

New Adult Hunters and Anglers in Missouri

Vol 2 of 2: New Hunter and Angler Survey Results



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The Need

As the largest single hunter demographic group (white, male, Baby Boomers) continues to age ever closer to desertion, the hunting R3 community is urgently seeking ways to recruit new hunters to replace this group as they age out. To do so effectively, R3 practitioners need tools to categorize potential hunters into audience types that can be identified by their likelihood to consider and adopt hunting.

R3 practitioners cannot afford to spend their limited resources engaging with people who have little or no interest in hunting. Neither should R3 messaging be wasted on those who are already hunters or who are already planning to try hunting without intervention. This project was designed to discover the demographic, geographic, and outdoor recreation profiles of adults with the highest likelihood of taking up hunting so the R3 community can concentrate funding and effort where it is most likely to generate the greatest return.

Our Research

The Missouri Department of Conservation hired DJ Case & Associates to develop personas and map the journeys for Missouri's new adult hunters and anglers. The work began with a series of focus groups to document characteristics of new adult hunters and anglers and inform a segmentation survey. They survey targeted individuals who had purchased a hunting license for less than five years and then eliminated respondents who had hunted more than five years or who had hunted frequently as children.

We began by consulting with Southwick and Associates to be sure this segmentation was performed using the same techniques as other successful R3 audience analysis. The resulting list of respondents was then segmented by Dr. Chizinski of the University of Nebraska using a statistical regression model. Using a combination of hierarchical cluster analysis, convex cluster analysis, Gaussian Mixture modeling, and biclustering, we determined new adult hunters naturally grouped into four segments.

With the segmentation complete, DJ Case teamed up with S3 to develop a 1-question survey to segment other new adult hunters and anglers in the MDC's license database. These newly segmented individuals were then invited by email to participate in interviews. The interviews were used to explore the journey these new hunters and anglers took to become confident participants and to determine what sorts of messages and events would appeal to each of the segments.

Using this Report

We have broken this report into two volumes.

Volume 1 – Missouri New Hunter/Angler Personas (separate cover) summarizes the results of the project in four audience personas with infographics and marketing tips for reaching each audience. This volume may be all that many practitioners will ever use.

Volume 2 – Background and Support Materials (this volume) provides an outline of our process, a summary of interview discussions, and the data on each segment's answer to every survey question. If you are detail-oriented or looking for a deeper understanding of the personas, this may be the volume for you.

Methodology

The goal of this project was to develop profiles and customer journeys of hunters and anglers in Missouri to help the Missouri Department of Conservation (MDC) significantly increase response to R3 efforts and understand the process each hunter and angler goes through to become involved in those activities. These profiles include motivations, knowledge, barriers, demographics, and media usage. This project included quantitative (survey) research to gain specific insights into the target audiences and to inform the qualitative (interview) research phase.

Personas

To make our research results more accessible for practitioners, we've converted audience segment data into personas. Personas are fictitious individuals who personify the optimal members of a target audience. We've used alliterative names that include the name of the audience segment for our personas to help emphasize their motivation for hunting and/or fishing.

Personas can be a valuable tool in the development of messages and programs. You should write marketing messages and design programs with a specific persona in mind. When crafting messages, imagine the persona asking, "What's in it for me?" If your message (or program) doesn't directly answer that question, it should be refined until it does.

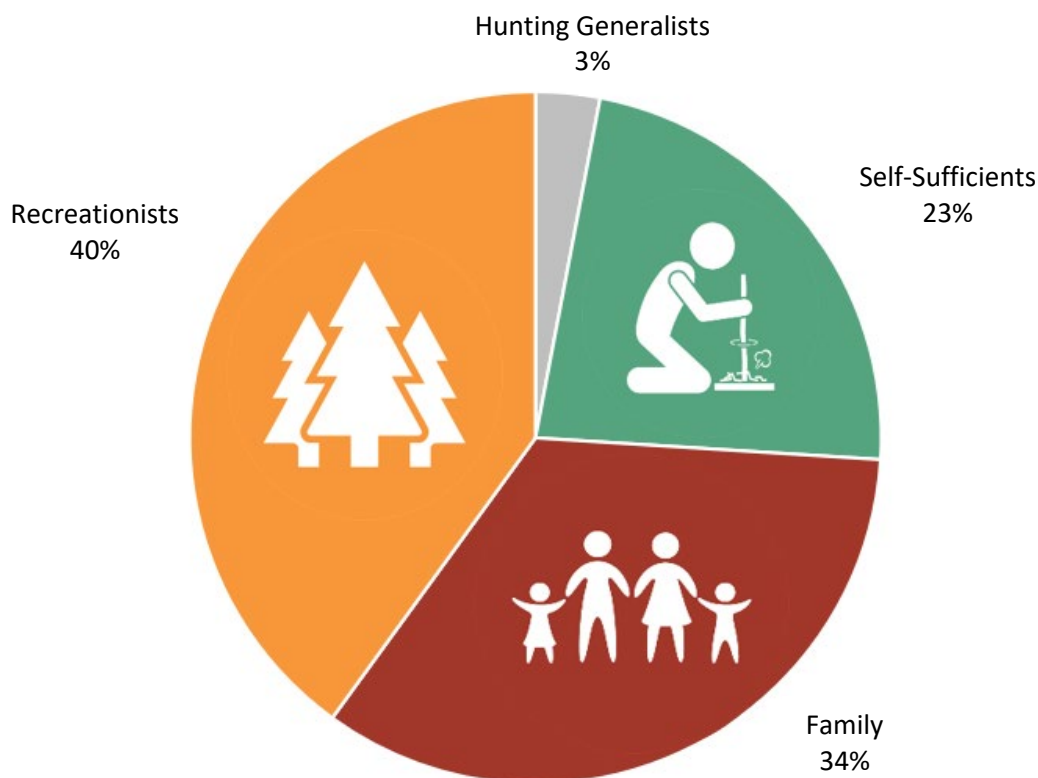
By developing programs and messages specifically for these personas and the media channels they use, your effort and investment will be more likely to produce desired results.

This volume contains the survey results for each of the top three segments. The personas developed for each segment are included in Volume 1 of this report.

Segments

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

- Recreationists (40%) – Recreationists hunt and fish for the satisfaction of hunting and fishing itself rather than as a means to some other end. They enjoy being outdoors and participating in activities in nature, and that is their main motivation for hunting and fishing.
- Family Firsts (34%) – Family Firsts are motivated by finding more activities that would allow them to spend time with their family in the outdoors. They hunt and fish with their loved ones to share the experience. Success harvesting fish or game is less important than spending time together.
- Self-Sufficient (23%) – Self-Sufficient are motivated by becoming more self-sufficient in their meat consumption, relying less on retailers and agriculture to provide their protein. They are more concerned with filling the freezer than socializing or having fun.
- Generalists (3%) – These participants are a blend of all of the above, and messages for any of the other segments may not work with them. From this point on, they are not considered in our segment data and are not referenced again.

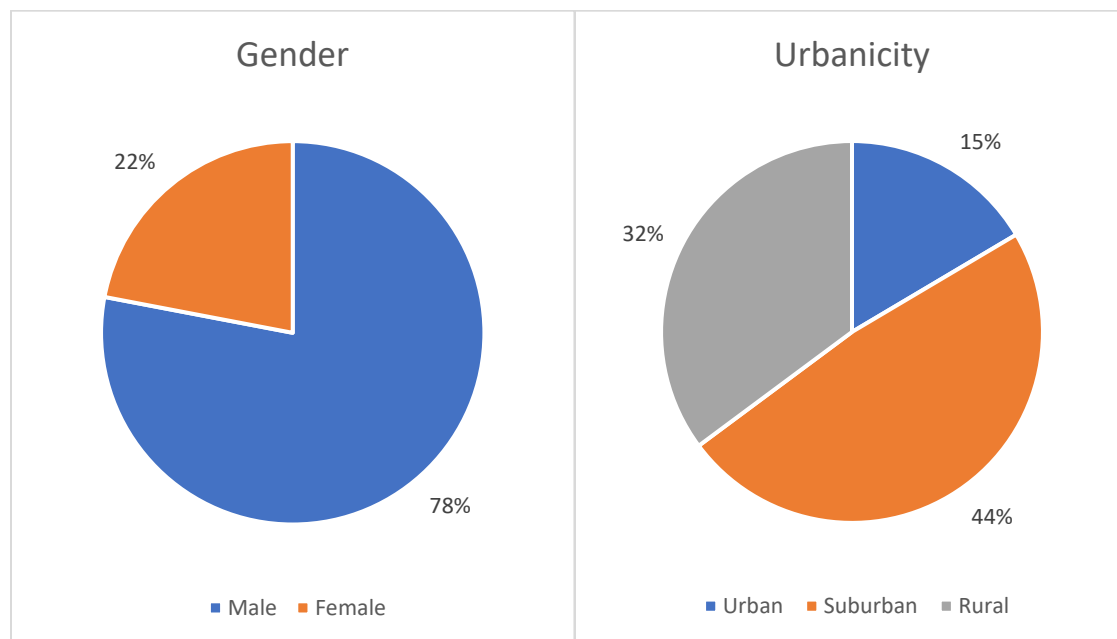


Recreationists – 40% of all participants

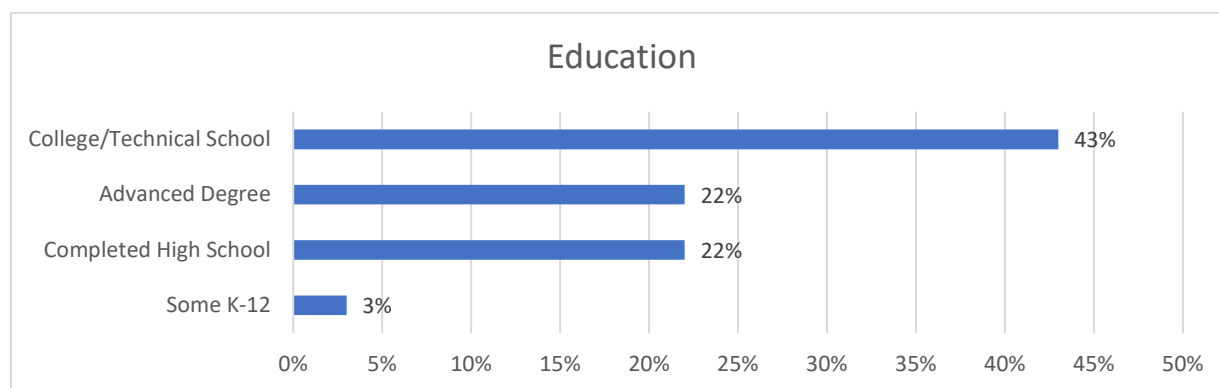
Recreationists hunt and fish for the satisfaction of hunting and fishing itself rather than as a means to some other end. They enjoy being outdoors and participating in activities in nature, and that is their main motivation for hunting and fishing. This section details the survey results of this group, including demographics, hunting motivations and tendencies, and fishing motivations and tendencies.

