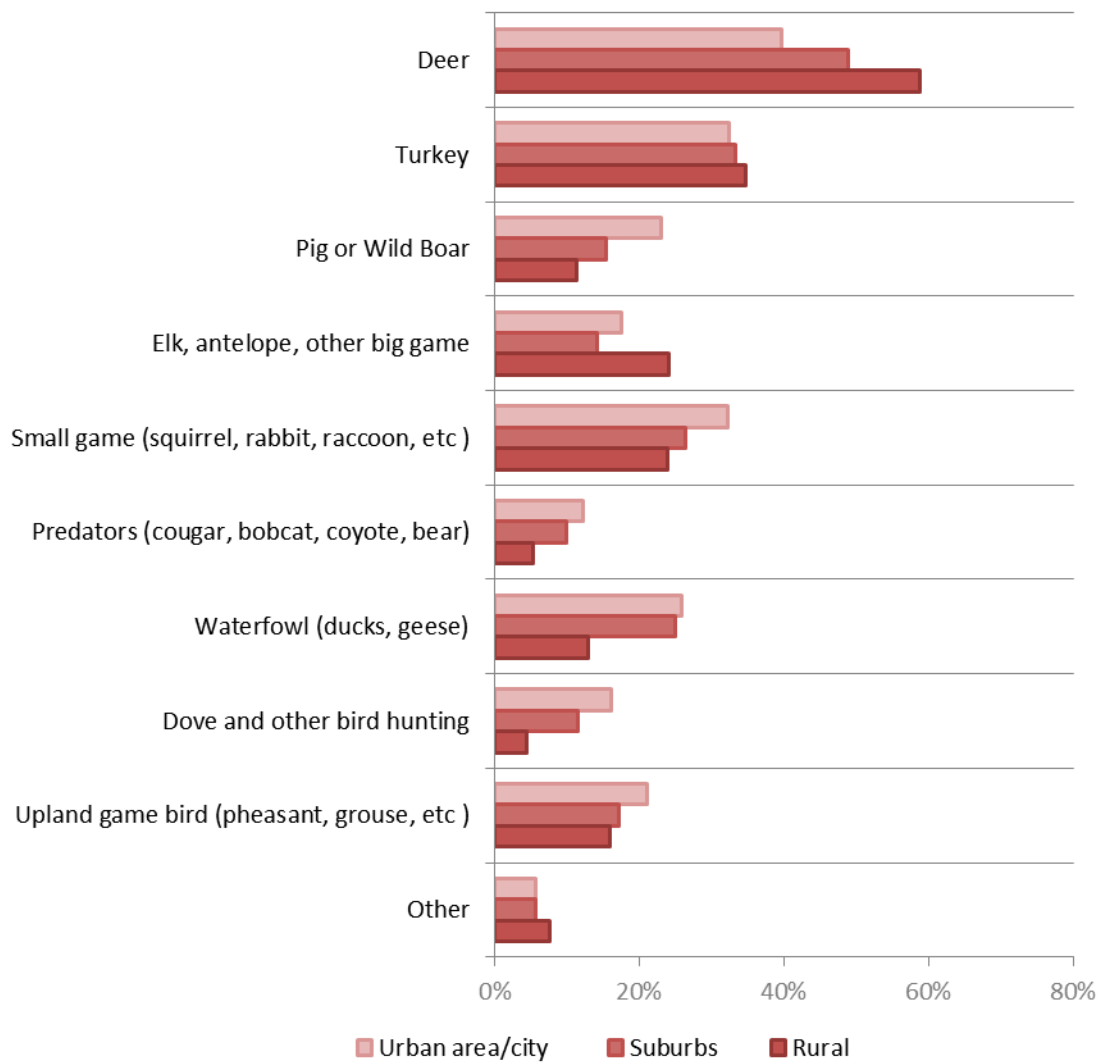


Figure 12f Where you grew up. Would you prefer to hunt...?

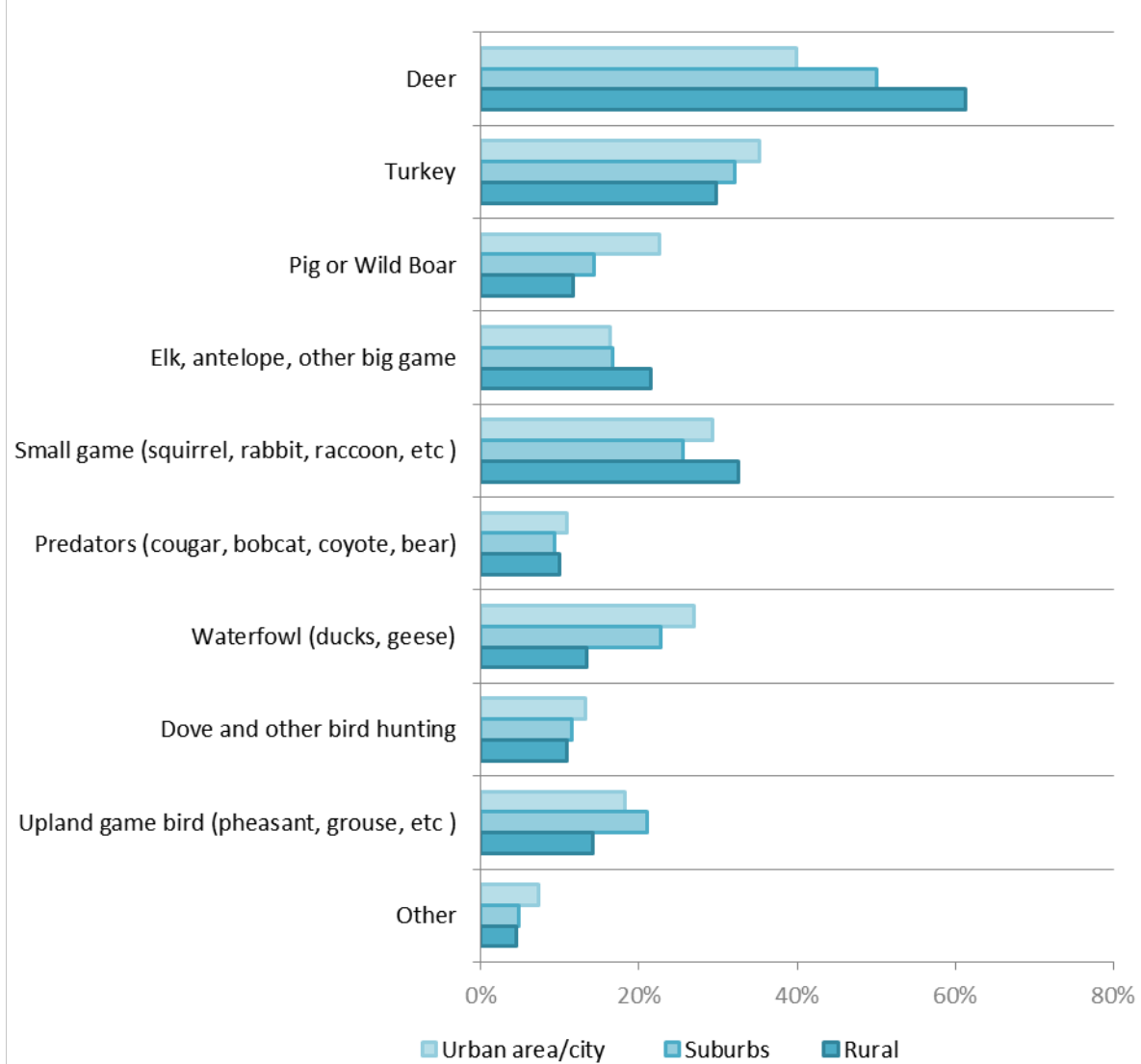


Figure 13. Who would you prefer to go hunting with? Please select all that apply.

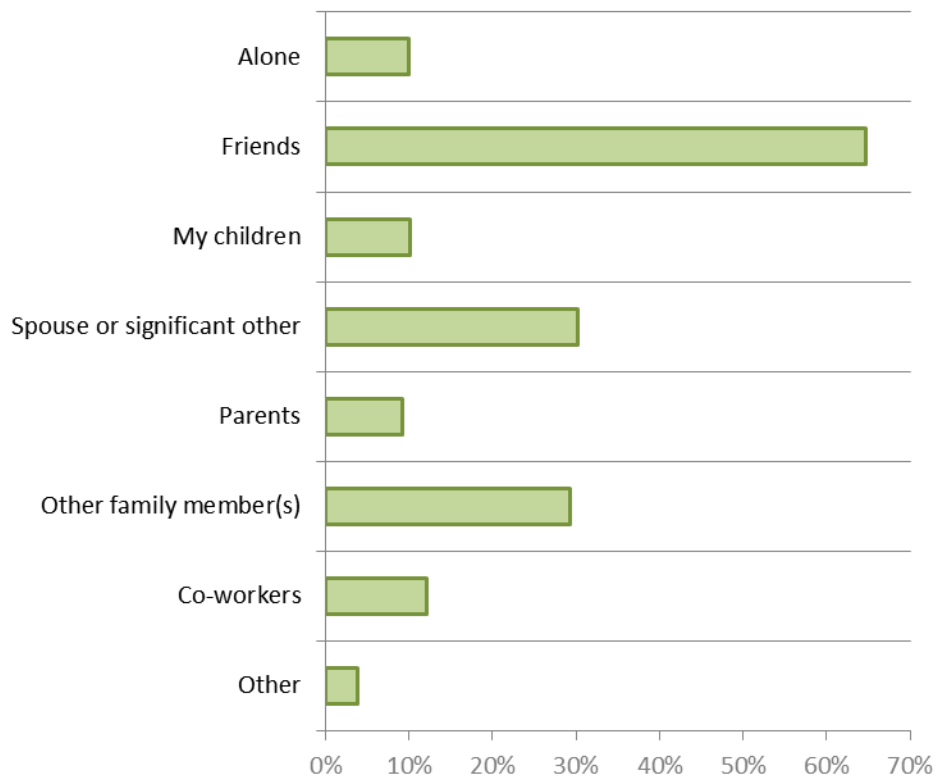


Figure 13a Race/Ethnicity. Who would you prefer to go hunting with?

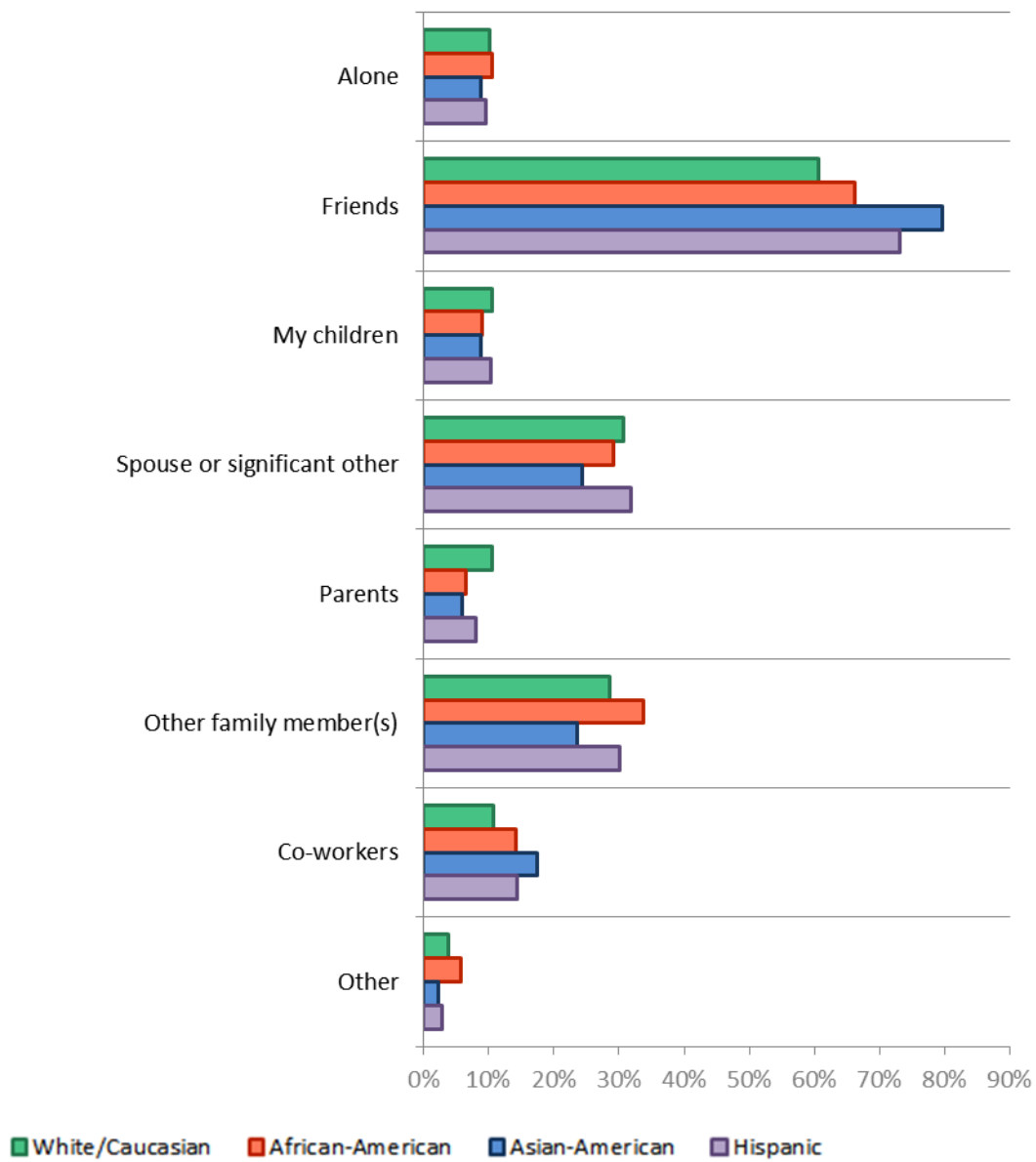


Figure 13b Gender. Who would you prefer to go hunting with?

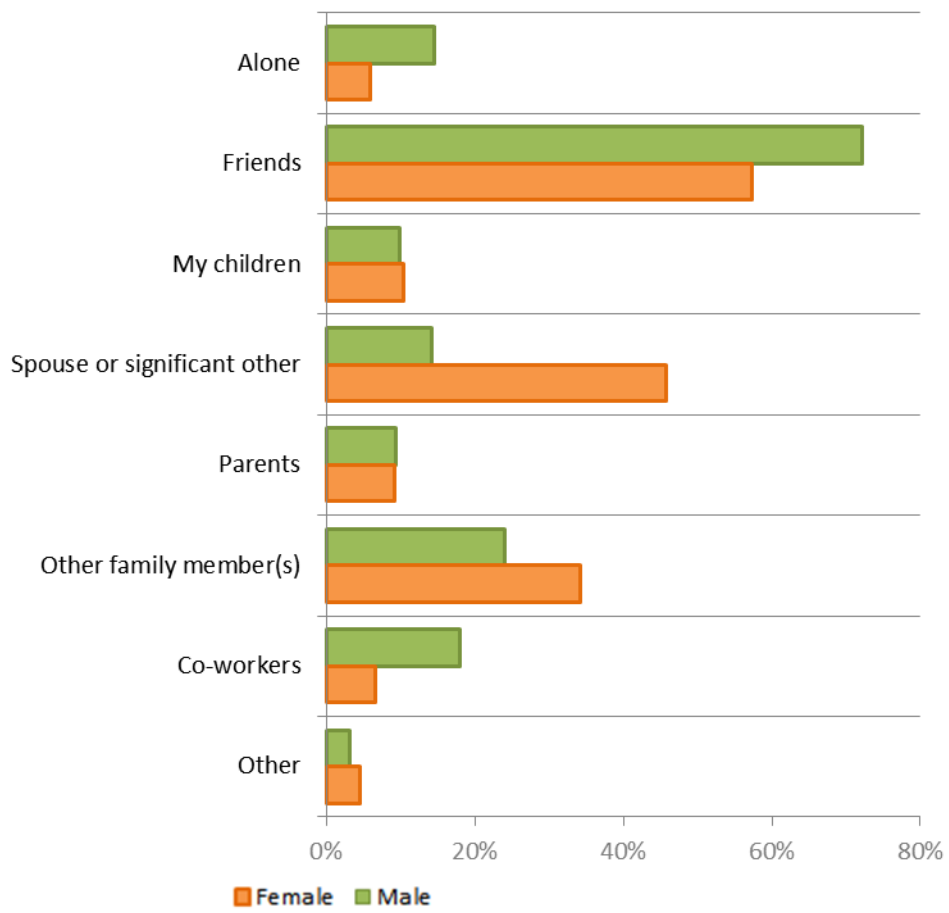


Figure 13c Region. Who would you prefer to go hunting with?

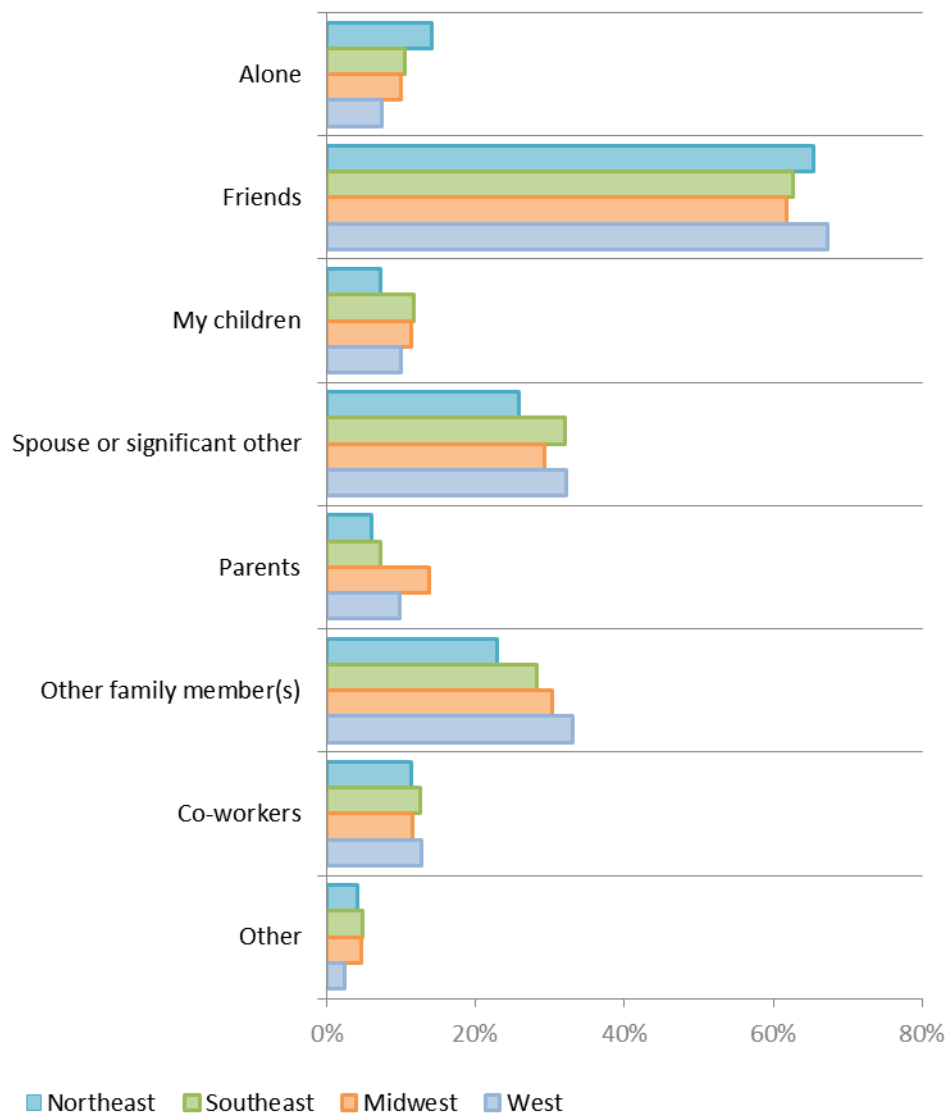


Figure 13d Age. Who would you prefer to go hunting with?