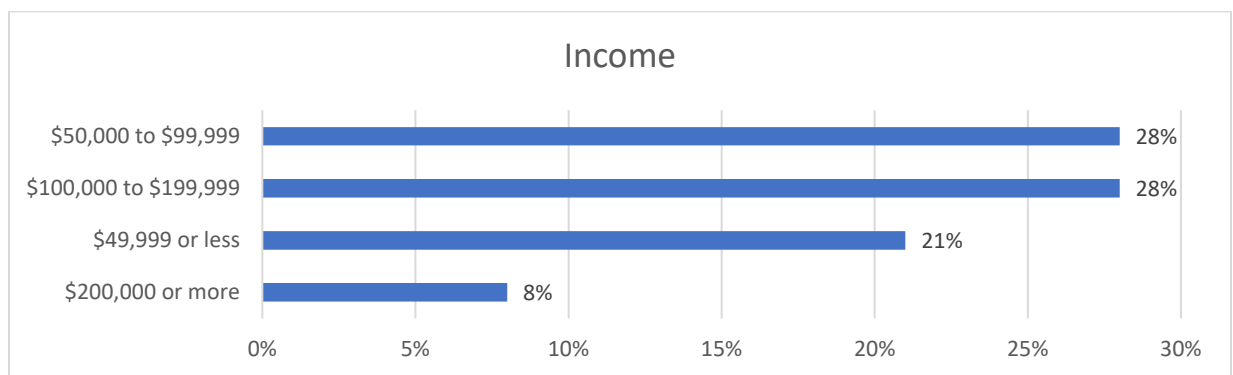
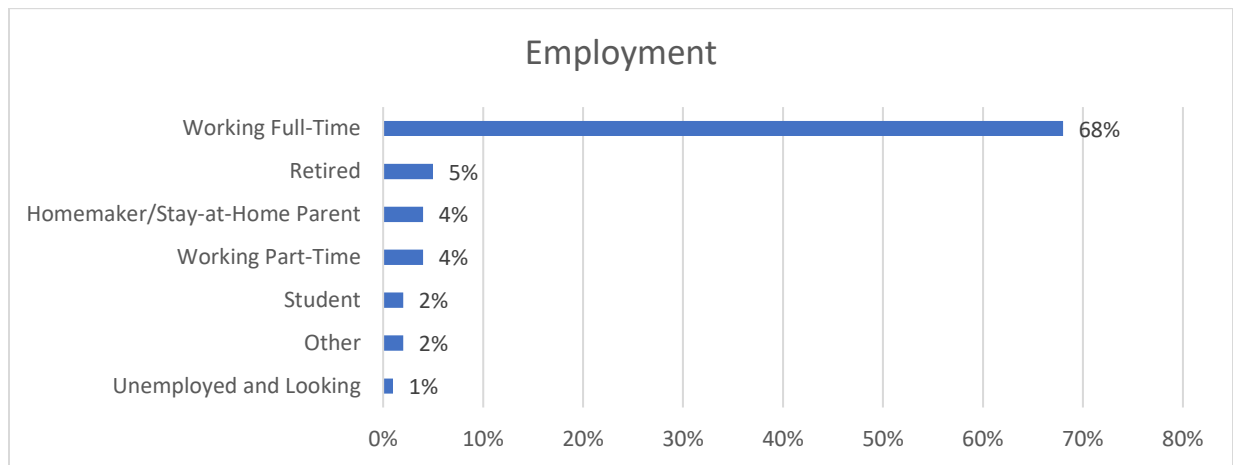
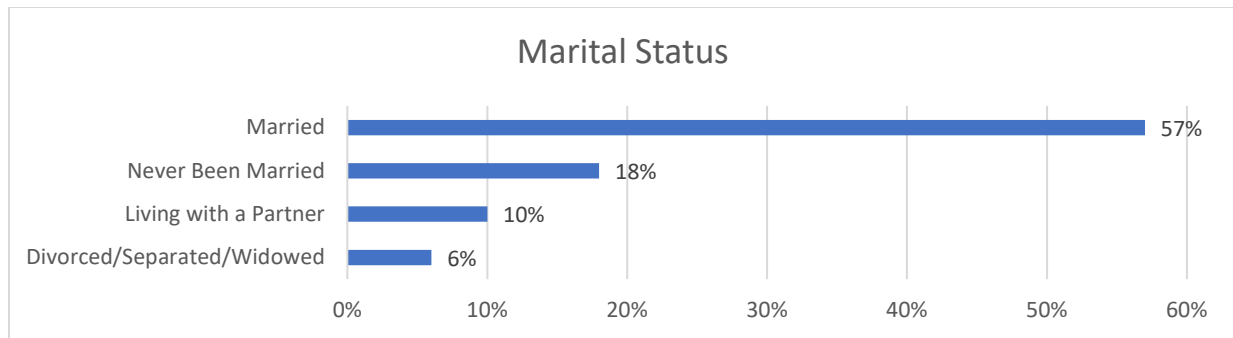
Go to page 10 of Volume 1 for details on the Recreationist persona.

Demographics



Average Age = 39 years old

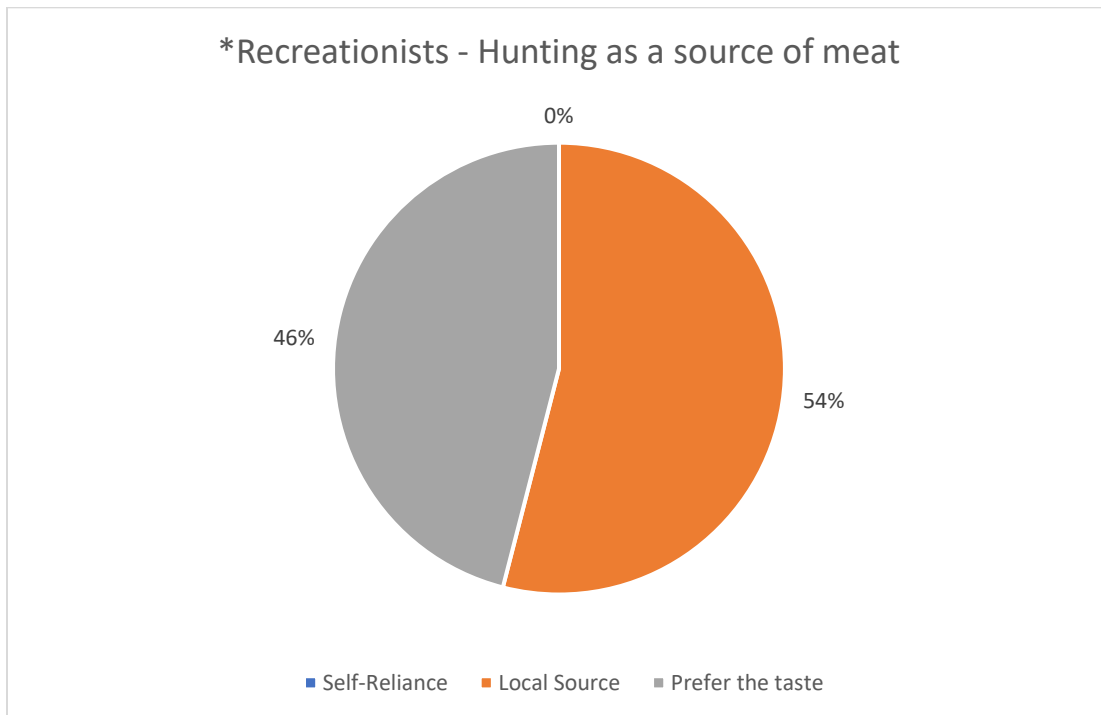
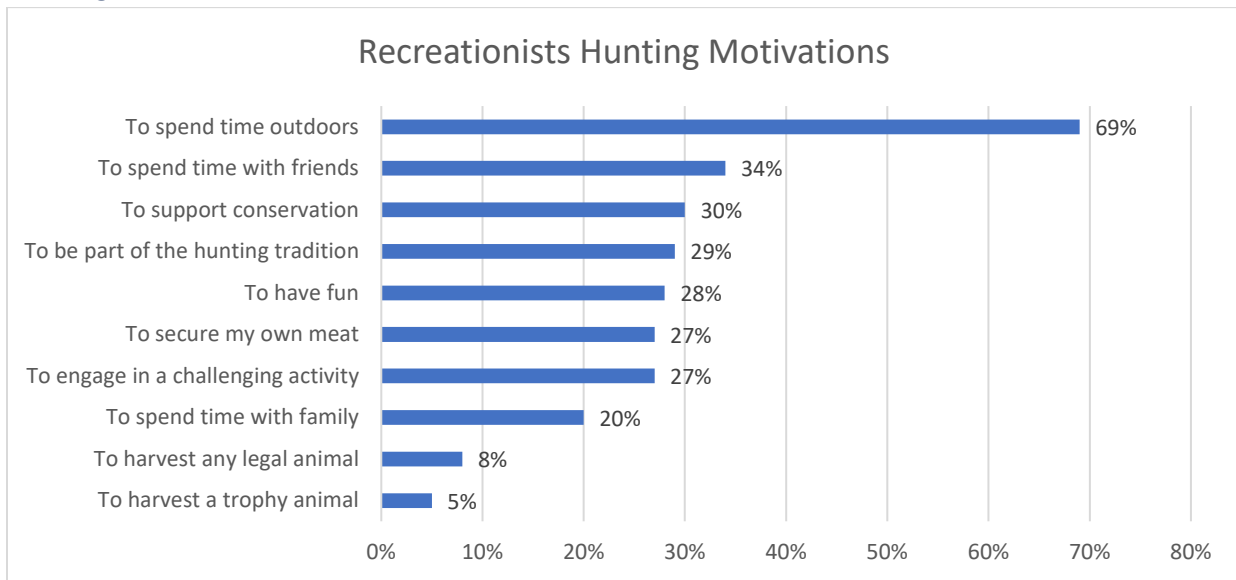




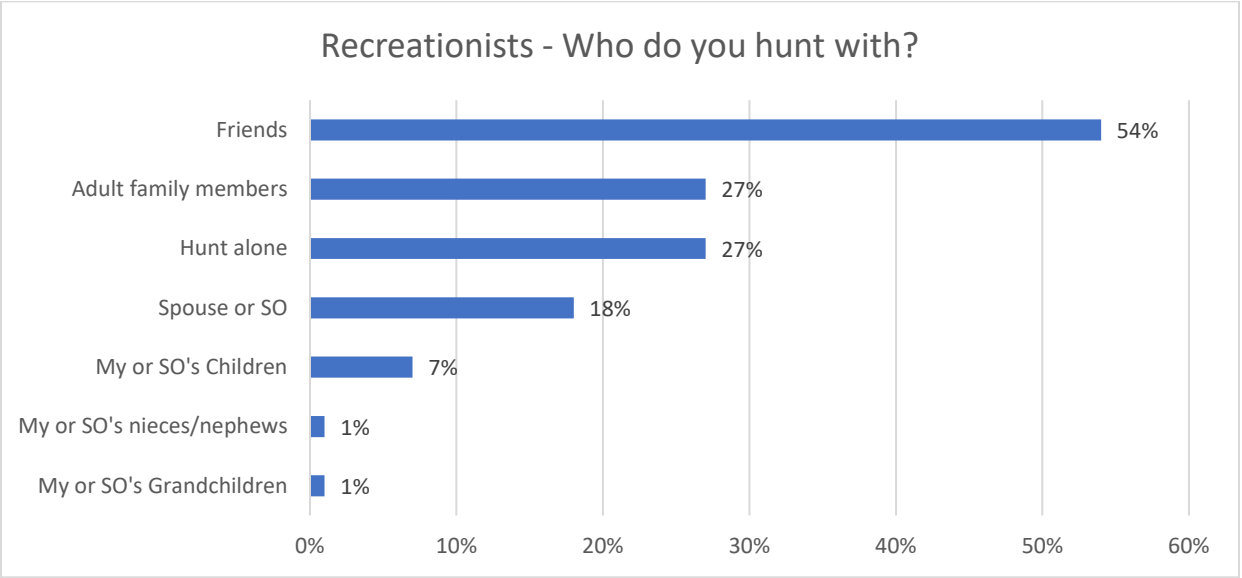
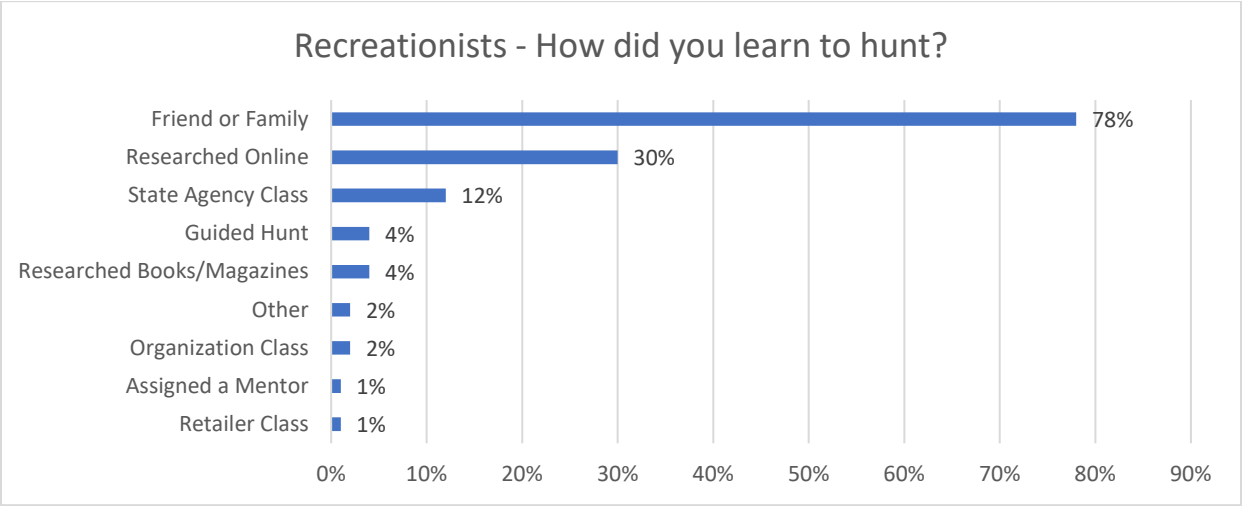
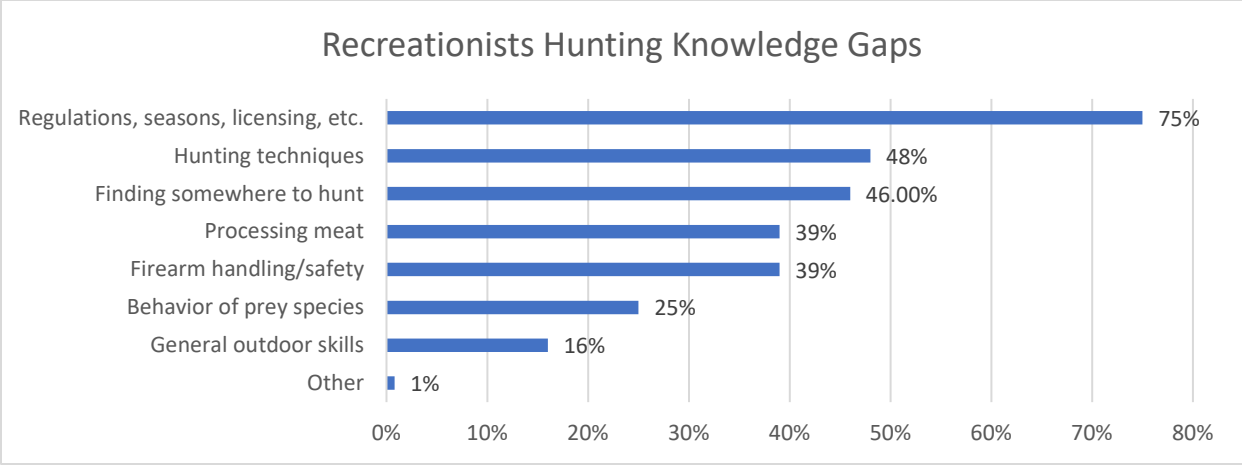
Children:

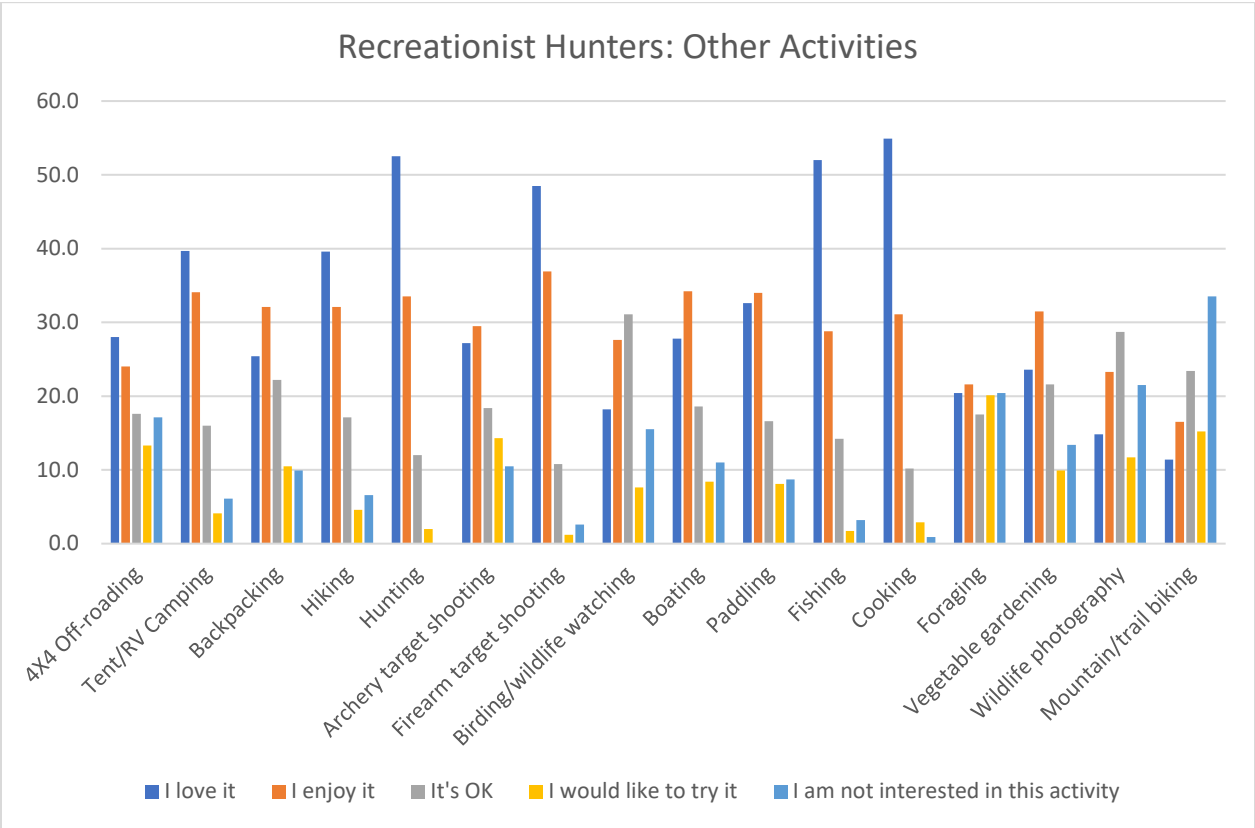
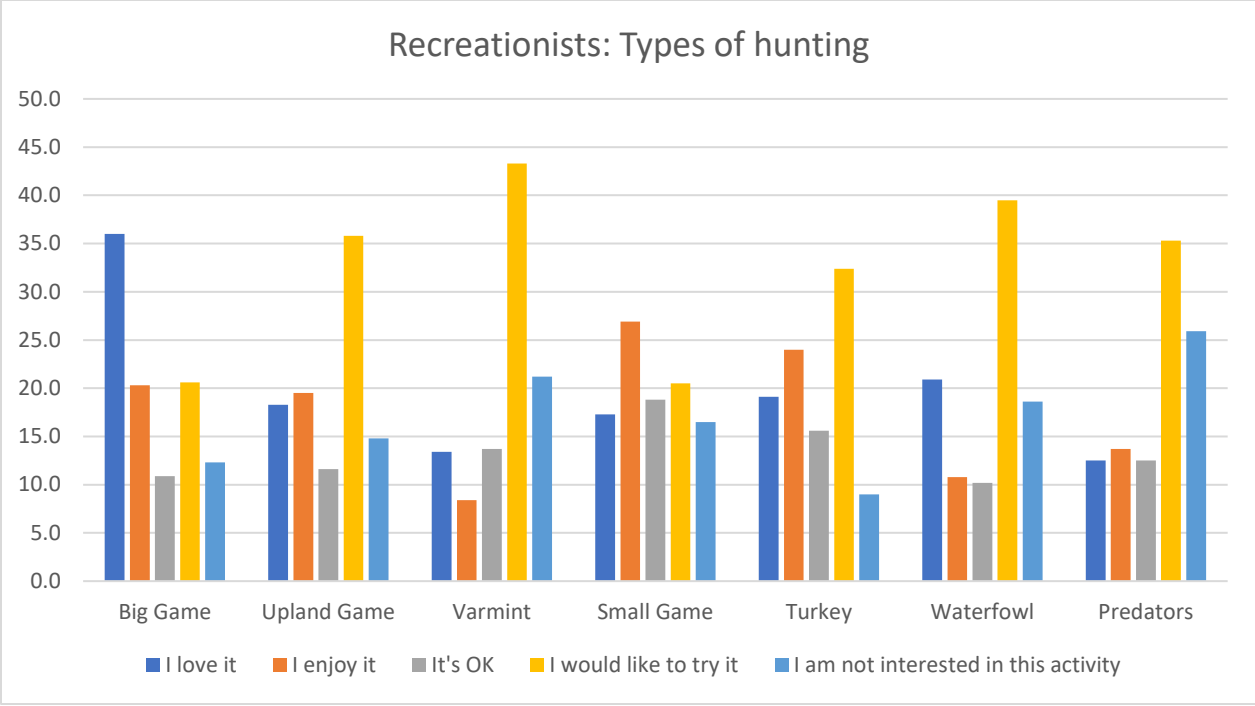
48% have kids of any age