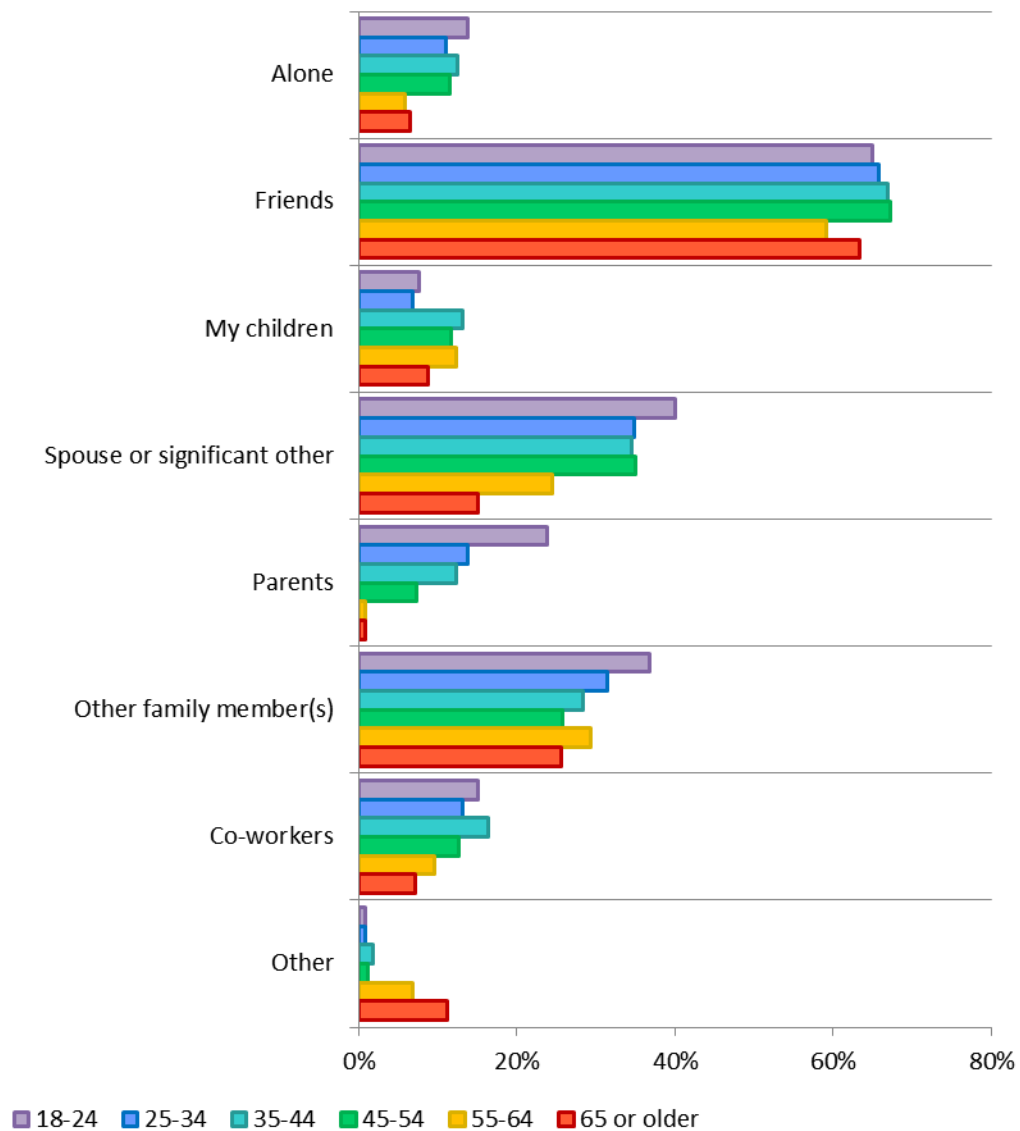


Figure 13e Where you live. Who would you prefer to go hunting with?

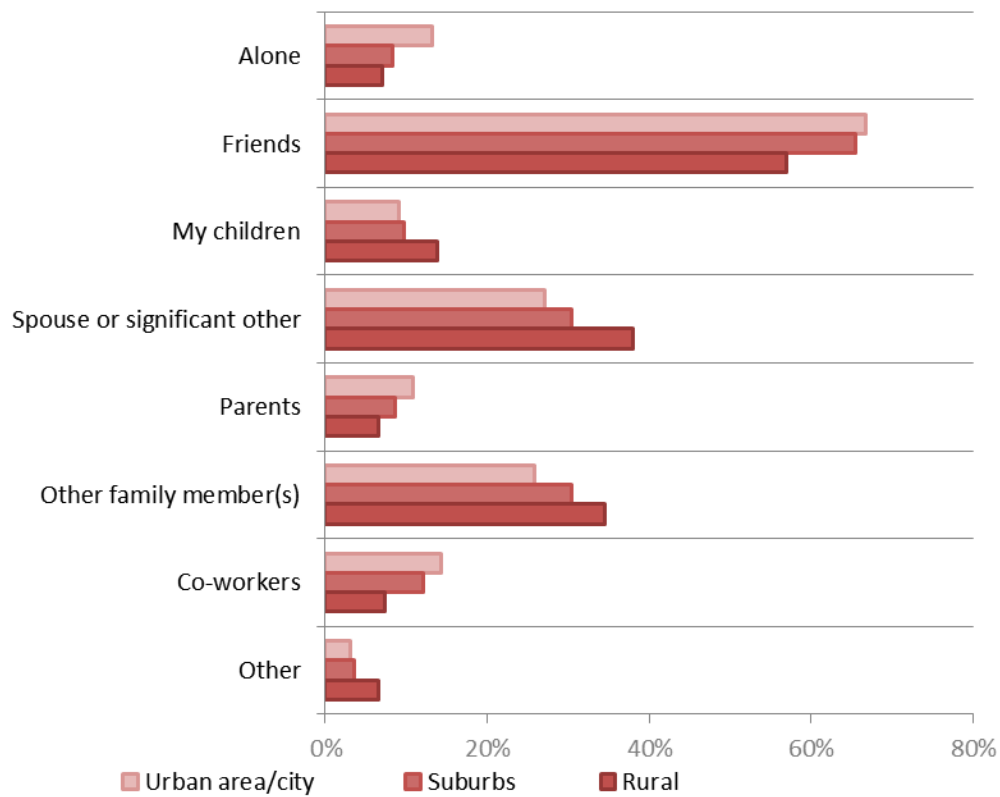
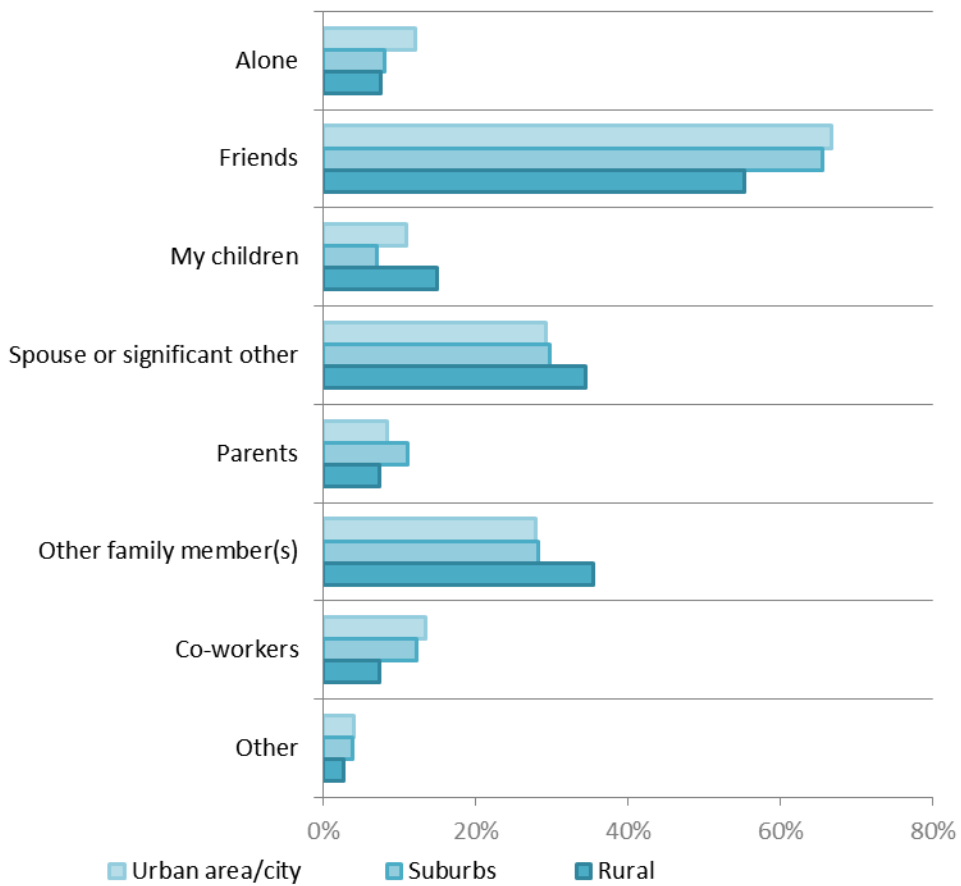


Figure 13f Where you grew up. Who would you prefer to go hunting with?



**Figure 14. Which types of incentives or services would encourage you to go hunting?
Please select all that apply.**

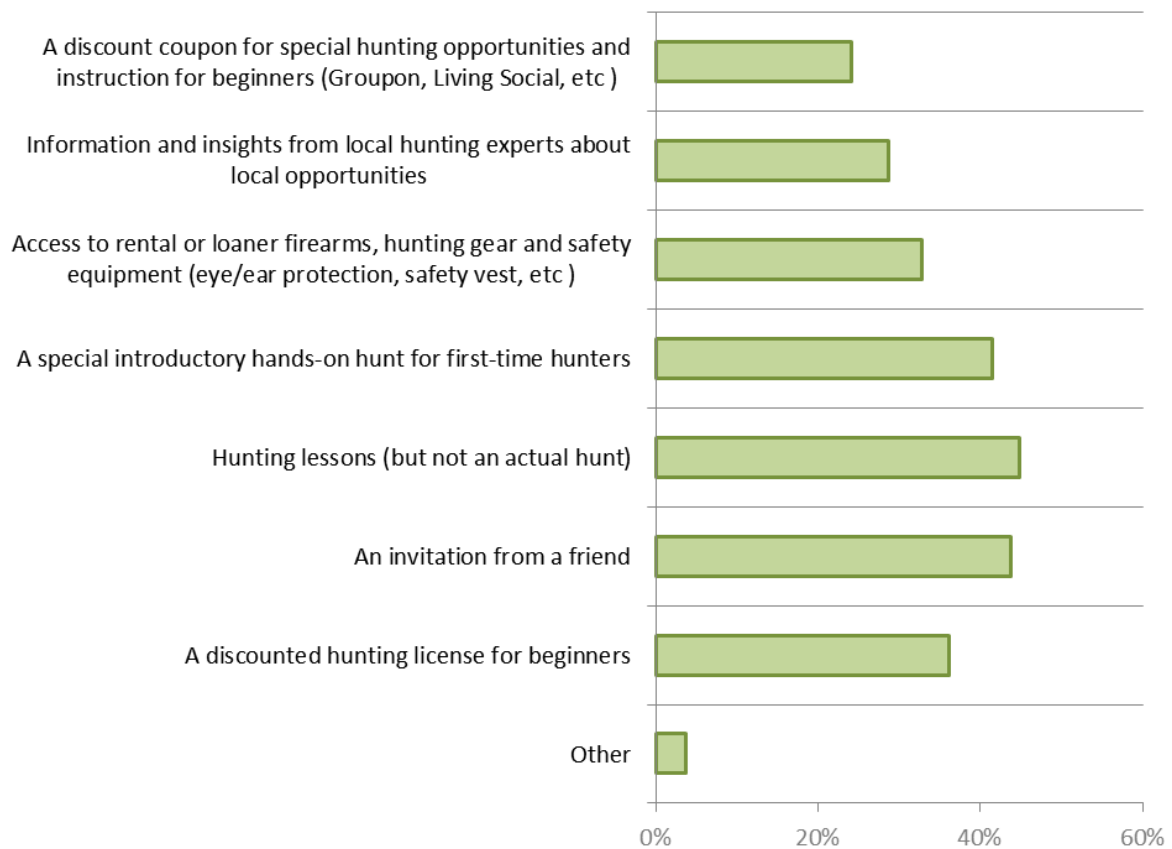


Figure 14a Race/Ethnicity. Which types of incentives or services would encourage you to go hunting?

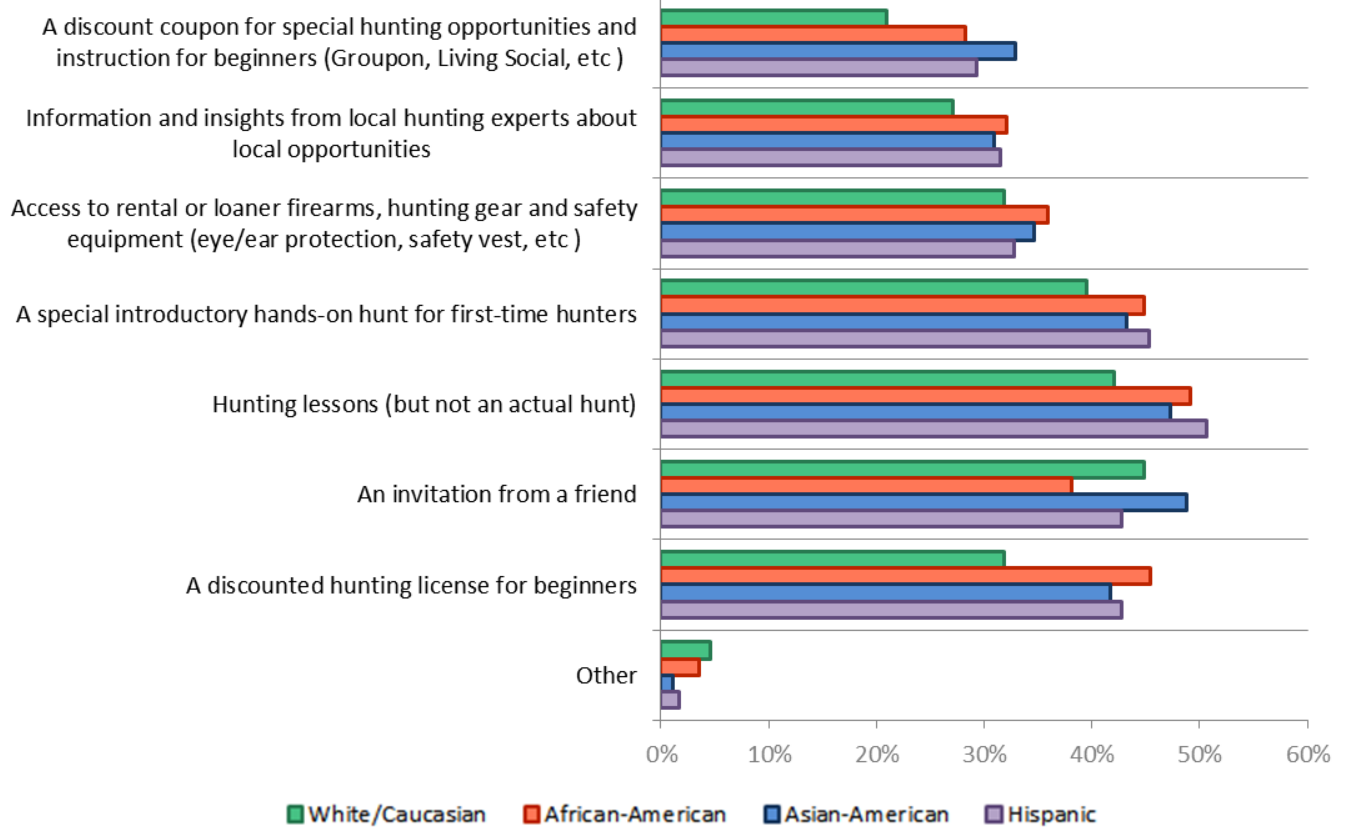


Figure 14b Gender. Which types of incentives or services would encourage you to go hunting?

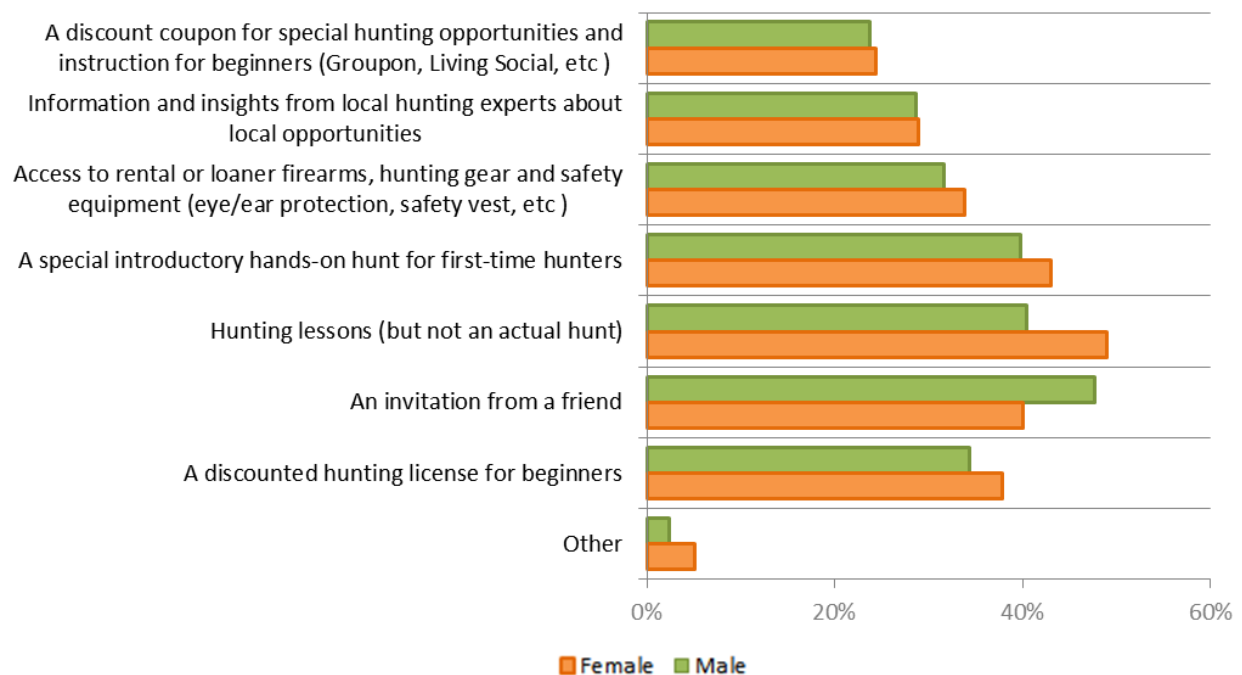


Figure 14c Region. Which types of incentives or services would encourage you to go hunting?

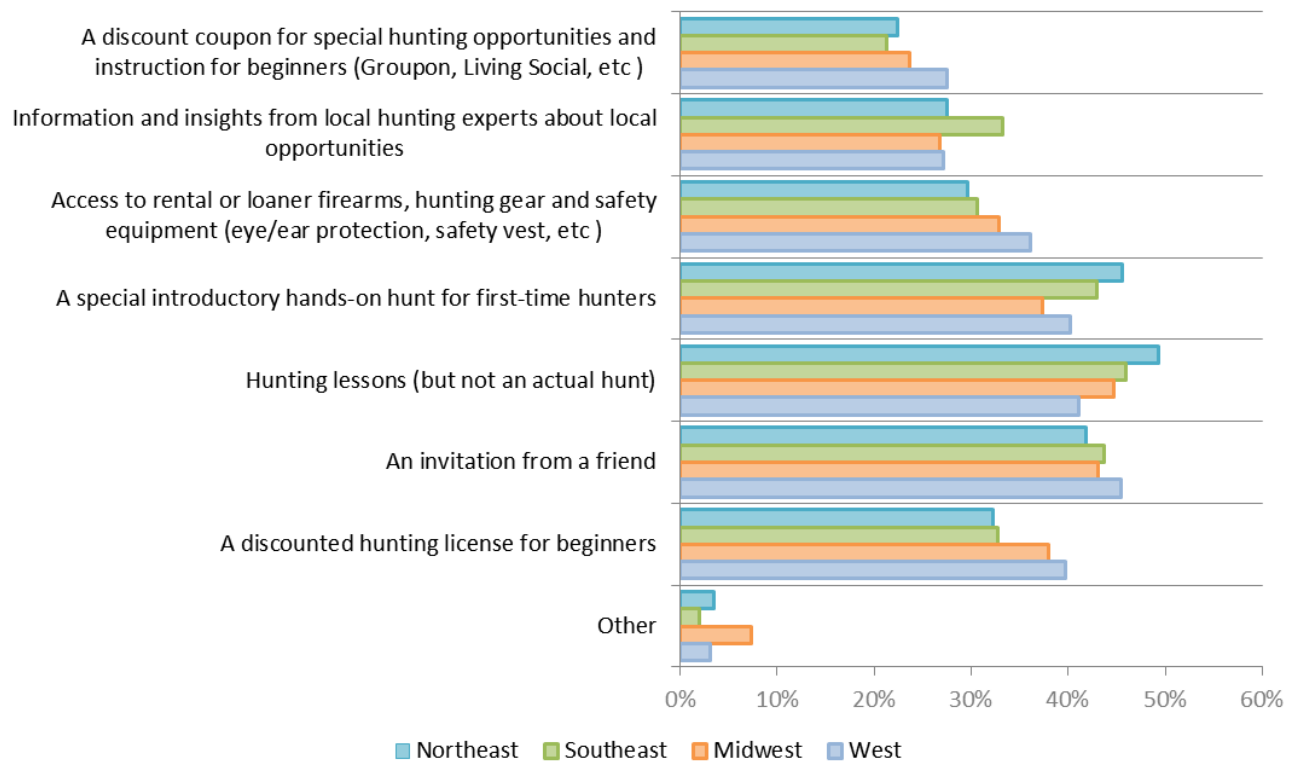


Figure 14d Age. Which types of incentives or services would encourage you to go hunting?

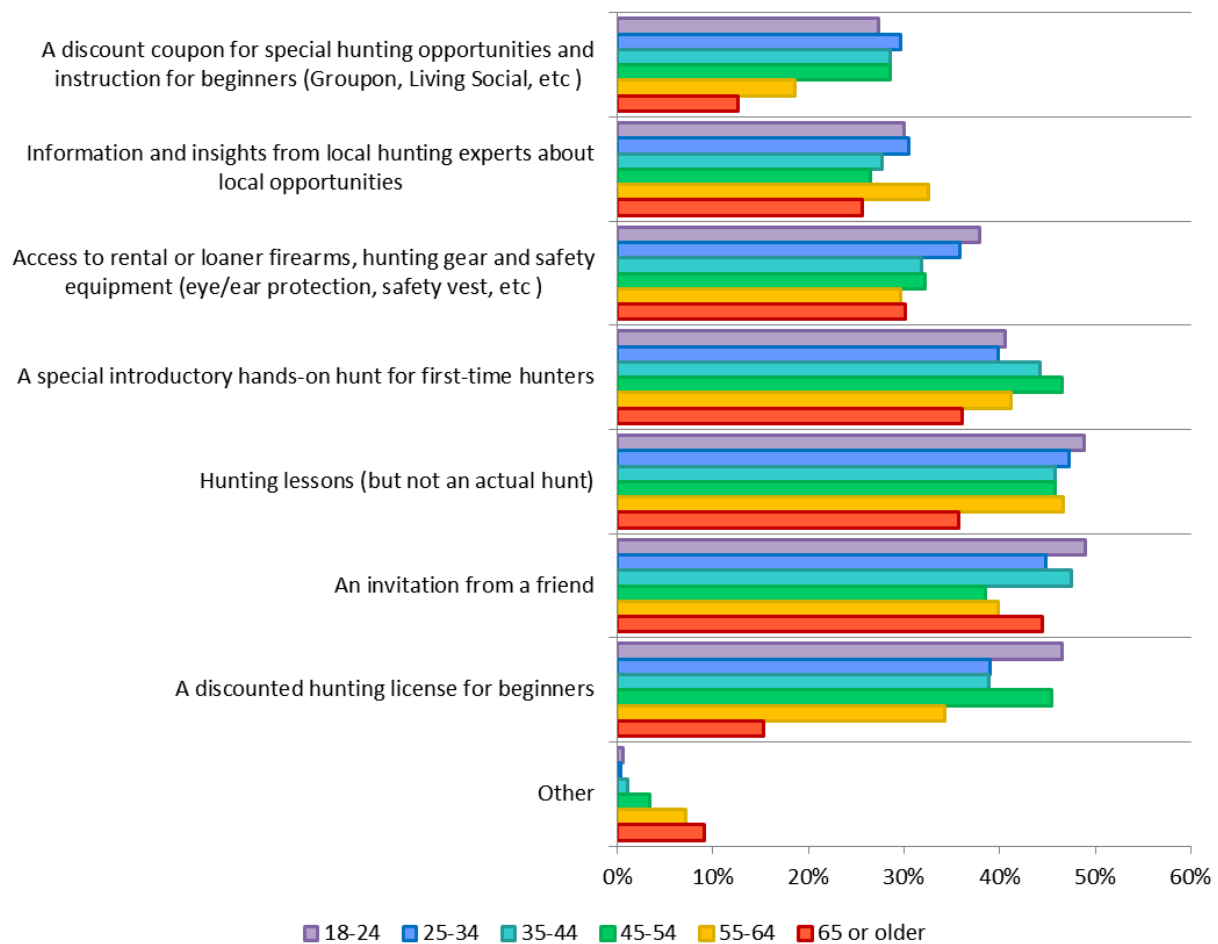


Figure 14e Where you live. Which types of incentives or services would encourage you to go hunting?

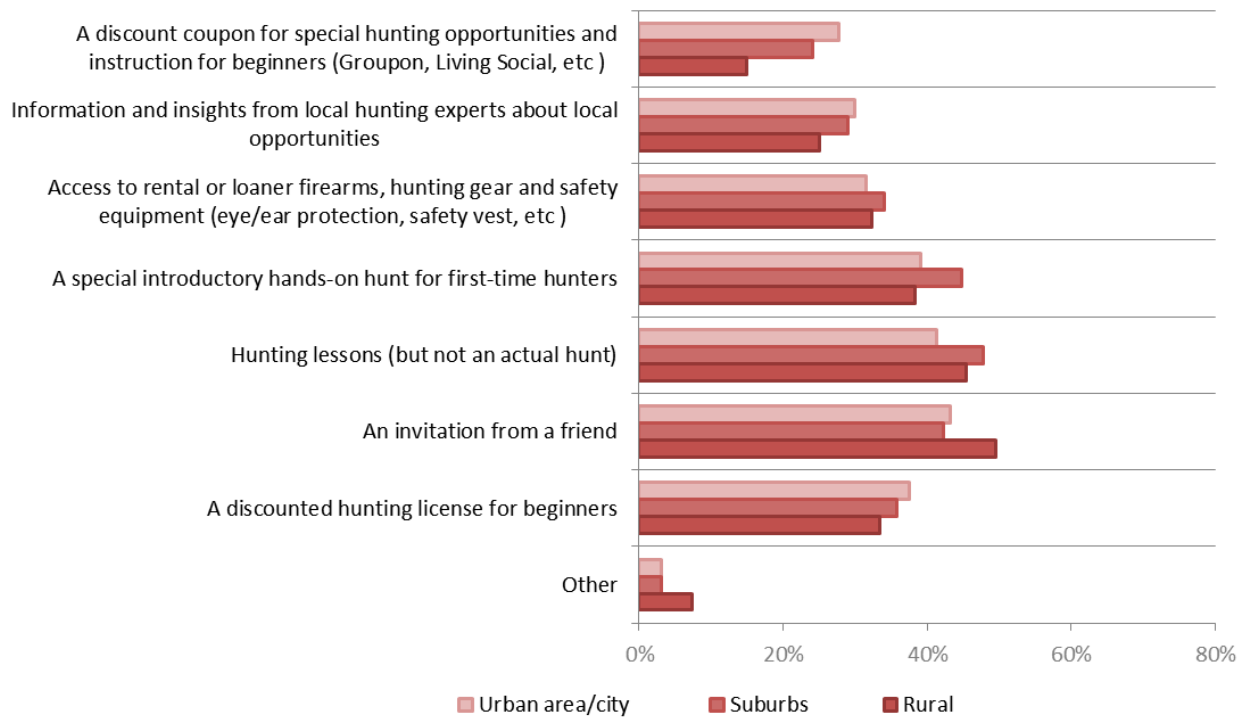
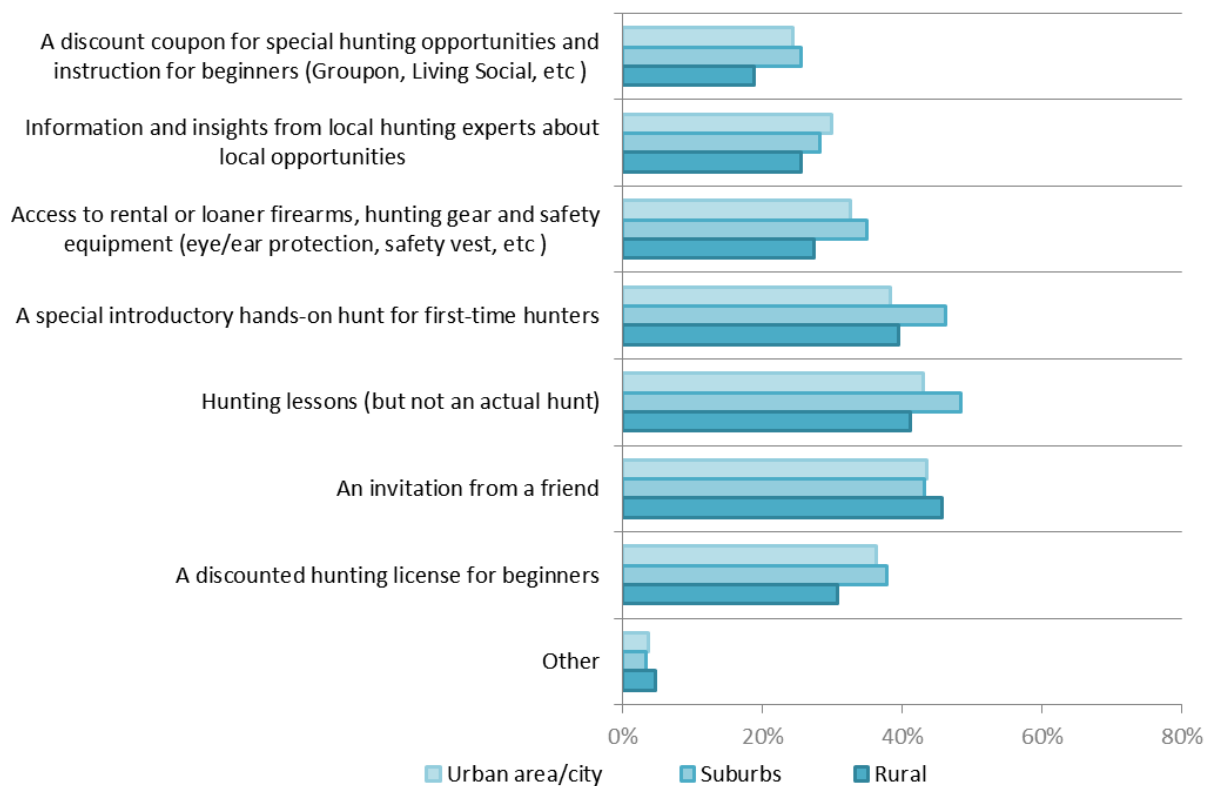


Figure 14f Where you grew up. Which types of incentives or services would encourage you to go hunting?



4. Information and Media Sources

Figure 15. Where would you go to find information needed to go hunting? Please select all that apply.

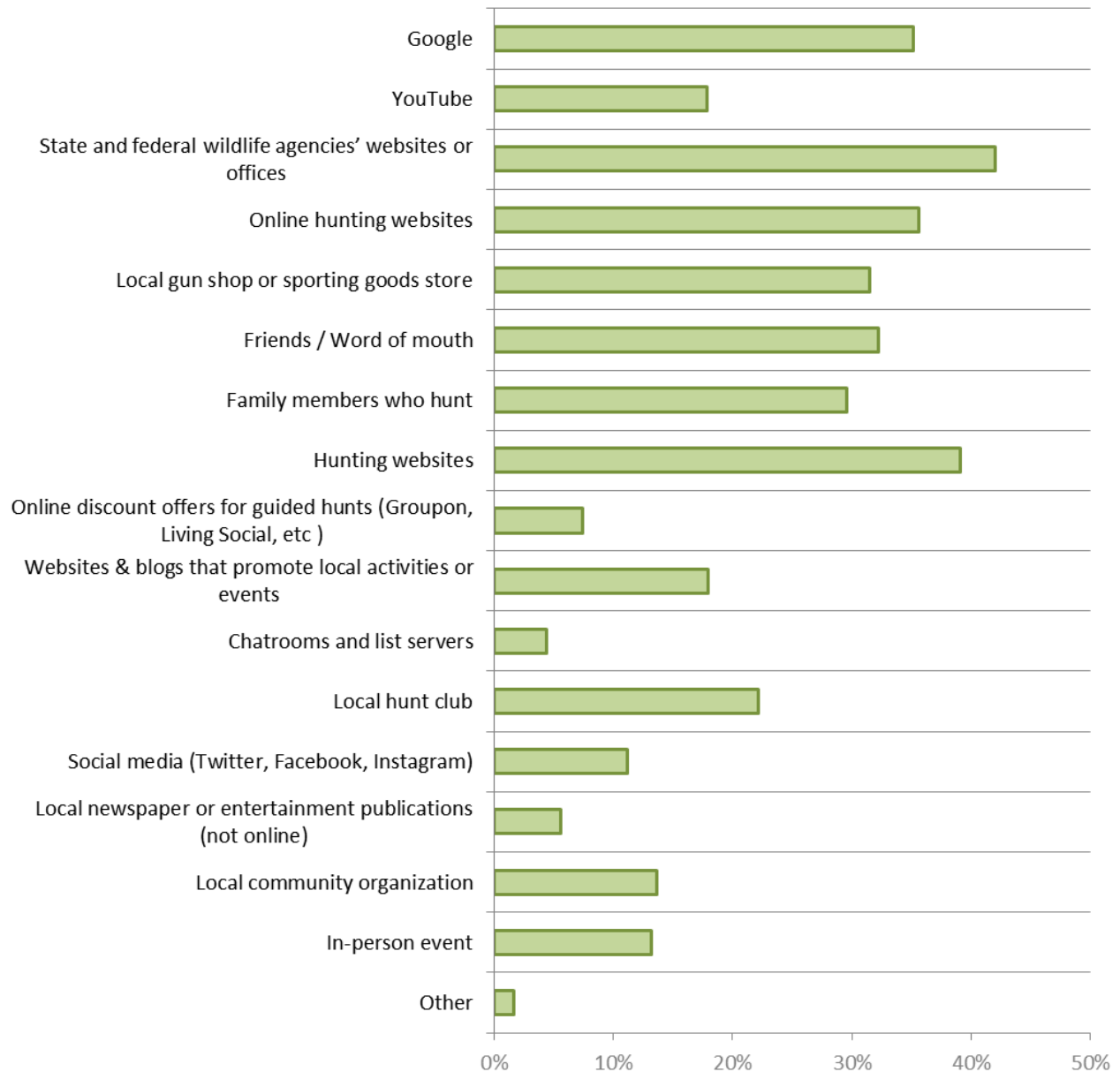


Figure 15a Race/Ethnicity. Where would you go to find information needed to go hunting?