Hunting

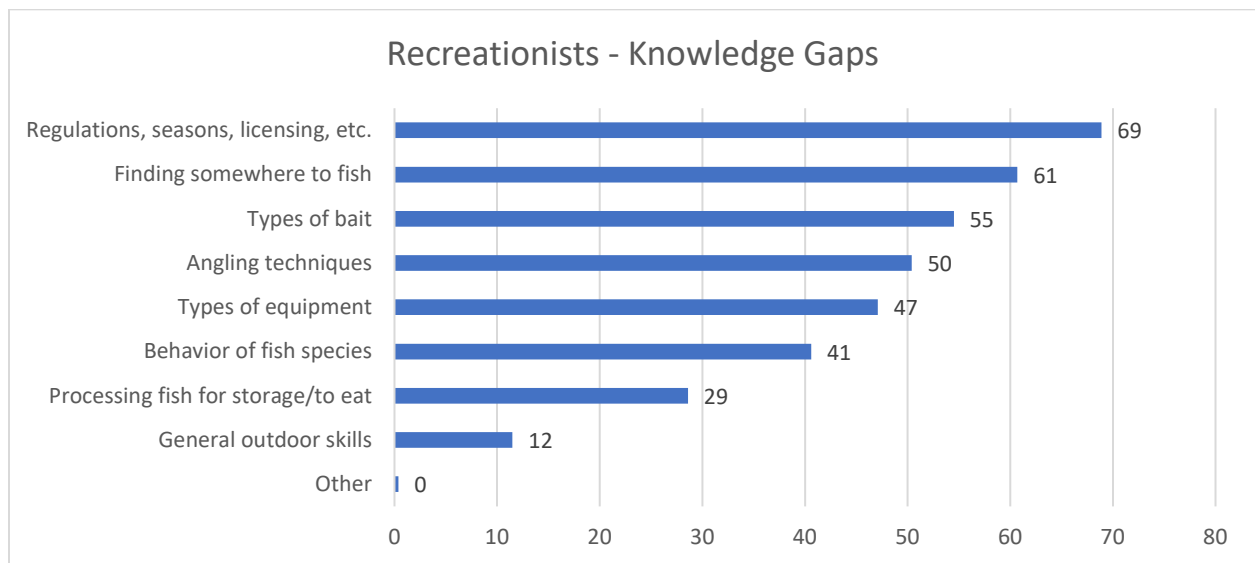
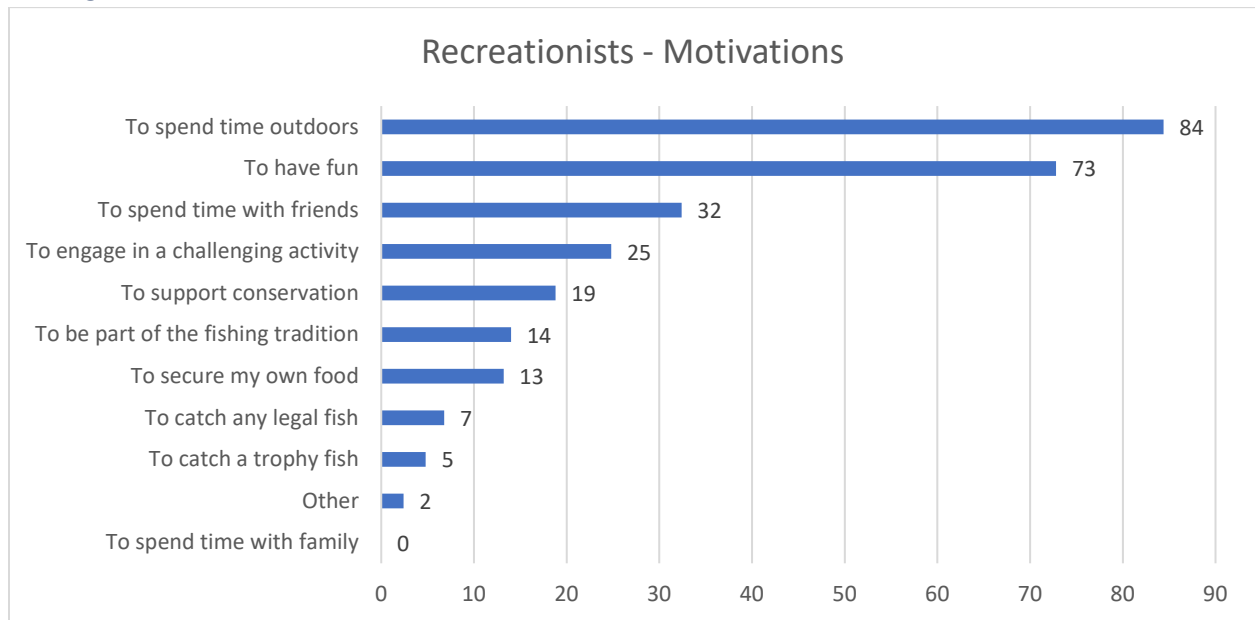