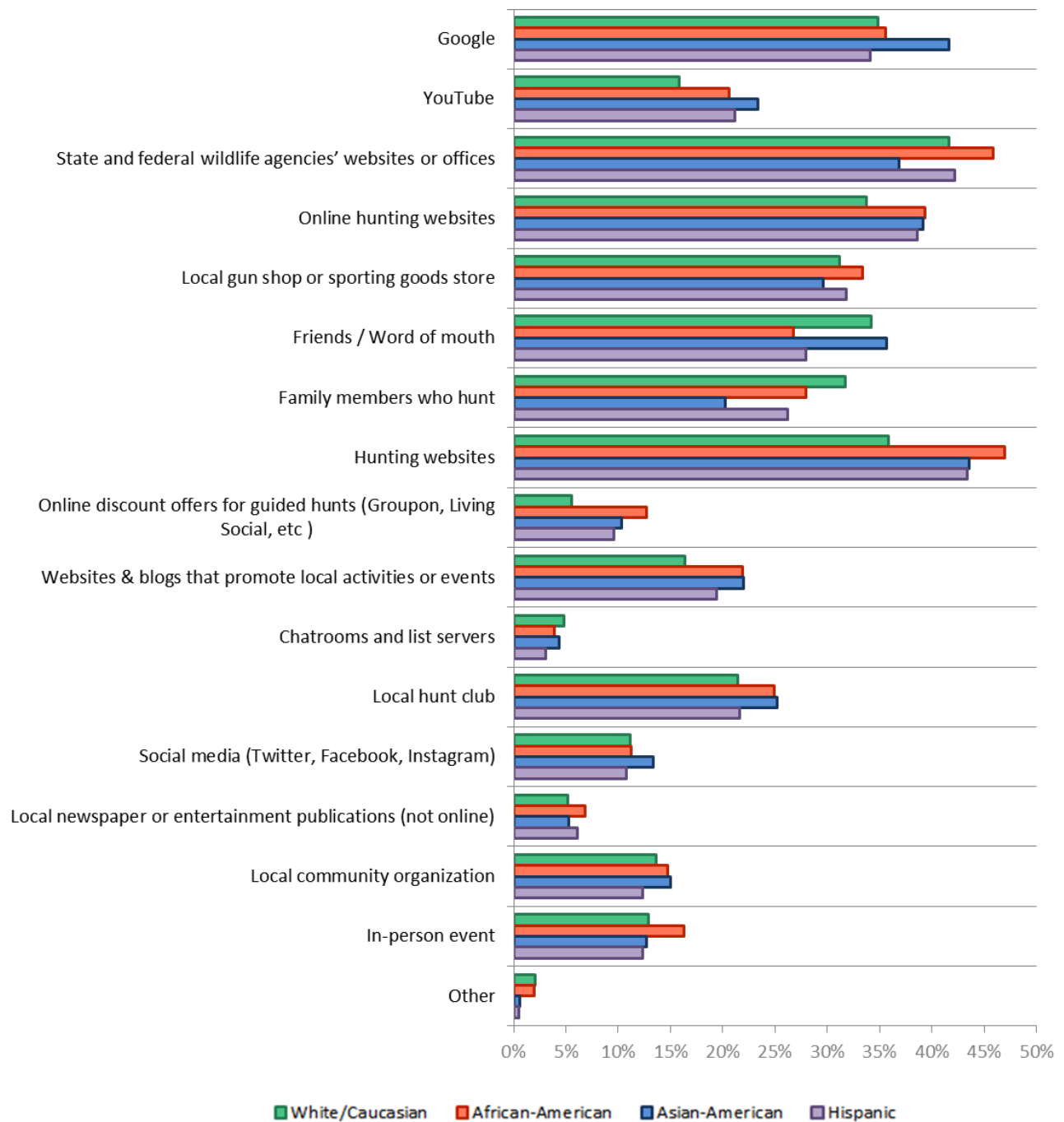


Figure 15b Gender. Where would you go to find information needed to go hunting?

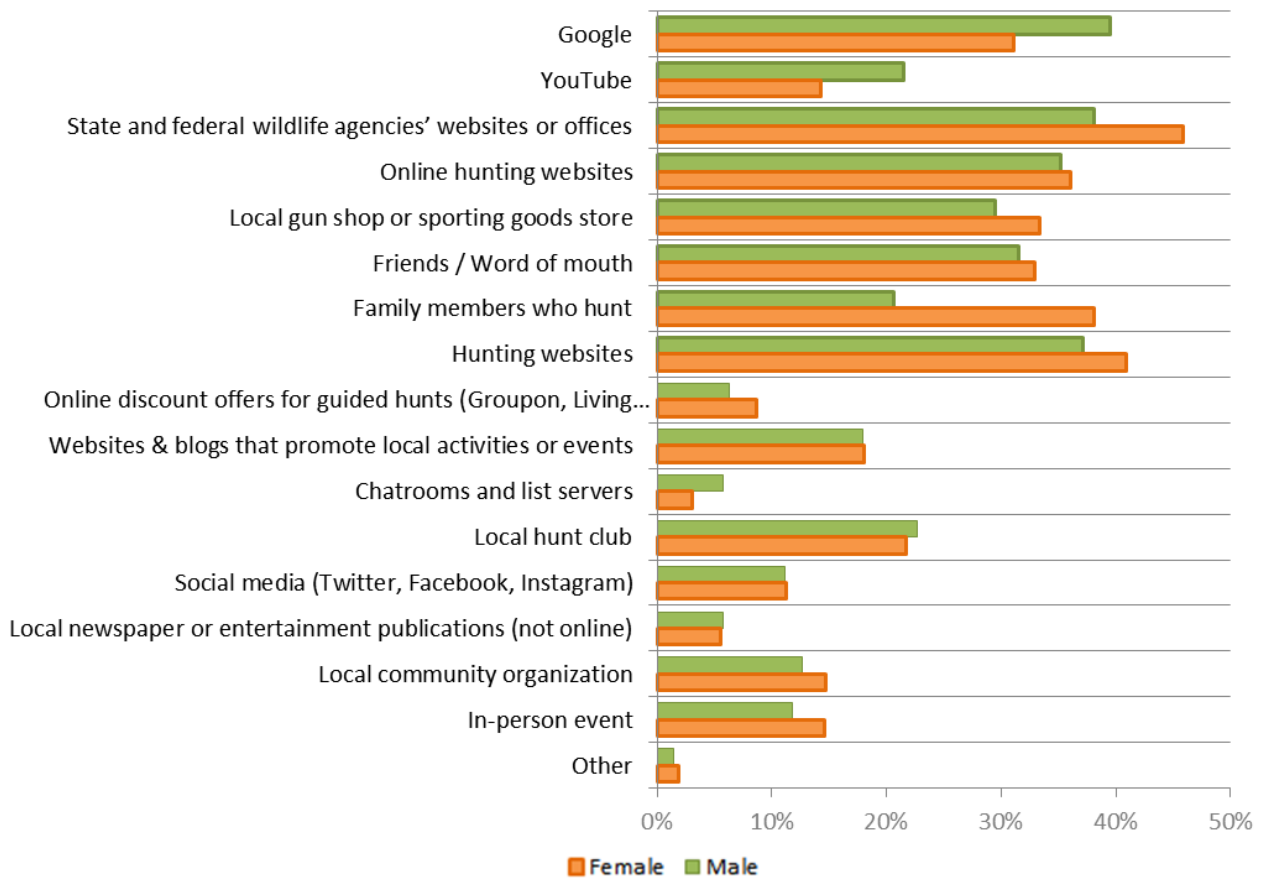


Figure 15c Region. Where would you go to find information needed to go hunting?

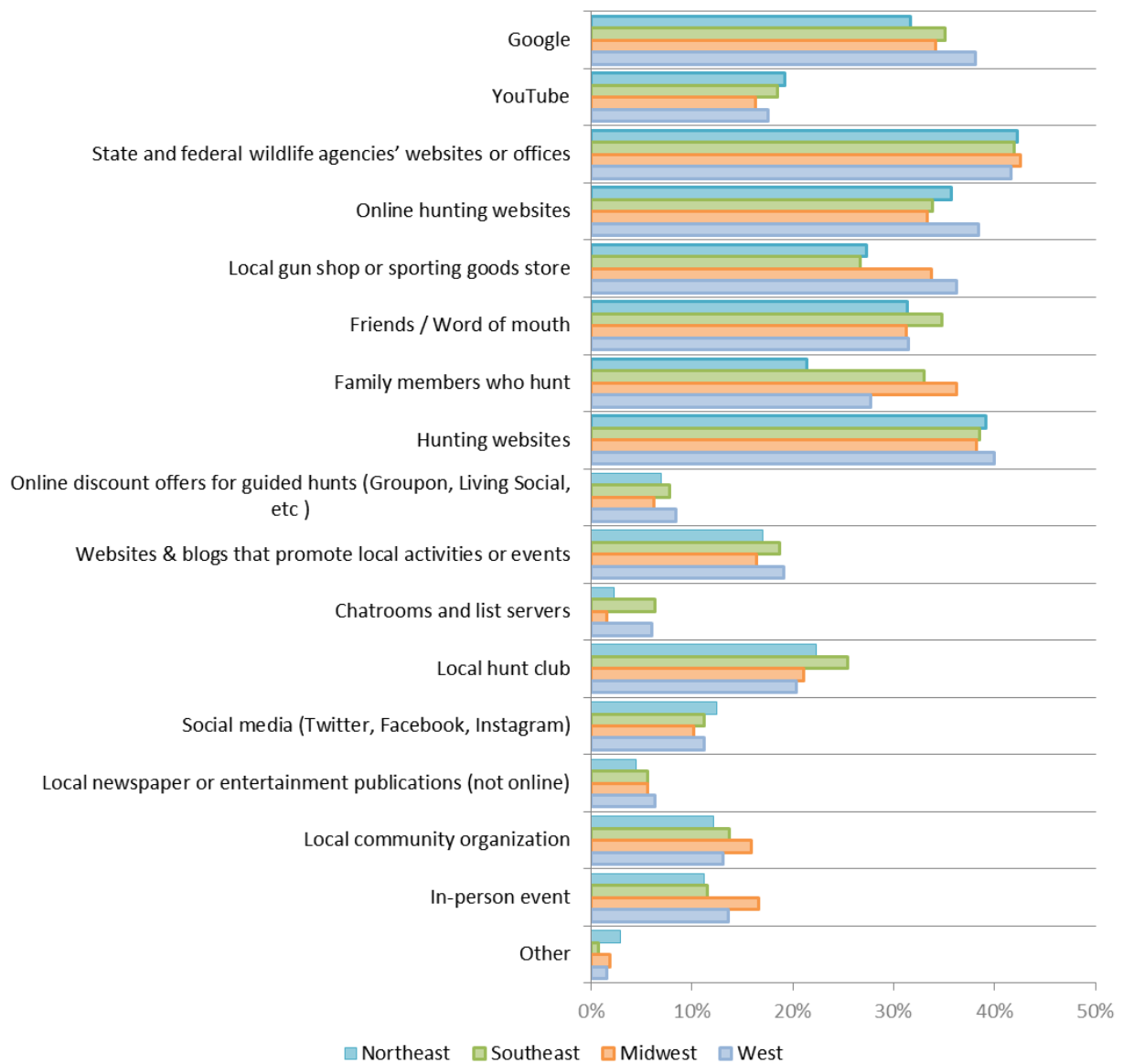


Figure 15d Age. Where would you go to find information needed to go hunting?

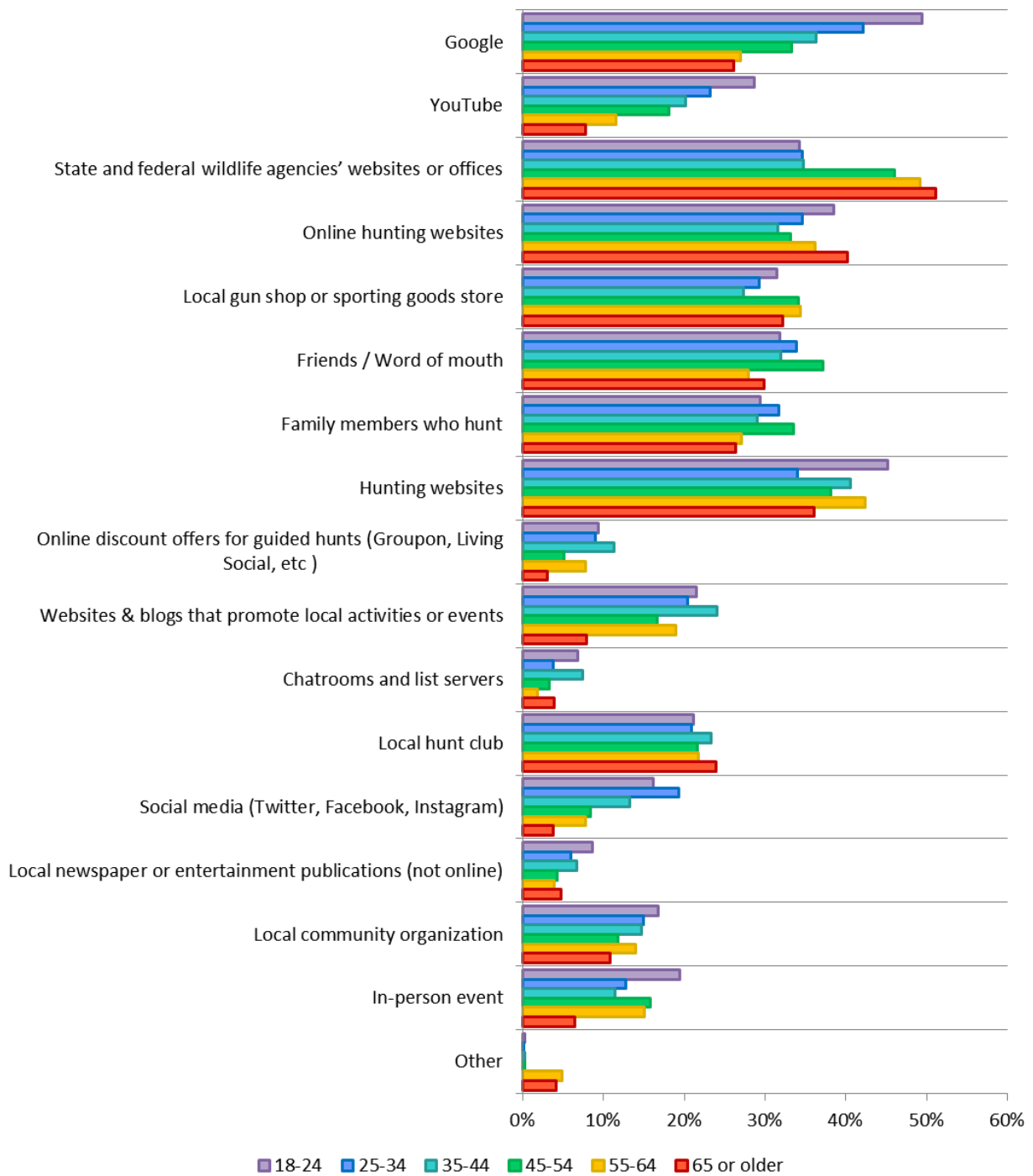


Figure 15e Where you live. Where would you go to find information needed to go hunting?

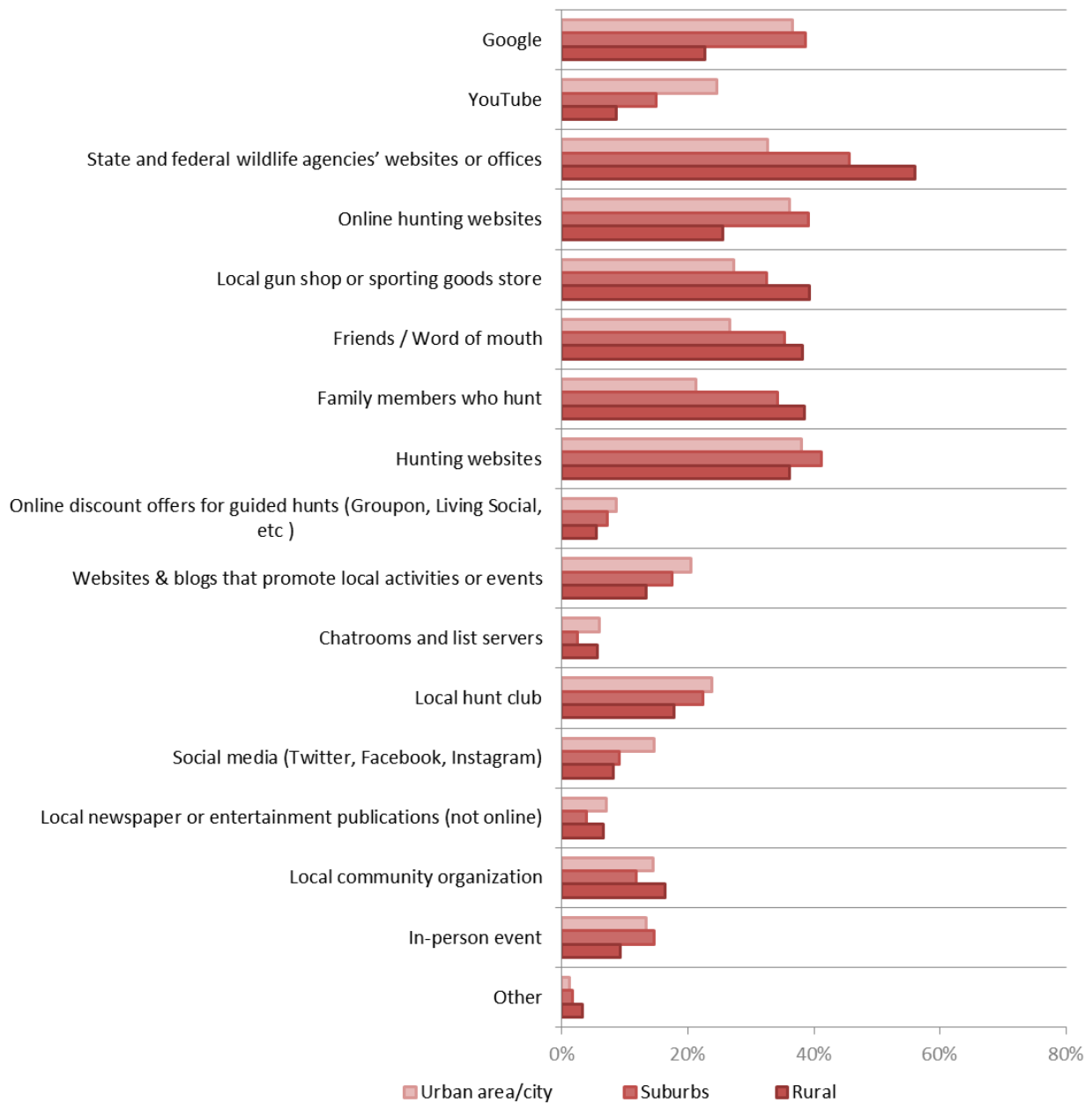


Figure 15f Where you grew up. Where would you go to find information needed to go hunting?

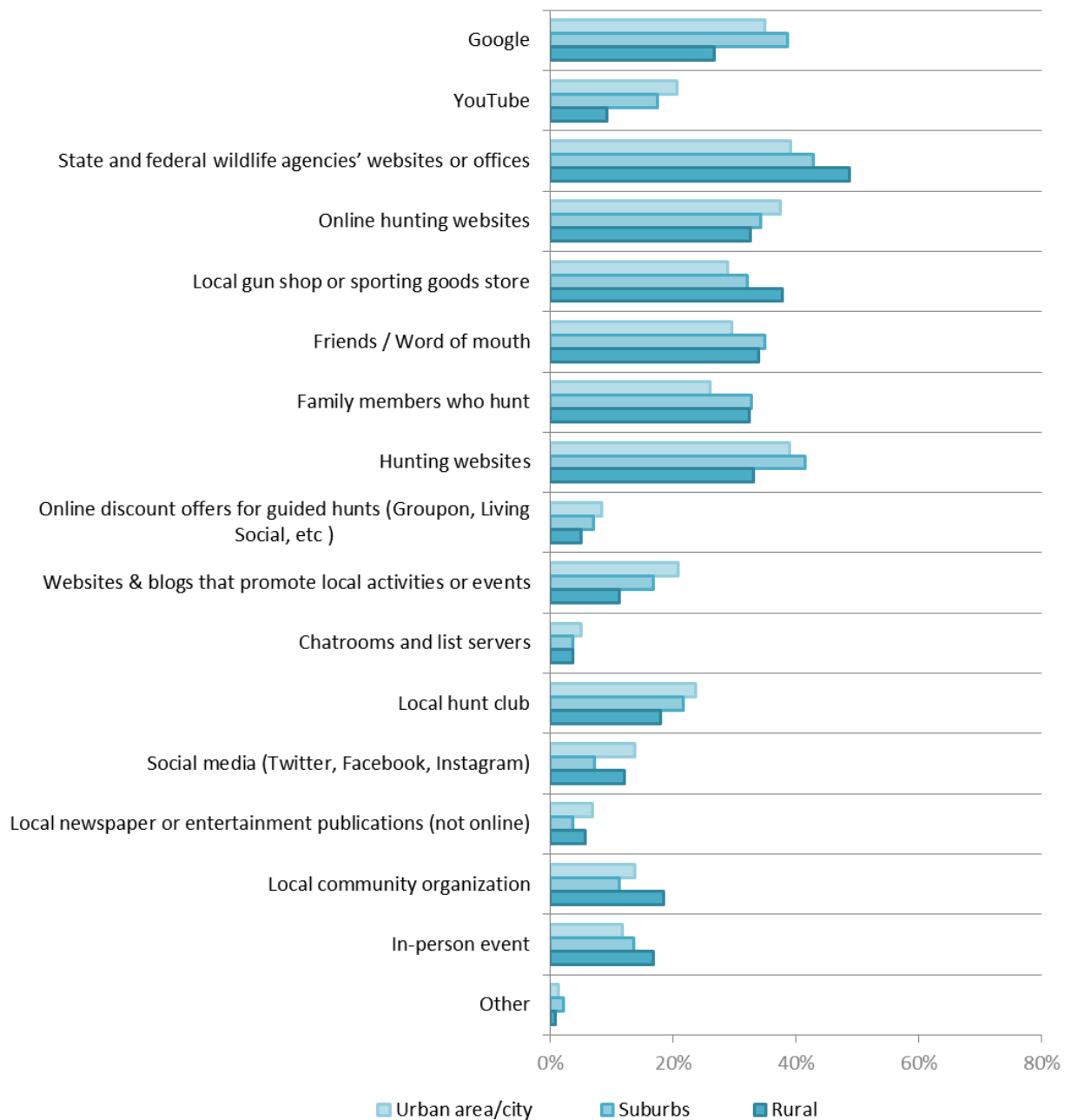


Figure 16. Of the options listed here, which would be your preferred source of hunting instruction? Please select all that apply.

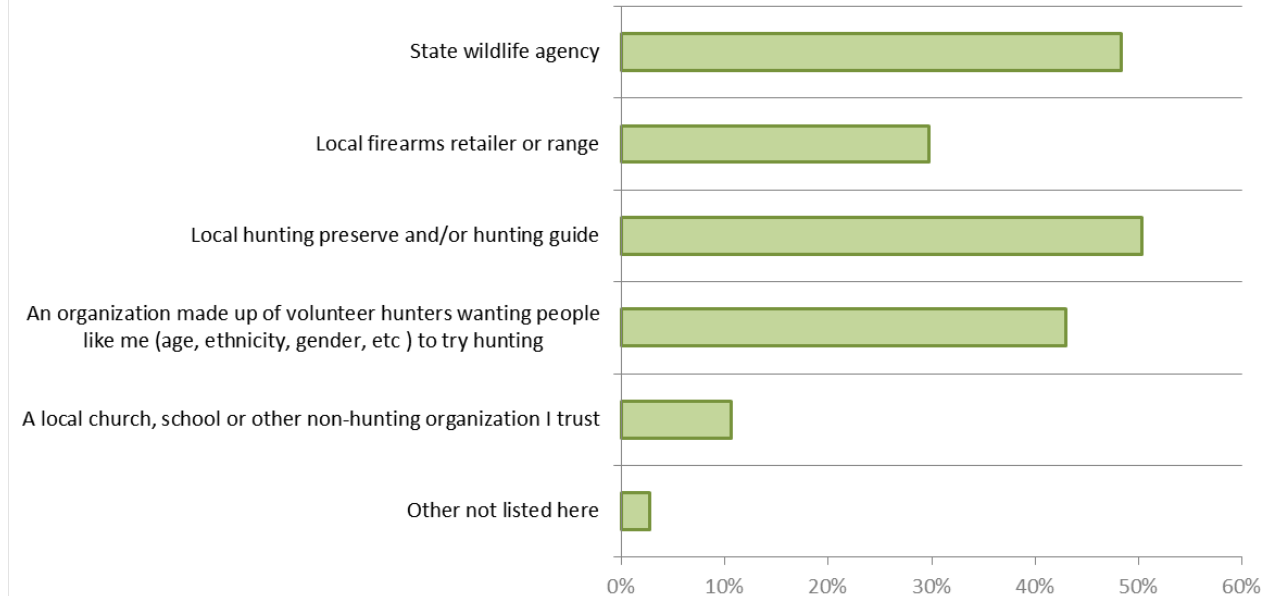


Figure 16a Race/Ethnicity. Of the options listed here, which would be your preferred source of hunting instruction?

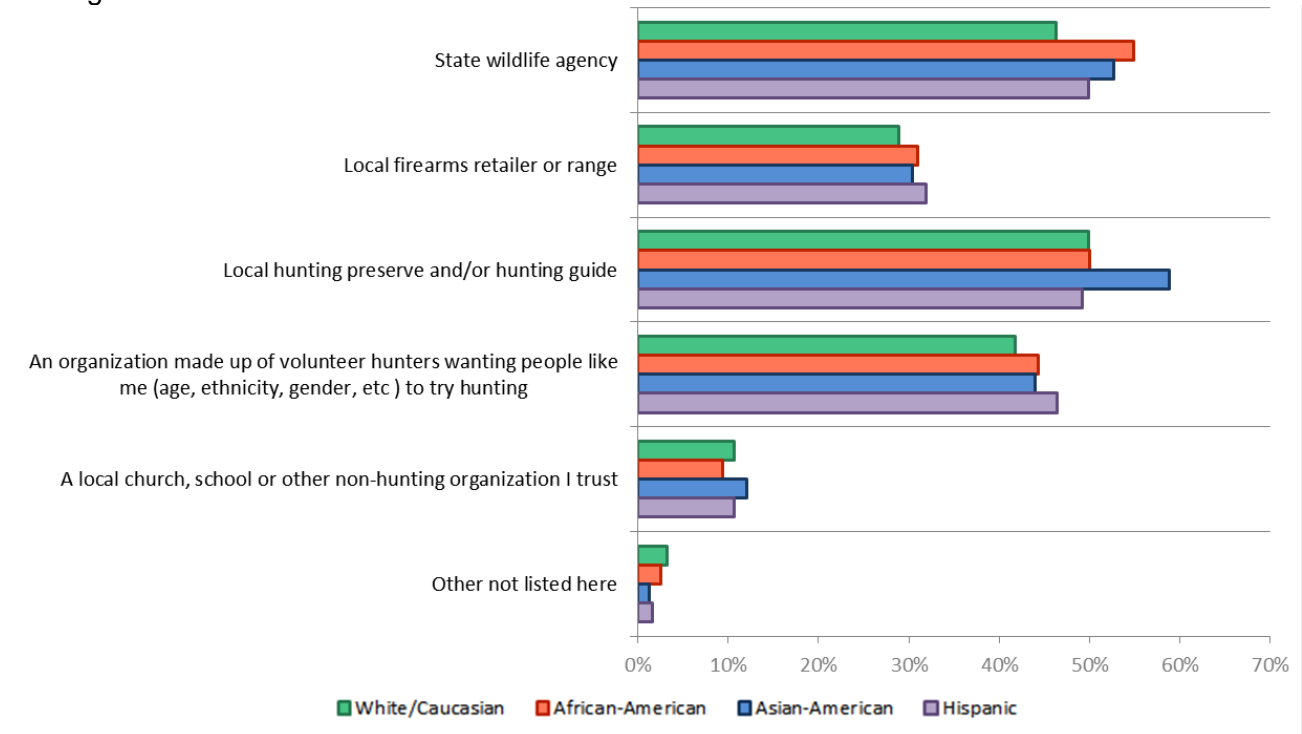


Figure 16b Gender. Of the options listed here, which would be your preferred source of hunting instruction?



Figure 16c Region. Of the options listed here, which would be your preferred source of hunting instruction?



Figure 16d Age. Of the options listed here, which would be your preferred source of hunting instruction?

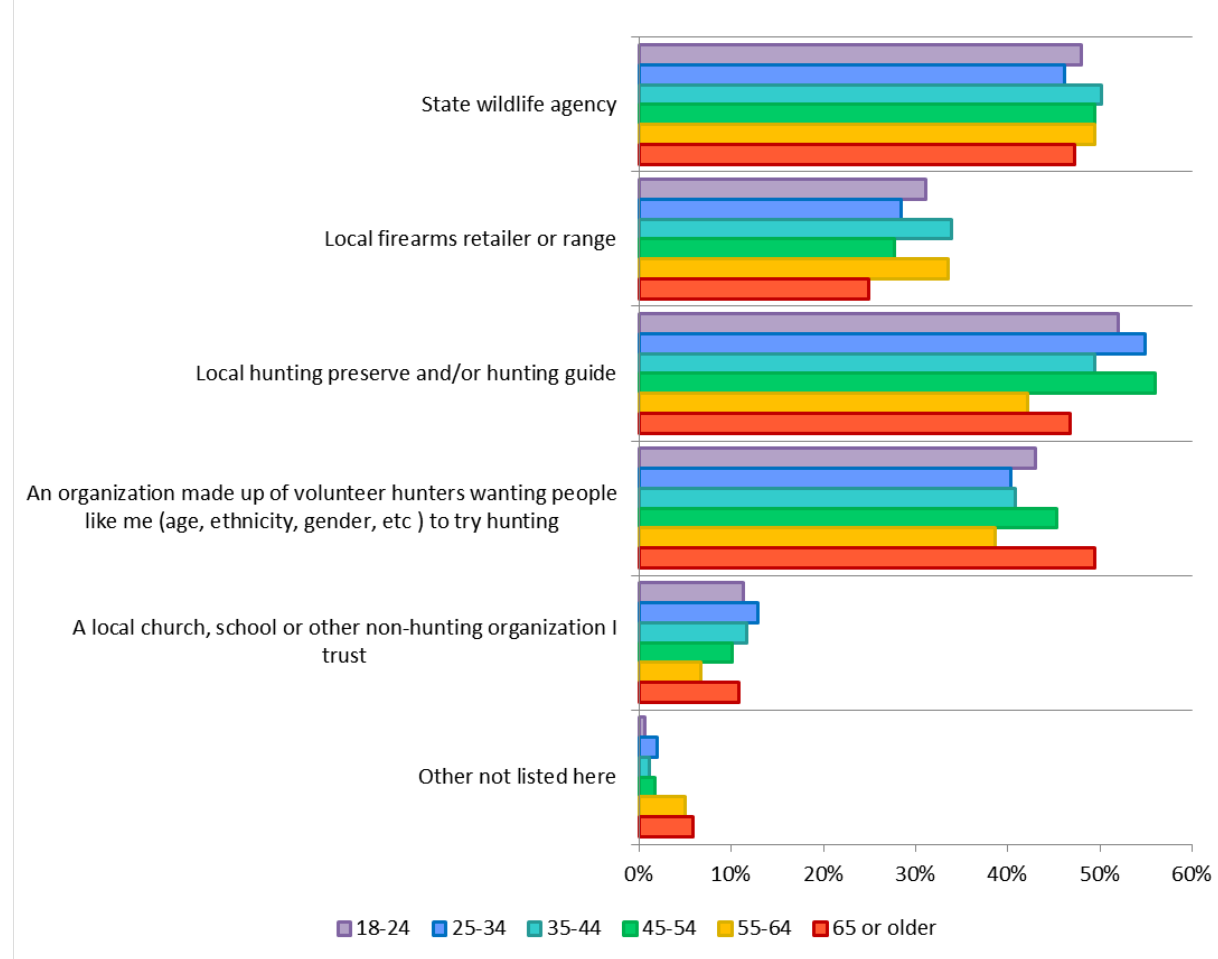


Figure 16e Where you live. Of the options listed here, which would be your preferred source of hunting instruction?

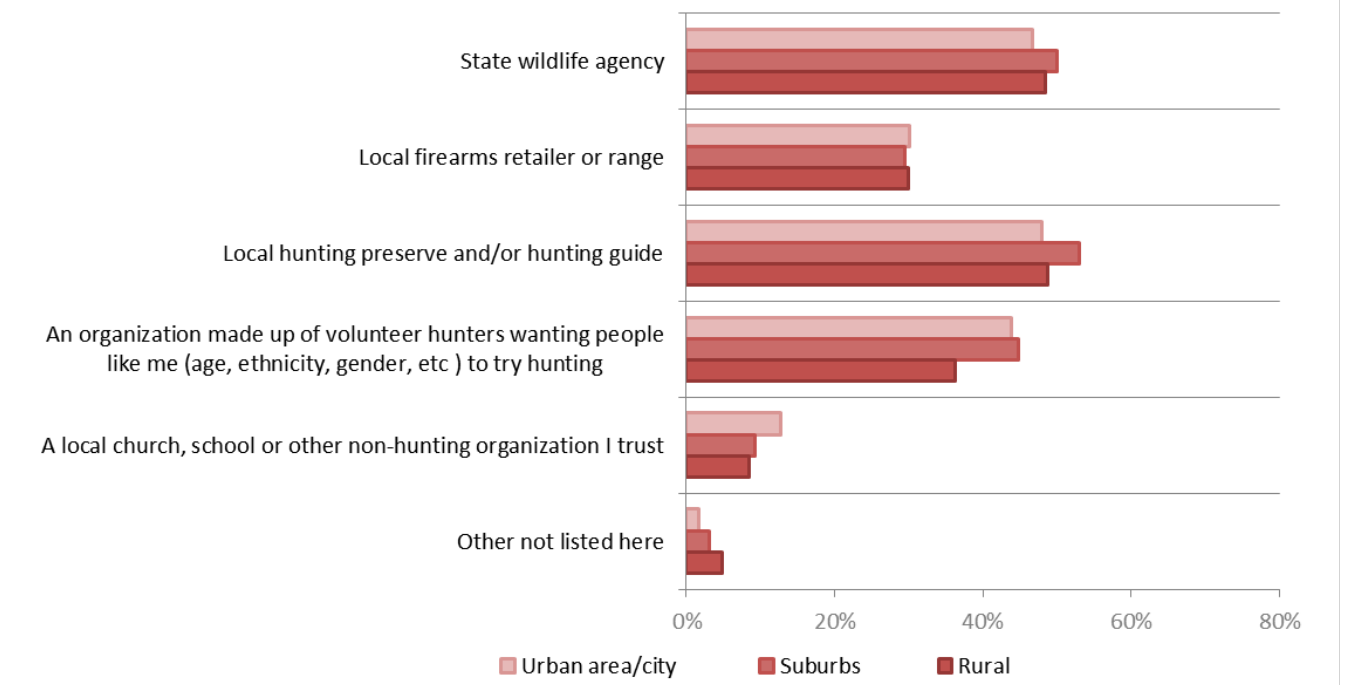


Figure 16f Where you grew up. Of the options listed here, which would be your preferred source of hunting instruction?