***Percentage of all those with a meat motivation**

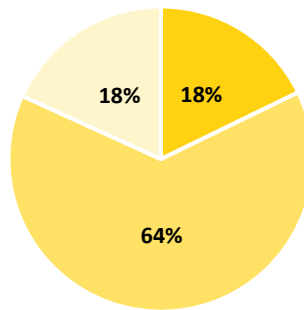




Fishing

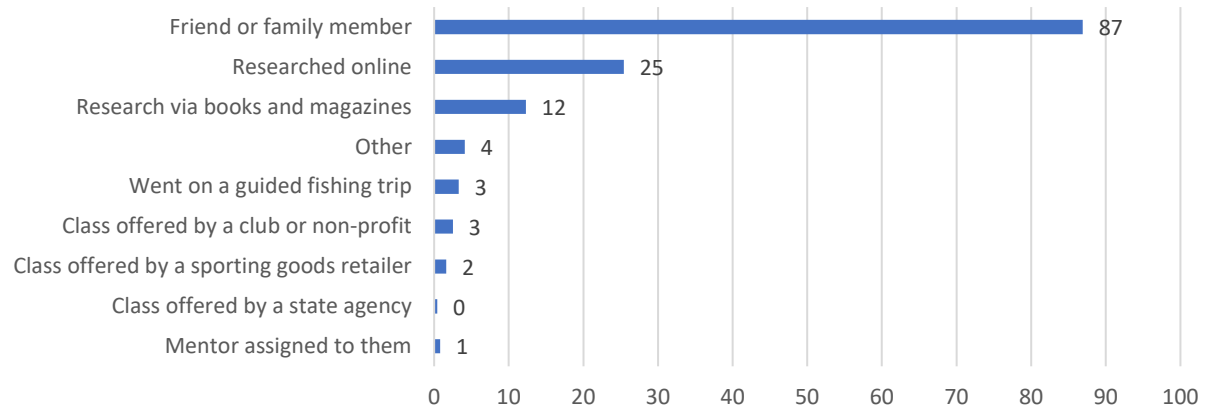


Fishing Intentions Recreationists

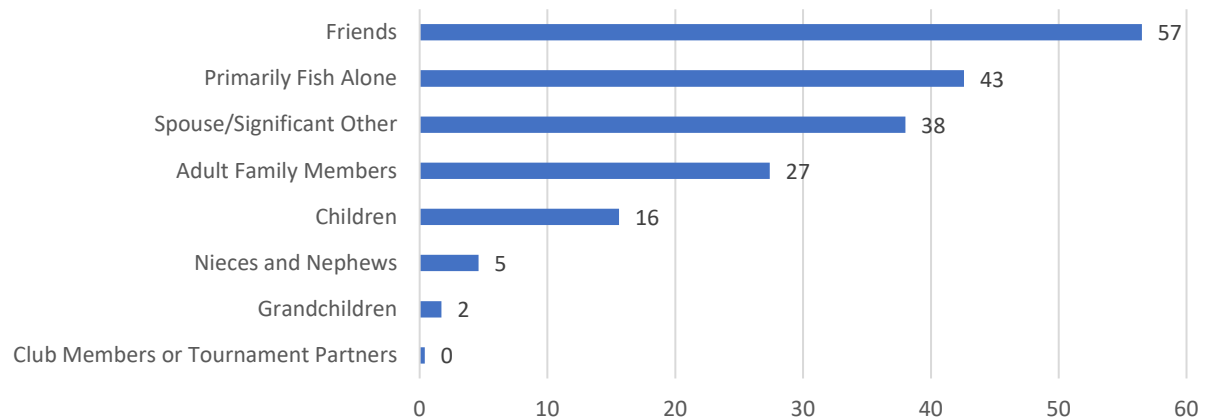


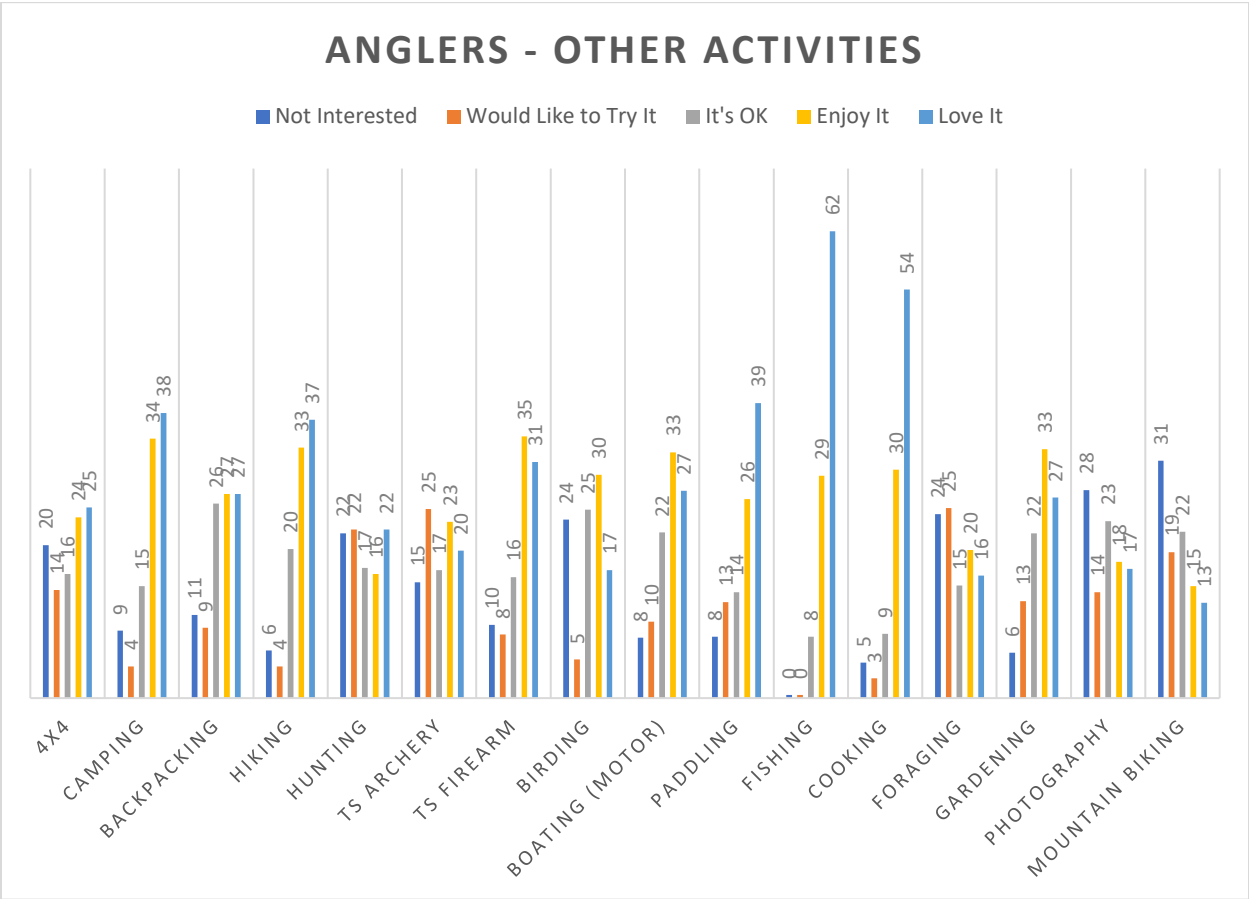
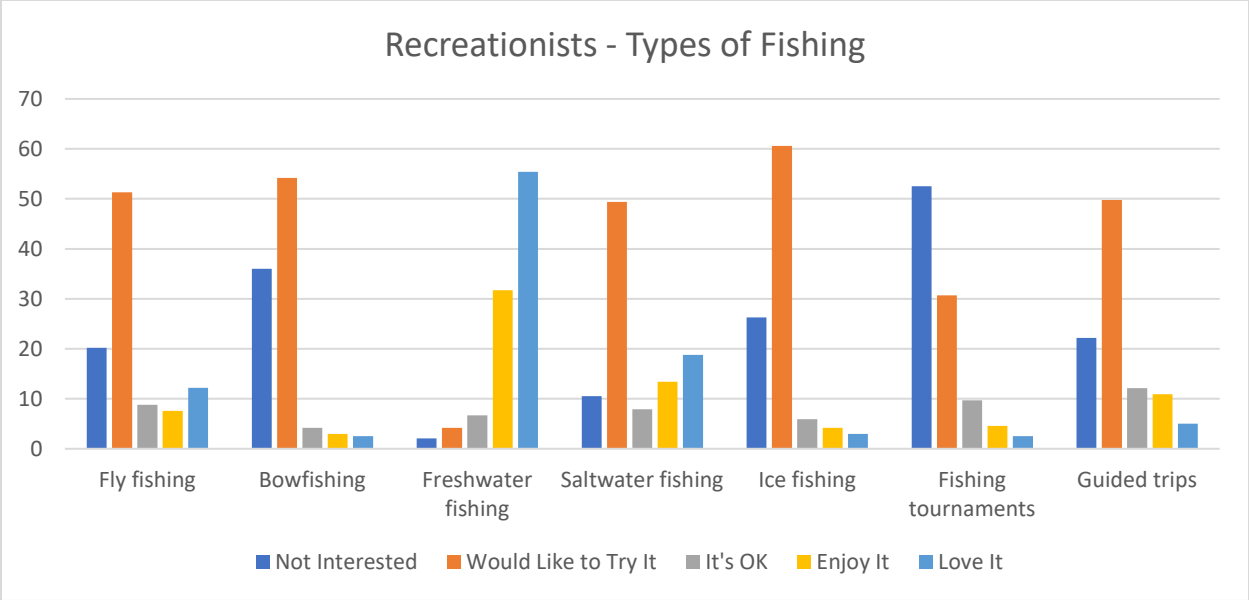
■ Mostly keep fish
 ■ Mostly release fish
 ■ Both about the same

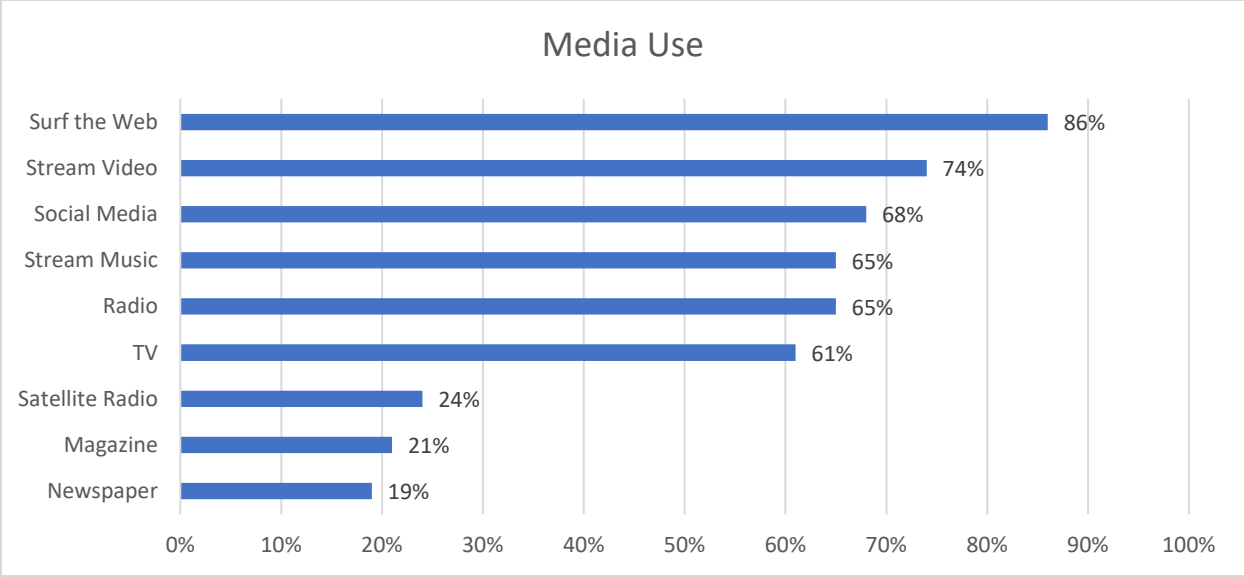
Recreationists - How did you learn?



Recreationists - Fishing Companions





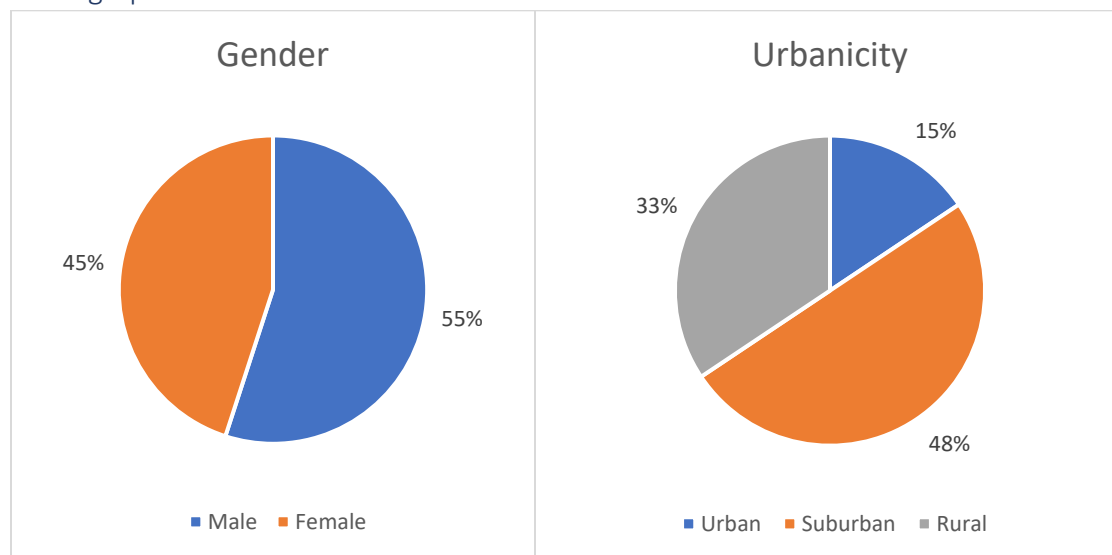


Family – 34% of all participants

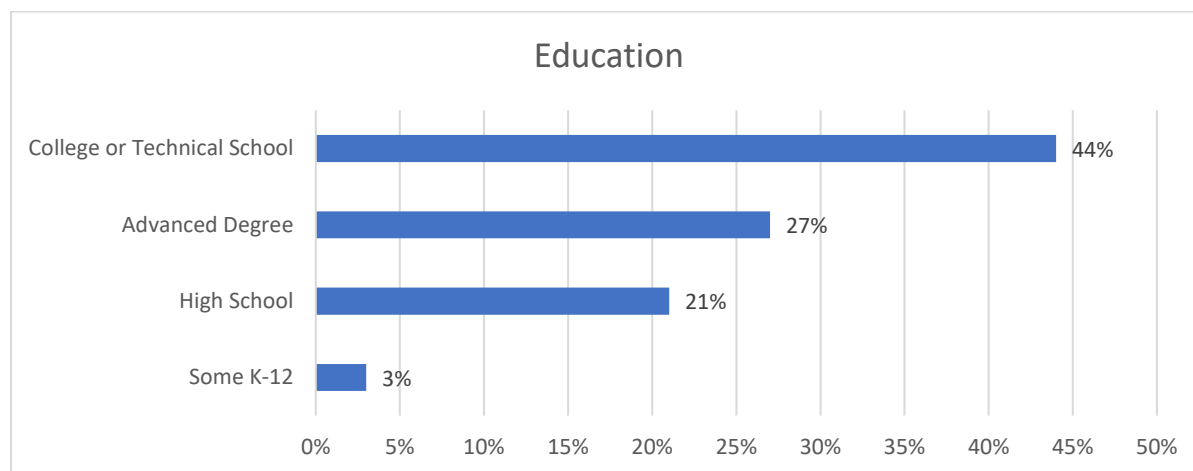
Family Firsts are motivated by finding more activities that would allow them to spend time with their family in the outdoors. They hunt and fish with their loved ones to share the experience. Success harvesting fish or game is less important than spending time together. This section details the survey results of this group, including demographics, hunting motivations and tendencies, and fishing motivations and tendencies.

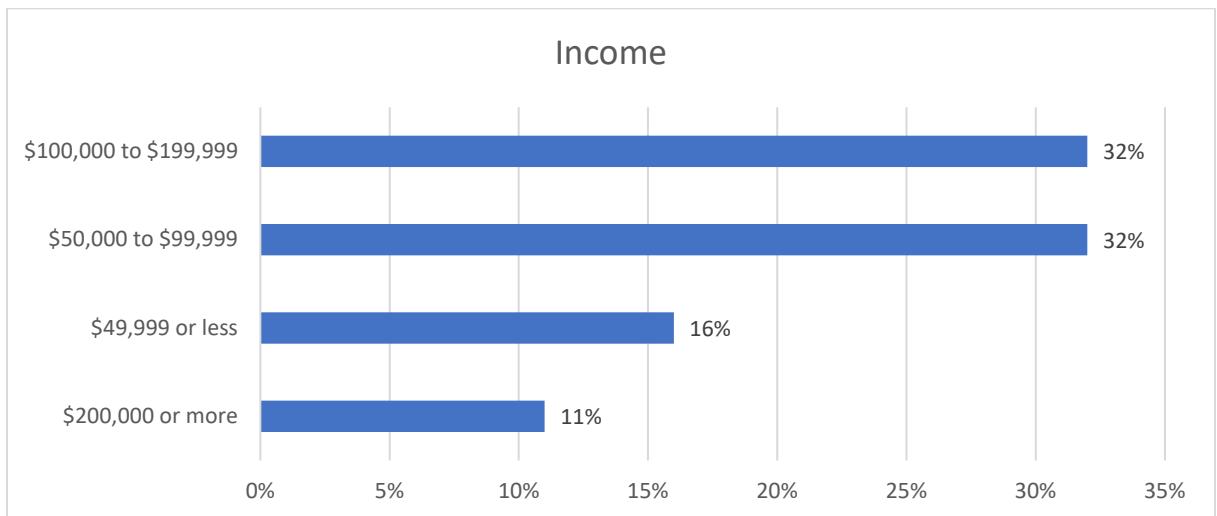
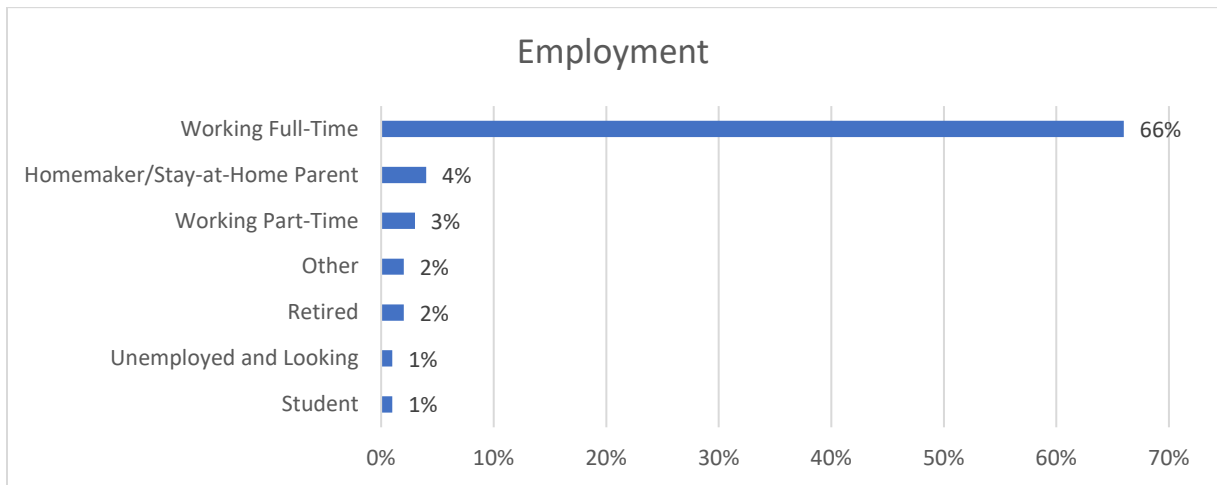
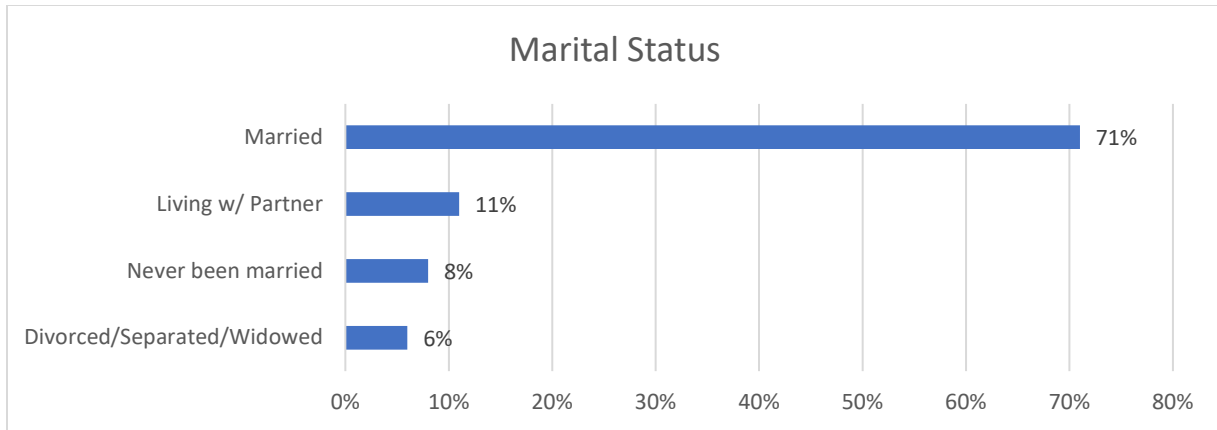
Go to page 22 of Volume 1 for details on the Family First persona.

Demographics



Average age = 38 years old

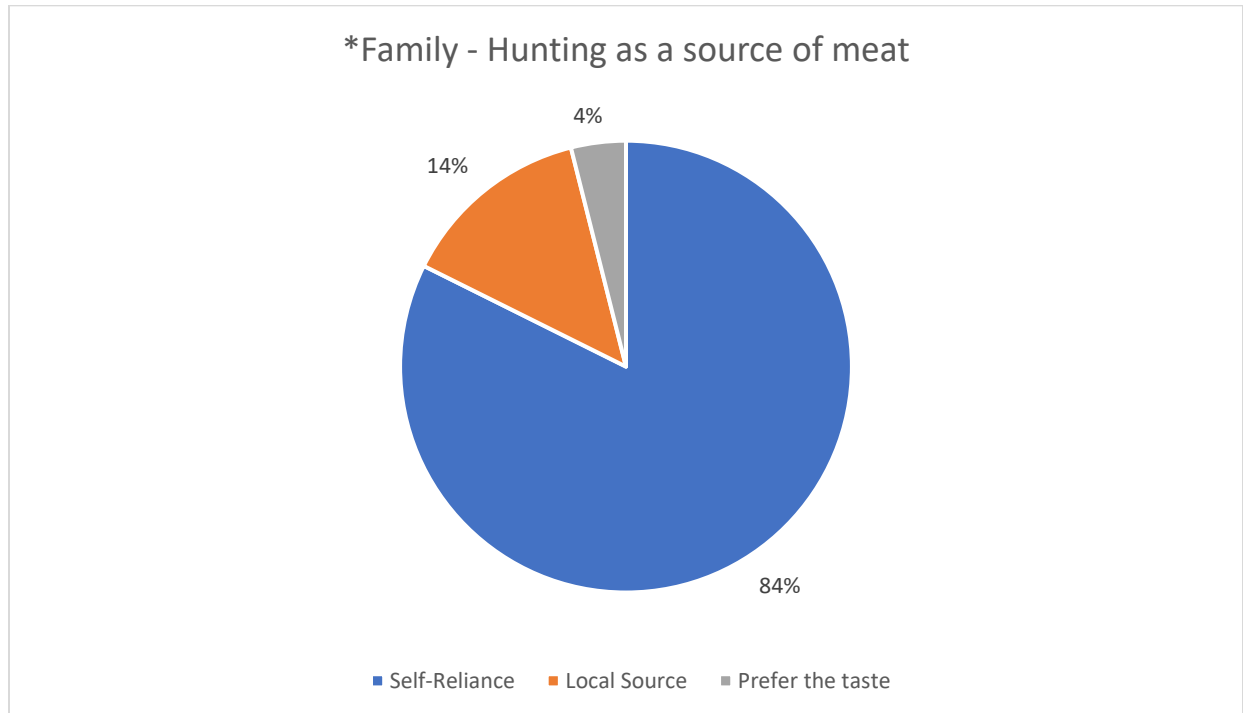
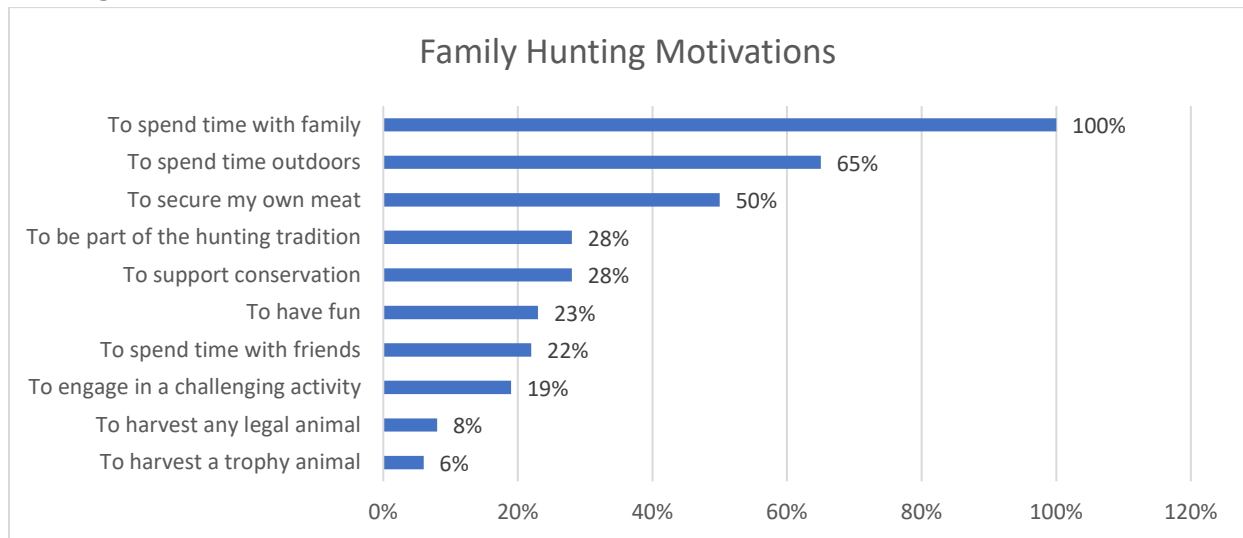