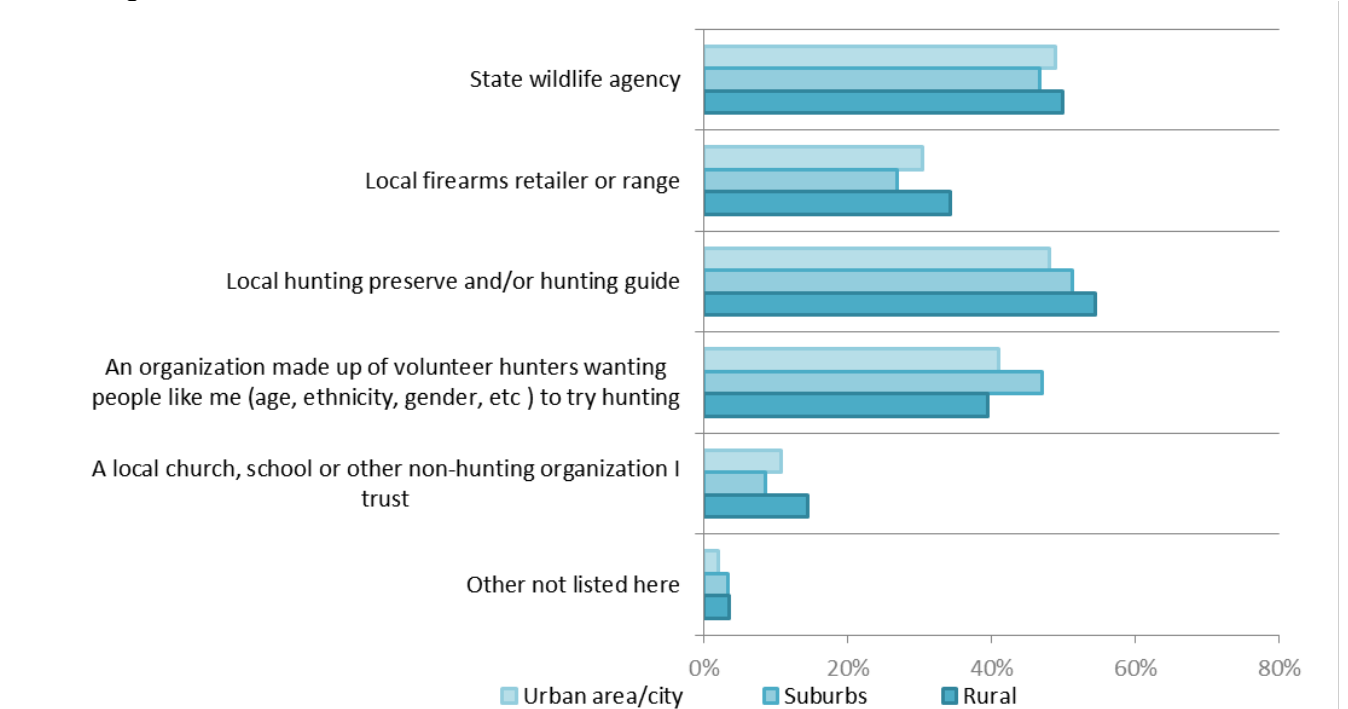


Figure 17. Which image of hunting is most appealing to you? Please select one.

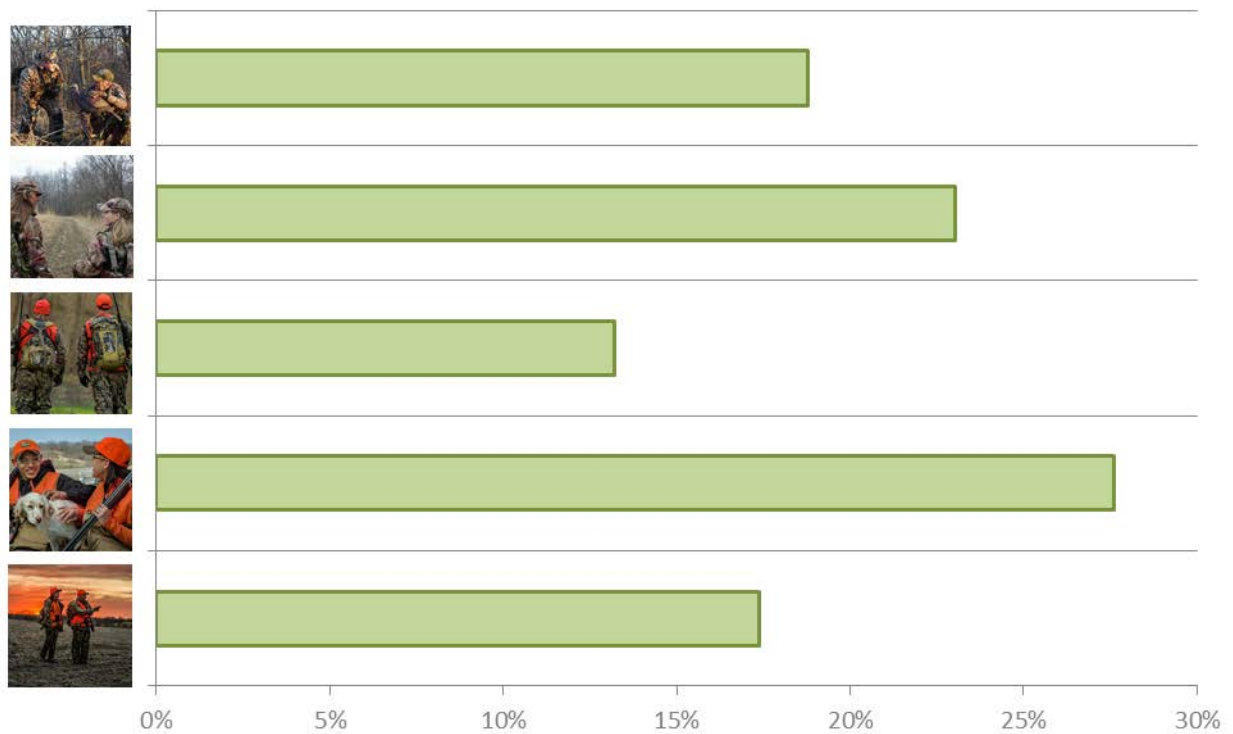


Figure 17a Race/Ethnicity. Which image of hunting is most appealing to you? Please select one.

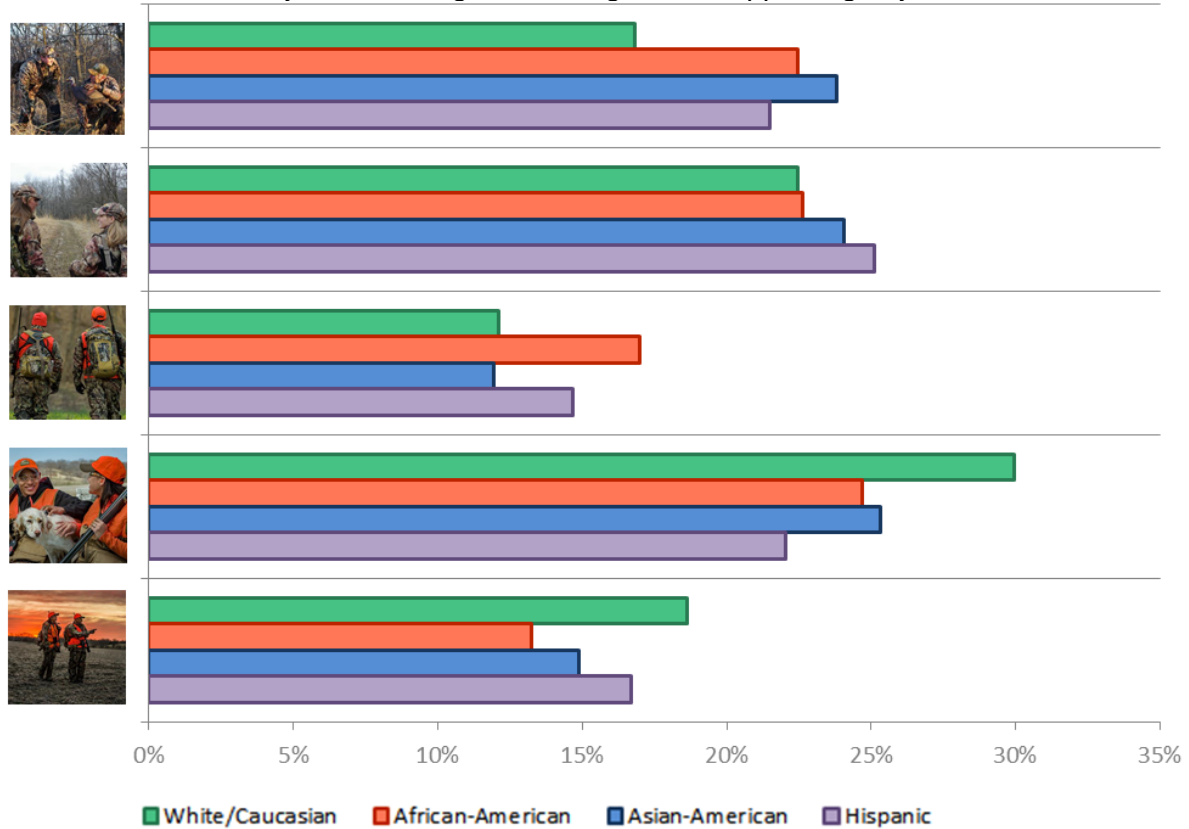


Figure 17b Gender. Which image of hunting is most appealing to you? Please select one.

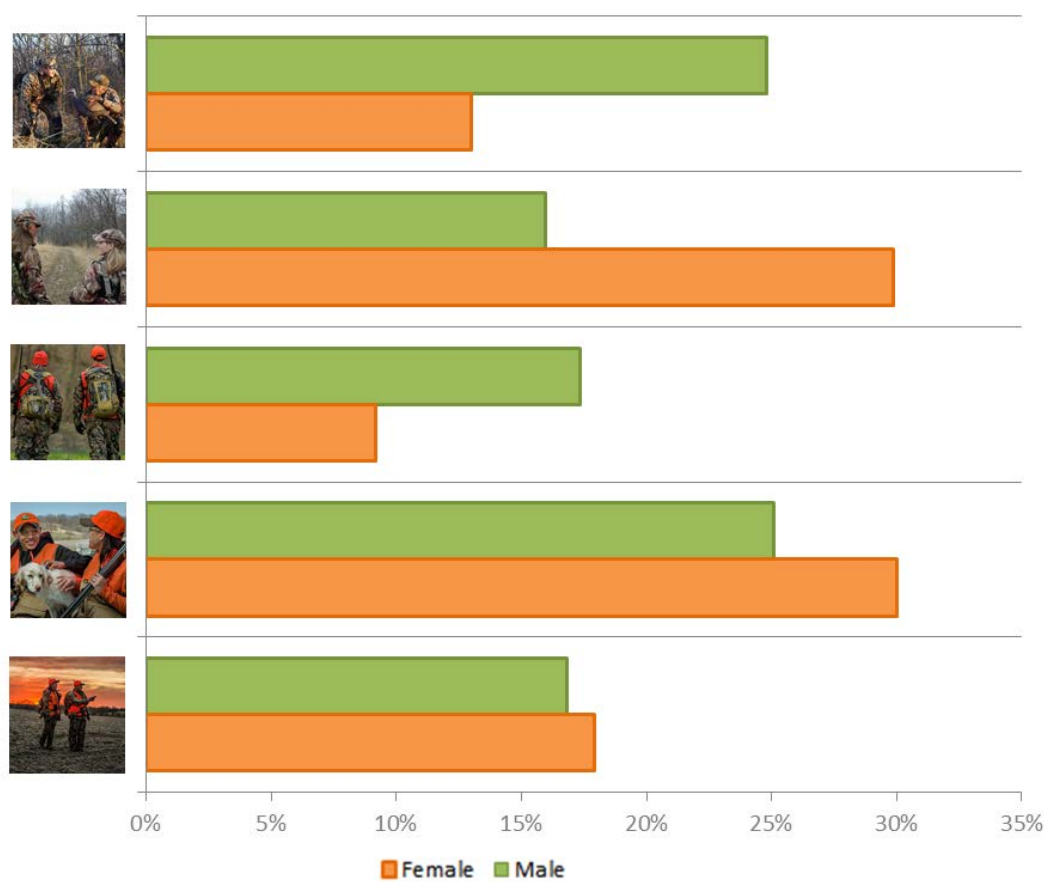


Figure 17c Region. Which image of hunting is most appealing to you? Please select one.

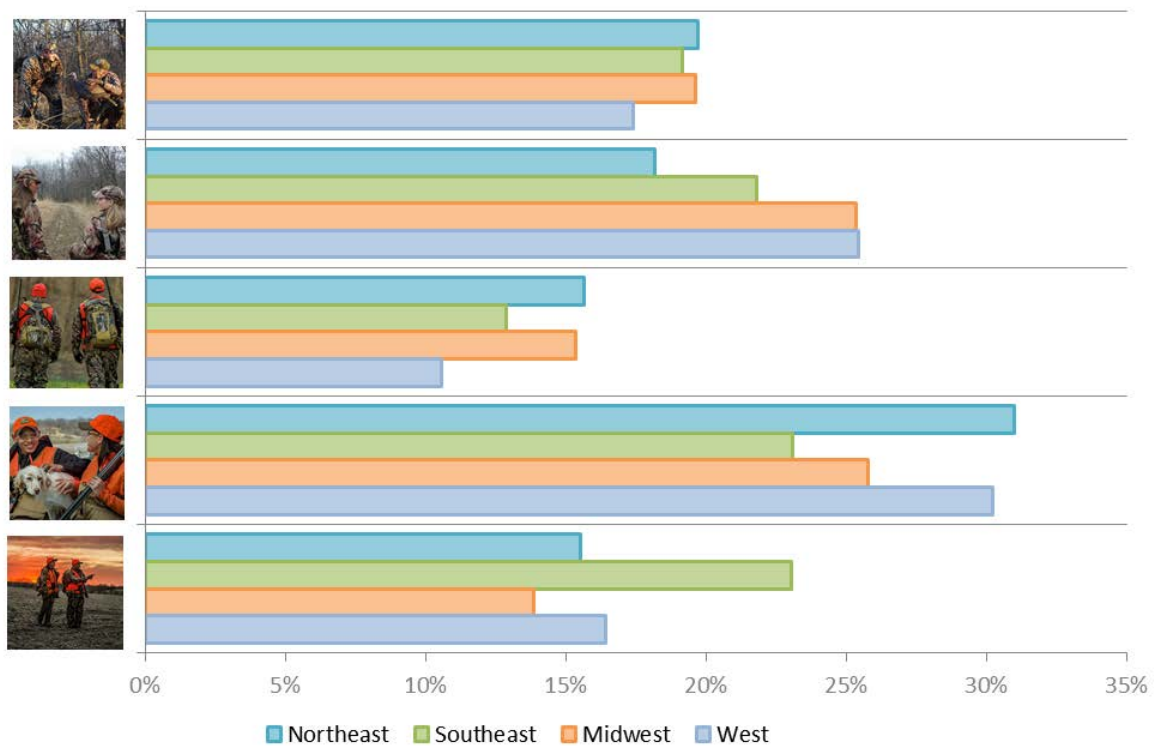


Figure 17d Age. Which image of hunting is most appealing to you? Please select one.

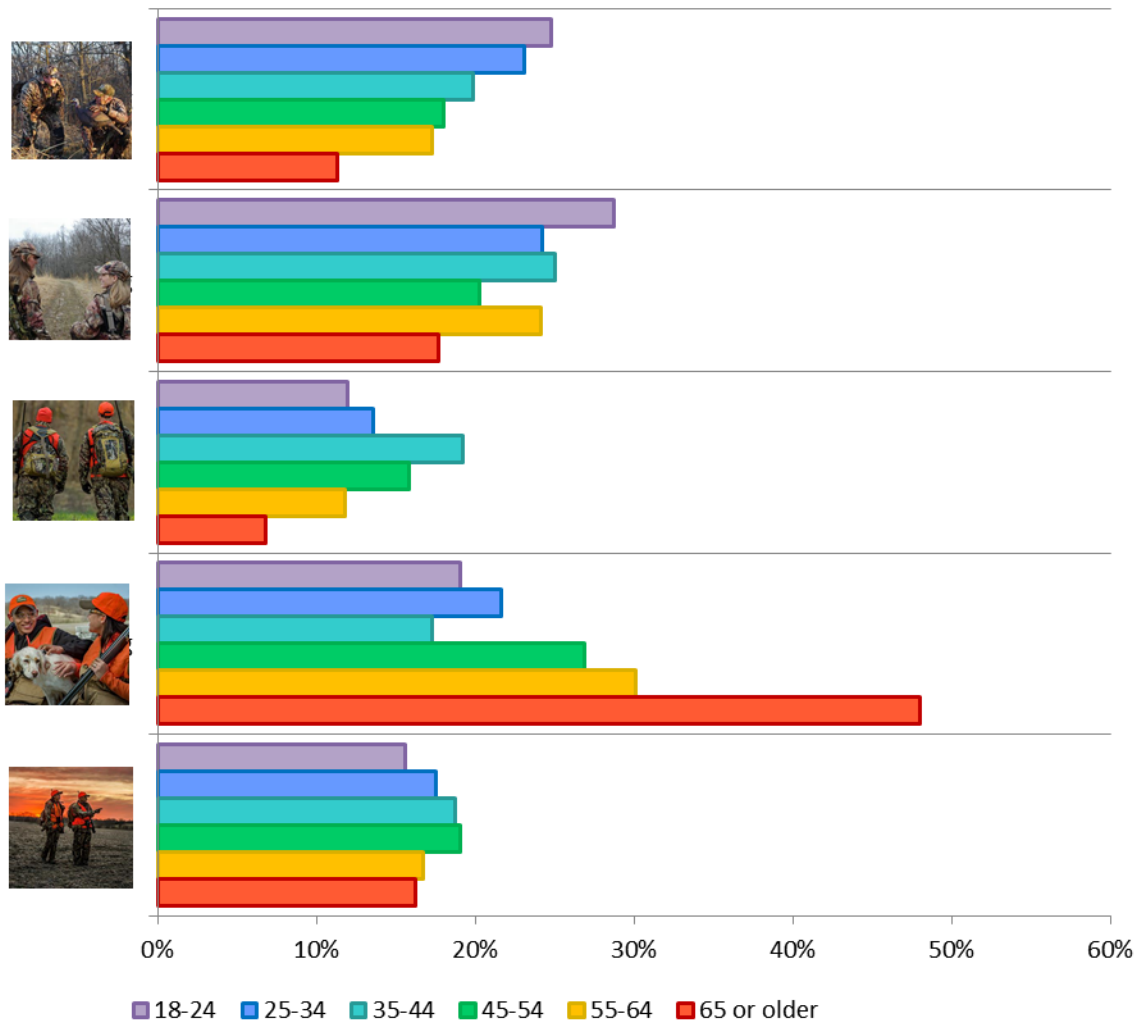


Figure 17e Where you live. Which image of hunting is most appealing to you? Please select one.

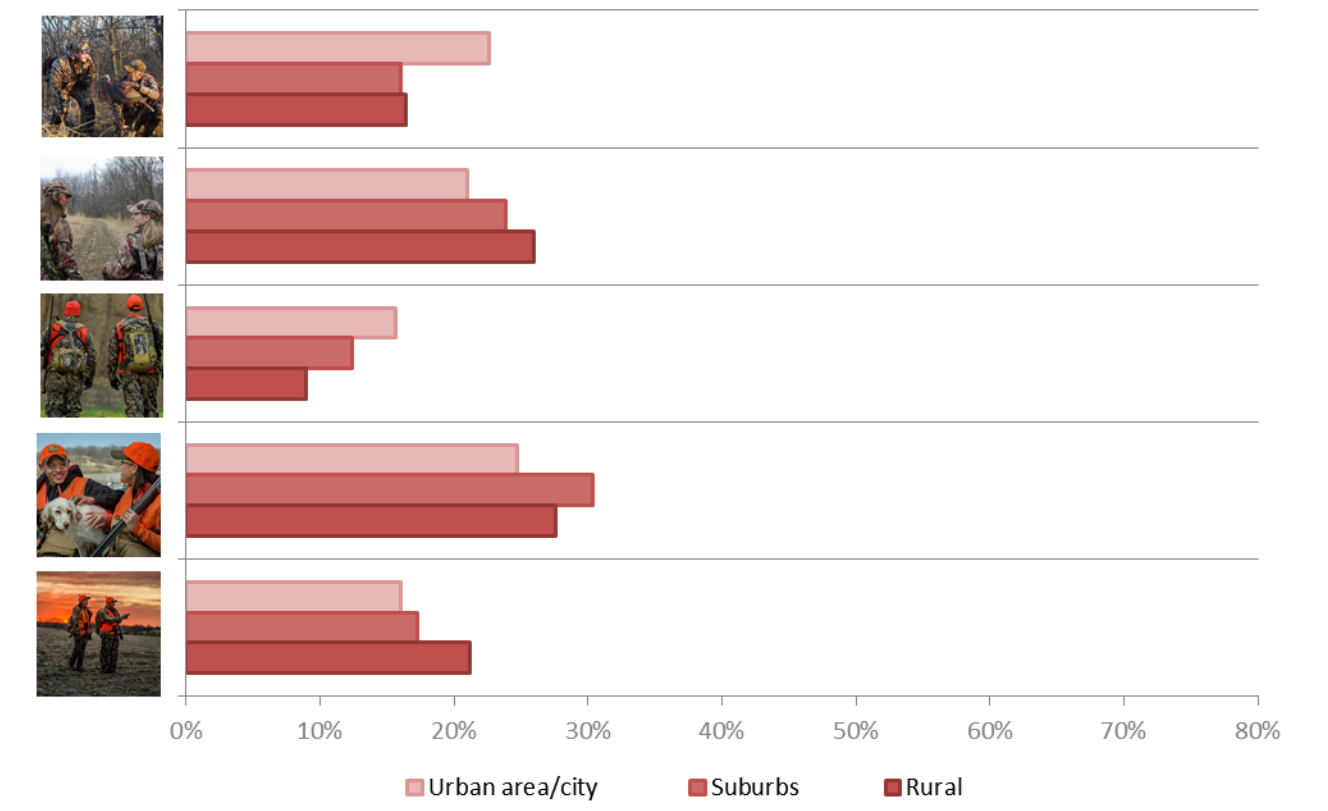


Figure 17f Where you grew up. Which image of hunting is most appealing to you? Please select one.

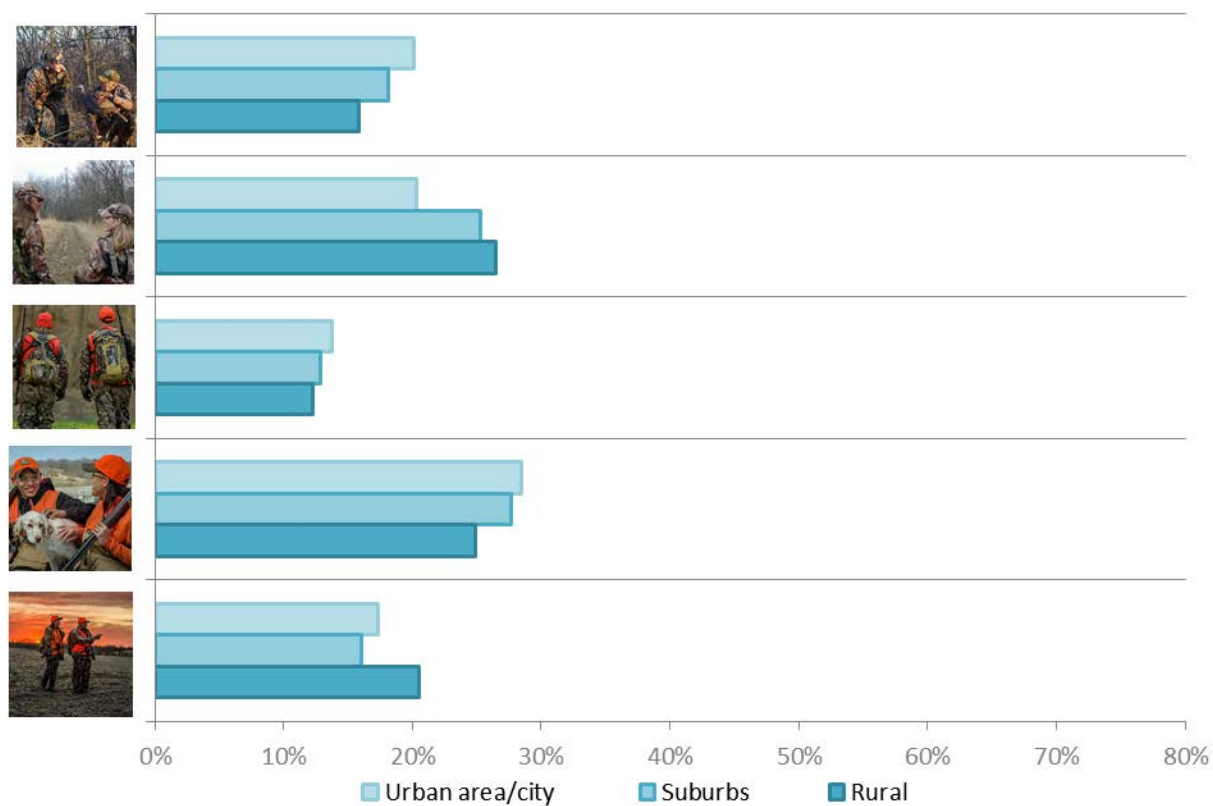


Figure 18. Which image of hunters is most appealing to you? Please select one.

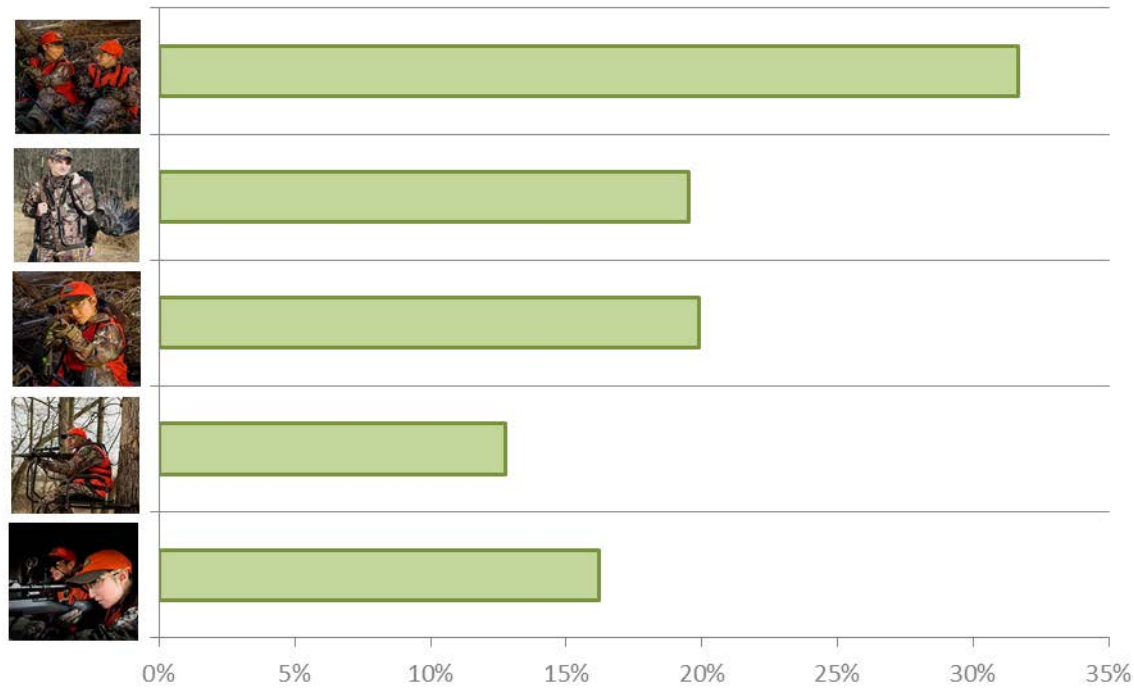


Figure 18a Race/Ethnicity. Which image of hunters is most appealing to you?

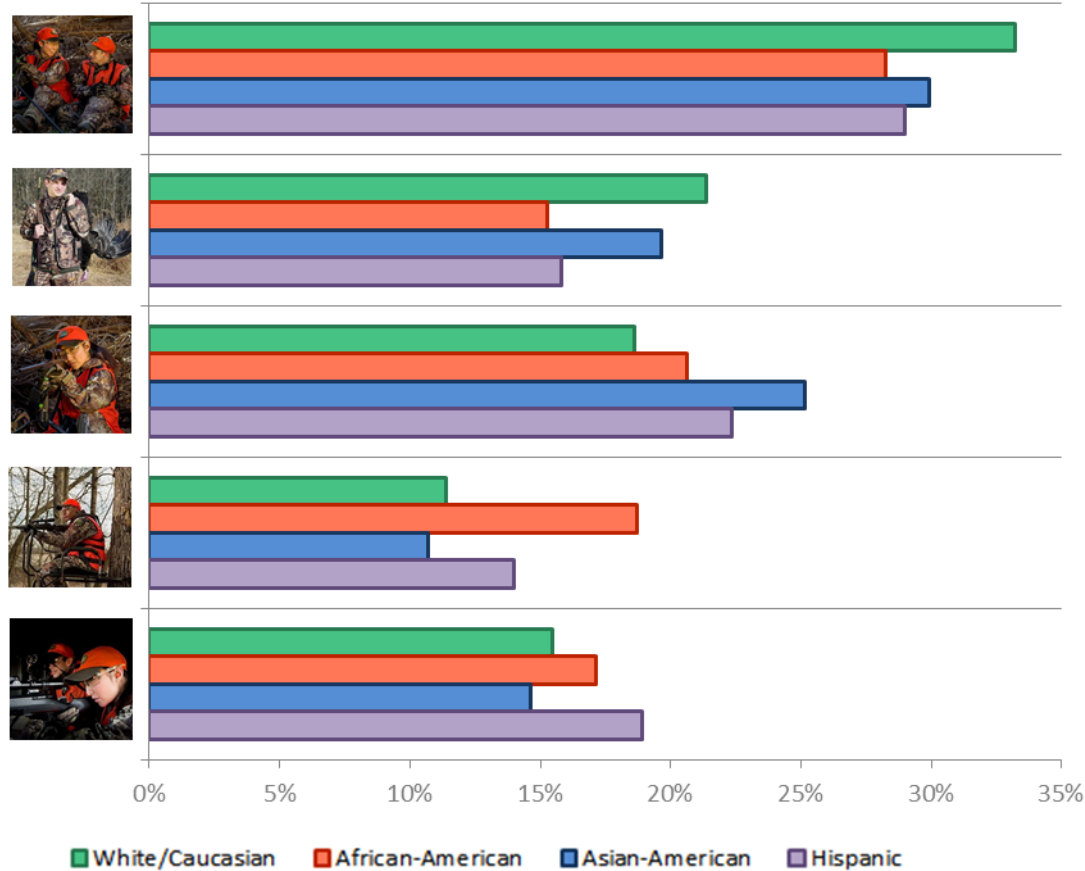


Figure 18b Gender. Which image of hunters is most appealing to you?

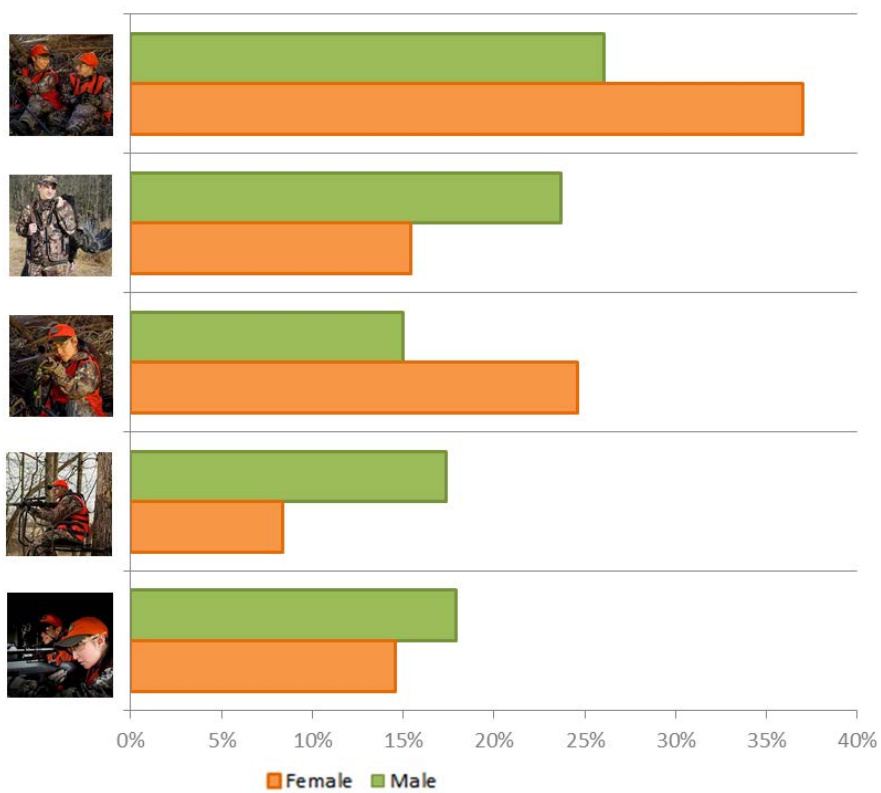


Figure 18c Region. Which image of hunters is most appealing to you?

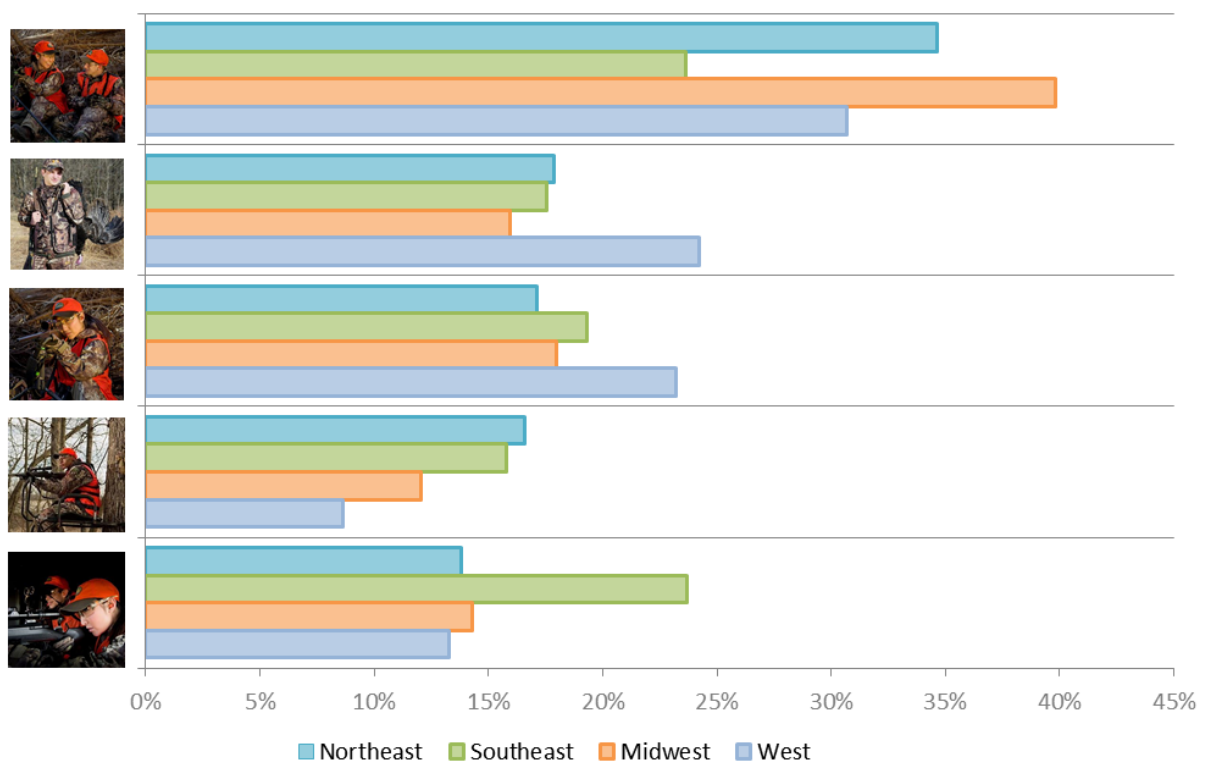


Figure 18d Age. Which image of hunters is most appealing to you? Please select one.

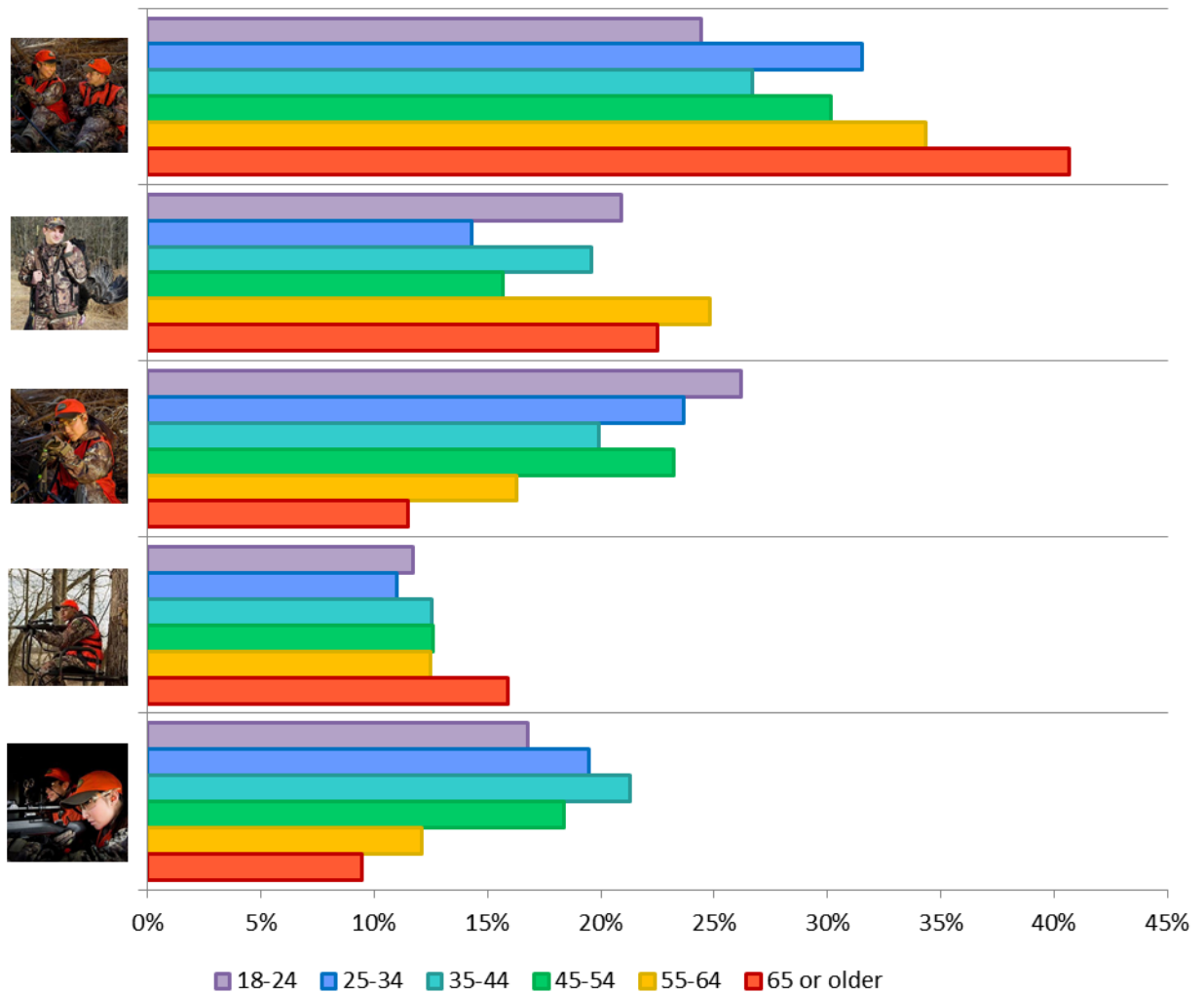


Figure 18e Where you live. Which image of hunters is most appealing to you? Please select one.

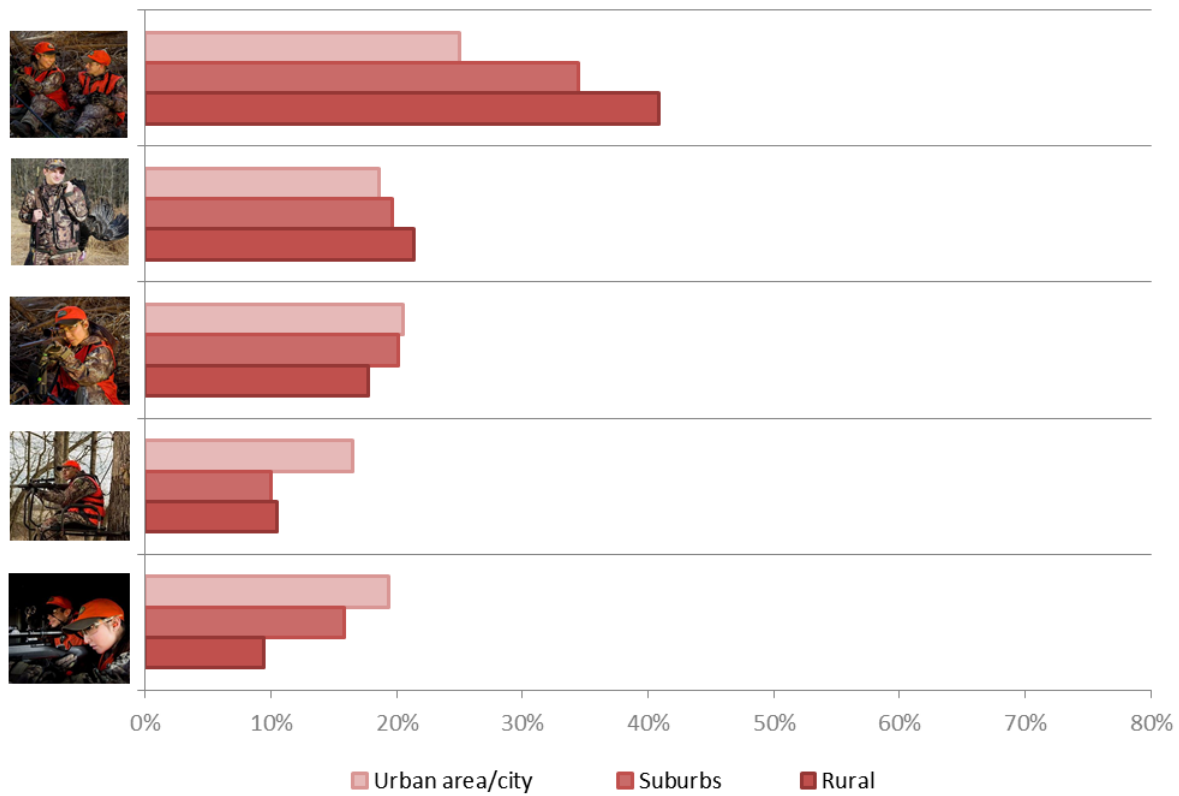
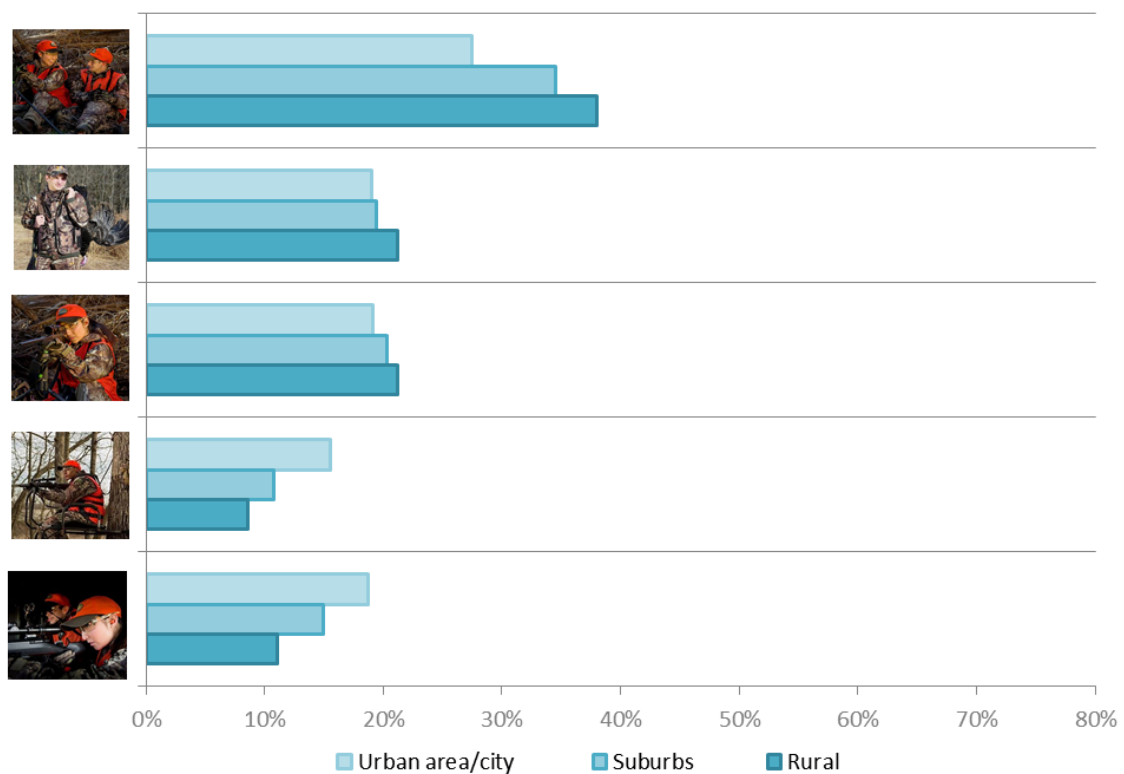


Figure 18f Where you grew up. Which image of hunters is most appealing to you? Please select one.



Appendix: Survey Questionnaire

Welcome New Hunters Survey

1) Which best describes you:

- ☐ White/Caucasian (not Hispanic)
- ☐ African-American (not Hispanic)
- ☐ Asian-American
- ☐ Hispanic
- ☐ All Others (not Hispanic)

2) Which region of the US do you currently reside?

- ☐ Northeast: CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT
- ☐ Southeast: AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV
- ☐ Midwest: IA, IL, IN, IA, KS, MI, MO, MN, ND, NE, OH, WI, SD
- ☐ West: AZ, CA, CO, ID, MT, NM, NV, OK, OR, TX, UT, WA, WY, AK, HI

3) Have you ever been hunting using firearms such as rifles, shotguns or handguns (not archery)?

- ☐ Yes
- ☐ No

4) How many years ago did you last go hunting?

- ☐ 0-2 years ago
- ☐ 3 to 5 years ago
- ☐ Five years ago or more

5) In your lifetime, how many times have you gone hunting?

- ☐ 1-3 times
 - ☐ 4 to 5 times
 - ☐ More than five times
-

6) *What is your interest level in hunting in the near future? Please rate your interest on a scale of 1 – 5, where 1 means no interest at all and five is definitely interested.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

7) *You mentioned you had previously been hunting. Why haven't you gone hunting again? Please select all that apply.*

- ☐ There are other activities I'd rather do
- ☐ No one to go with
- ☐ I did not feel welcome by the hunting community
- ☐ My hunting skills need improving
- ☐ Too loud
- ☐ Too expensive
- ☐ Sunday hunting is not allowed
- ☐ Didn't care for the killing part
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I felt unsafe
- ☐ Firearms have a negative association, poor image
- ☐ I was not comfortable / I did not feel welcome
- ☐ I moved to a new home and don't know where to go
- ☐ I have not completed hunter education
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ Negative experience with game wardens
- ☐ I don't care about hunting
- ☐ Other: _____

8) *Does anyone in your family or close circle of friends hunt?*

- ☐ Yes
- ☐ No

9) *Who? Please select all that apply.*

- ☐ friend
- ☐ coworker
- ☐ mother or father
- ☐ sibling
- ☐ grandparent
- ☐ significant other
- ☐ other: _____

10) *You indicated an interest in hunting but have never been. What's kept you from trying hunting? Please select all that apply.*

- ☐ I don't know the proper techniques; my skills are too limited
- ☐ I don't know what the hunting regulations are
- ☐ I don't know what firearms possession/ownership regulations are
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ I don't know of a place to shoot
- ☐ I don't feel welcome by the hunting community
- ☐ Sunday hunting is not allowed
- ☐ People from my community just do not hunt
- ☐ My friends and/or family might not accept it if I hunt
- ☐ I haven't completed hunter education classes
- ☐ I don't have a license / I am unable to buy a license
- ☐ It's too expensive
- ☐ It seems too inconvenient to get together everything I would need
- ☐ I'm not physically able to handle a gun
- ☐ I have no one to go with
- ☐ I don't know enough about the process
- ☐ I don't have the proper equipment
- ☐ Other: _____

11) *Why are you interested in hunting? Please select all that apply.*

- ☐ To harvest a trophy animal
 - ☐ To spend time outside
 - ☐ To experience nature
 - ☐ Members of my family hunt and I'd like to try
 - ☐ Fun, excitement, thrills
 - ☐ The challenge
 - ☐ To be able to say I tried it/check it off my "bucket list"
 - ☐ To provide food
 - ☐ For the feeling of accomplishment
 - ☐ Develop my shooting and hunting skills
 - ☐ To bond with friends/family members who hunt
 - ☐ It's empowering
 - ☐ Knowing where my meal is coming from
 - ☐ Knowing my meat is organic/free range
 - ☐ To relive past experiences with elders, friends, military buddies, etc.
 - ☐ Stress relief
 - ☐ Learn how to safely handle a gun
 - ☐ Other: _____
-

12) Please check if you think each statement is true or false about hunting: True or False

	True	False
You must complete a hunter education class before hunting in most states	<input type="checkbox"/>	<input type="checkbox"/>
Many states allow you to hunt for a year or two with an experienced hunter before taking hunter education class	<input type="checkbox"/>	<input type="checkbox"/>
You must undergo a criminal background check before being allowed to hunt	<input type="checkbox"/>	<input type="checkbox"/>
You must be a member of a hunt club or organization to hunt in the U.S.	<input type="checkbox"/>	<input type="checkbox"/>
You must register your firearms with the government	<input type="checkbox"/>	<input type="checkbox"/>

before hunting or using them		
Conservation is mostly paid for by hunters through license fees and excise taxes	()	()

13) Would you prefer to hunt... Please select all that apply.

- ☐ Deer
- ☐ Turkey
- ☐ Pig or Wild Boar
- ☐ Elk, antelope, other big game
- ☐ Small game (squirrel, rabbit, raccoon, etc.)
- ☐ Predators (cougar, bobcat, coyote, bear)
- ☐ Waterfowl (ducks, geese)
- ☐ Dove and other bird hunting
- ☐ Upland game bird (pheasant, grouse, etc.)
- ☐ Other: _____

14) Who would you prefer to go hunting with? Please select all that apply.

- ☐ Alone
- ☐ Friends
- ☐ My children
- ☐ Spouse or significant other
- ☐ Parents
- ☐ Other family member(s)
- ☐ Co-workers
- ☐ Other: _____

15) Where would you go to find information needed to go hunting? Please select all that apply.

- ☐ Google
- ☐ YouTube
- ☐ State and federal wildlife agencies' websites or offices
- ☐ Online hunting websites
- ☐ Local gun shop or sporting goods store
- ☐ Friends / Word of mouth
- ☐ Family members who hunt
- ☐ Hunting websites
- ☐ Online discount offers for guided hunts (Groupon, Living Social, etc.)
- ☐ Websites & blogs that promote local activities or events
- ☐ Chatrooms and list servers
- ☐ Local hunt club
- ☐ Social media (Twitter, Facebook, Instagram)
- ☐ Local newspaper or entertainment publications (not online)
- ☐ Local community organization
- ☐ In-person event
- ☐ Other: _____

16) Which types of incentives or services would encourage you to go hunting? Please select all that apply.

- ☐ A discount coupon for special hunting opportunities and instruction for beginners (Groupon, Living Social, etc.)
- ☐ Information and insights from local hunting experts about local opportunities
- ☐ Access to rental or loaner firearms, hunting gear and safety equipment (eye/ear protection, safety vest, etc.)
- ☐ A special introductory hands-on hunt for first-time hunters
- ☐ Hunting lessons (but not an actual hunt)
- ☐ An invitation from a friend
- ☐ A discounted hunting license for beginners
- ☐ Other: _____

17) Of the options listed here, which would be your preferred source of hunting instruction? Please select all that apply.

☐ State wildlife agency

☐ Local firearms retailer or range

☐ Local hunting preserve and/or hunting guide

☐ An organization made up of volunteer hunters wanting people like me (age, ethnicity, gender, etc.) to try hunting

☐ A local church, school or other non-hunting organization I trust

☐ Other not listed here: _____

18) Which image of hunting is most appealing to you? Please select one.

☐ Q1713.jpg



☐ Q1723.jpg



() Q1733.jpg



() Q1742.jpg



() Q1752.jpg



19) Which image of hunters is most appealing to you? Please select one. (rotate answers)

() Q1811.jpg



() Q1821.jpg



() Q1832.jpg



() Q1841.jpg



() Q1851.jpg



20) *Are you comfortable with providing information regarding your race and/or ethnicity when purchasing a hunting license?*

☐ Yes

☐ No

21) If no, why?

22) *Where do you live?*

☐ Urban area/city (densely-populated metropolitan city-centers)

☐ Suburbs (typically single-family homes surrounding larger cities)

☐ Rural (open farming, agricultural or wooded areas with low population densities)

23) *Where did you grow up?*

☐ Urban area/city

☐ Suburbs

☐ Rural area

24) With which gender do you identify?

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

25) Please check the highest level of education attained:

- ☐ Less than 12 years
- ☐ High school graduate
- ☐ Some college
- ☐ A two-year college degree
- ☐ A four-year college degree
- ☐ Graduate level or higher
- ☐ Prefer not to answer

26) Which of the following categories best describes your annual household income?

- ☐ Less than \$20,000
- ☐ Between \$20,000 and \$39,999
- ☐ Between \$40,000 and \$59,999
- ☐ Between \$60,000 and \$79,999
- ☐ Between \$80,000 and \$99,999
- ☐ Between \$100,000 and \$119,999
- ☐ Between \$120,000 and \$149,999
- ☐ Between \$150,000 or more
- ☐ Prefer not to answer

27) Please indicate your age:

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or older
- ☐ Prefer not to answer

28) Please select the number of people in your household under the age of 18:

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 or more

29) If you have any other thoughts or comments you would like to share about this survey or hunting, please do so here:

Thank You!