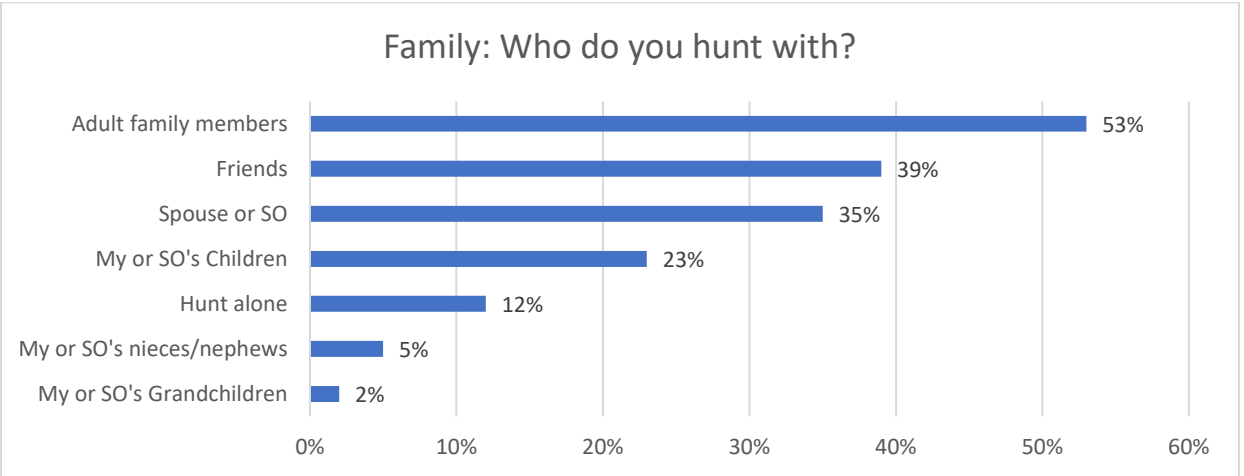
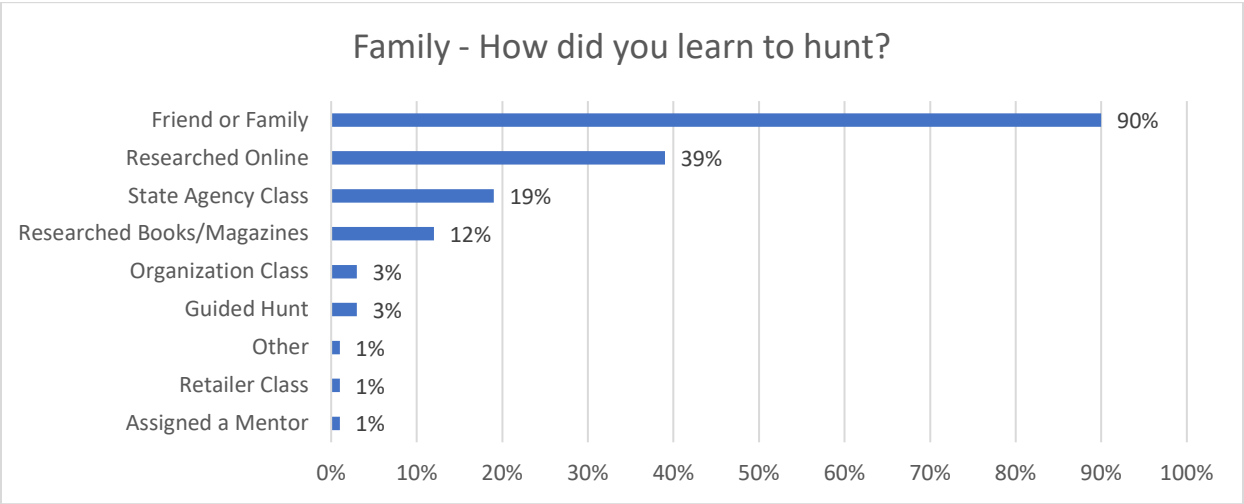
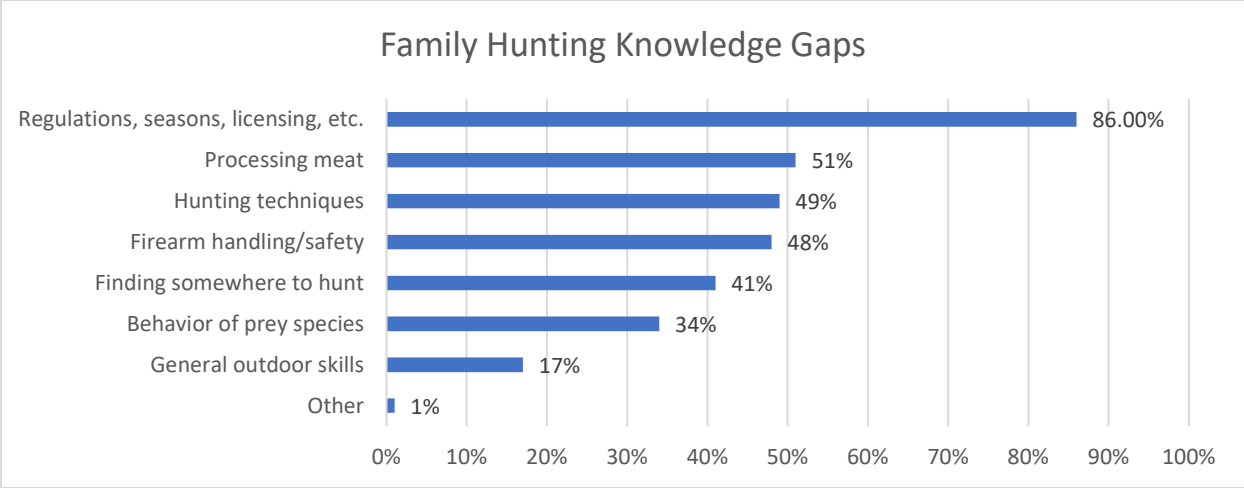
Children:

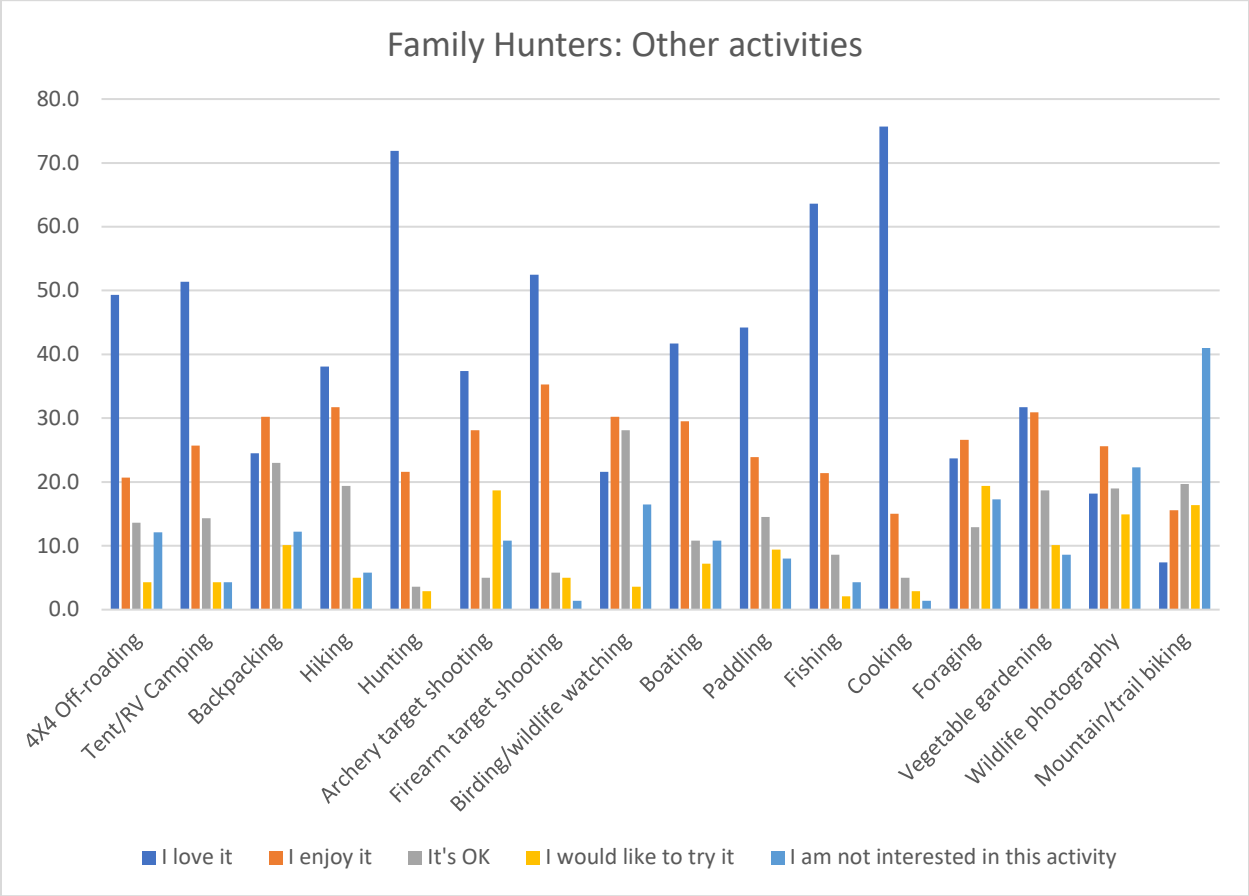
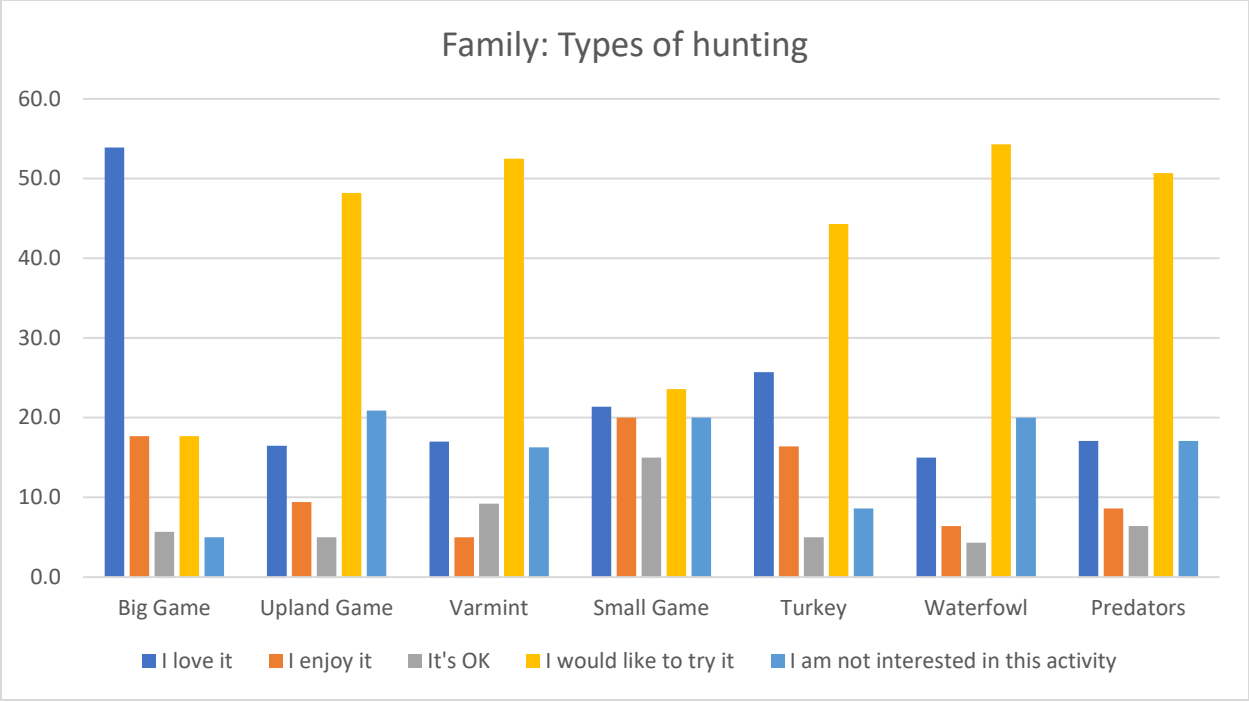
74% have kids of any age

Hunting

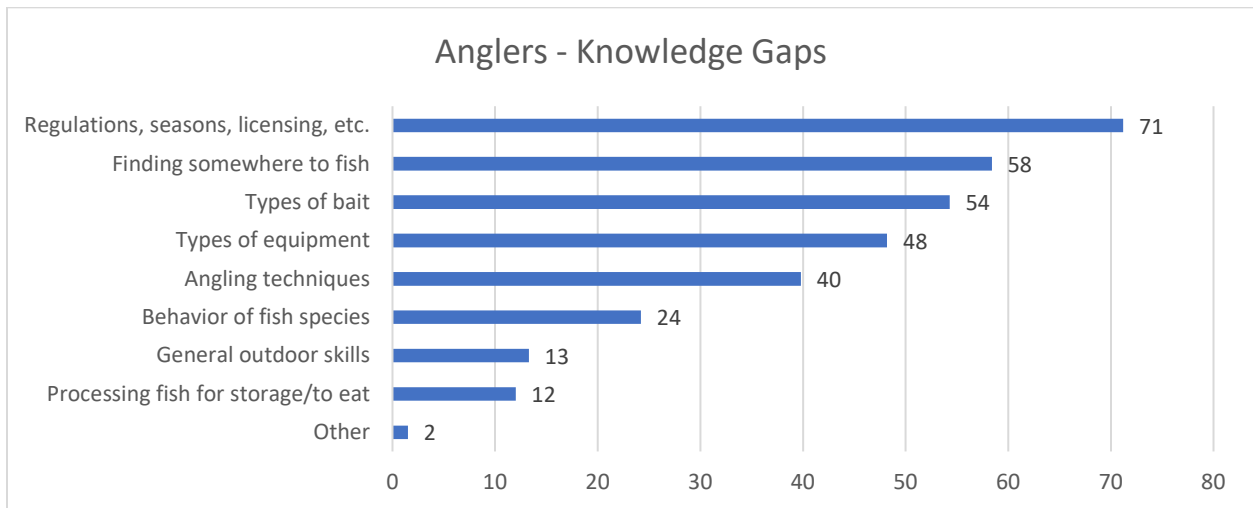
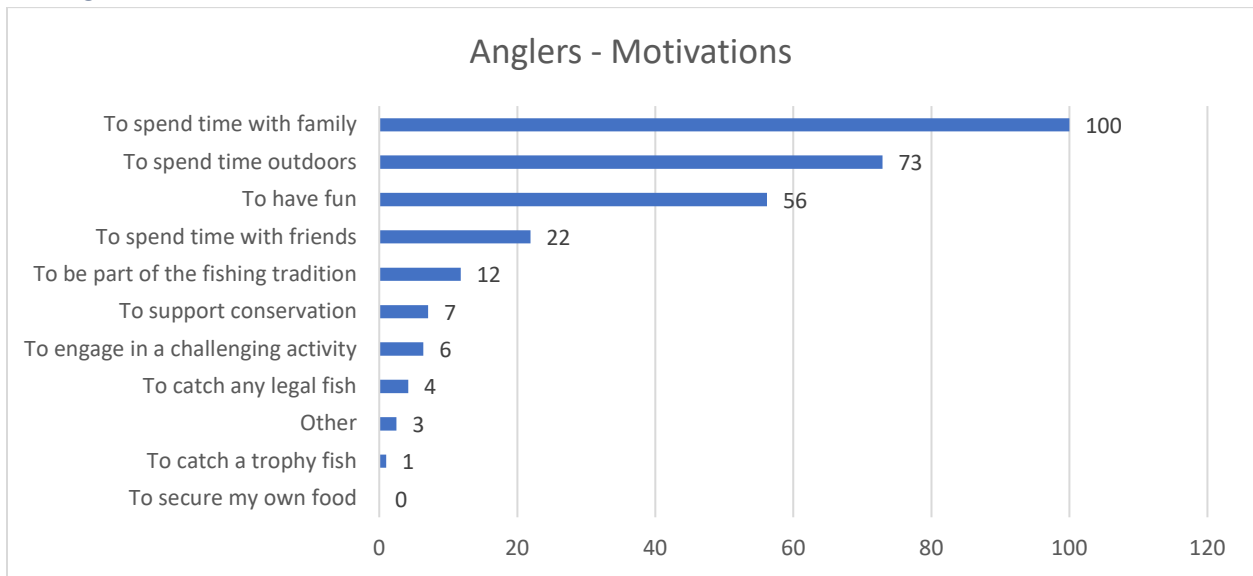


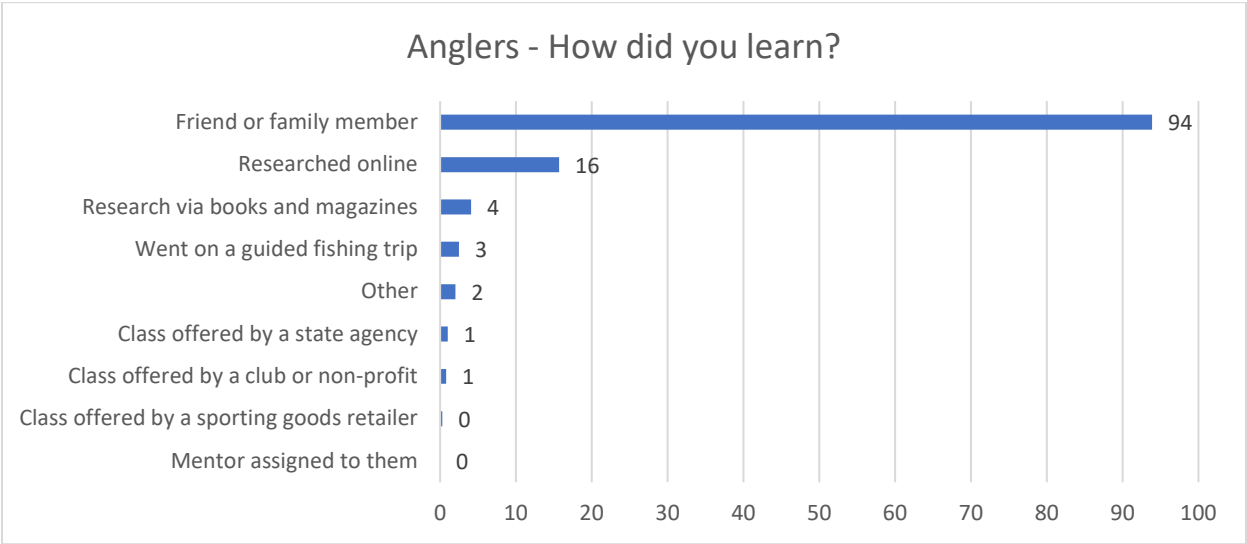
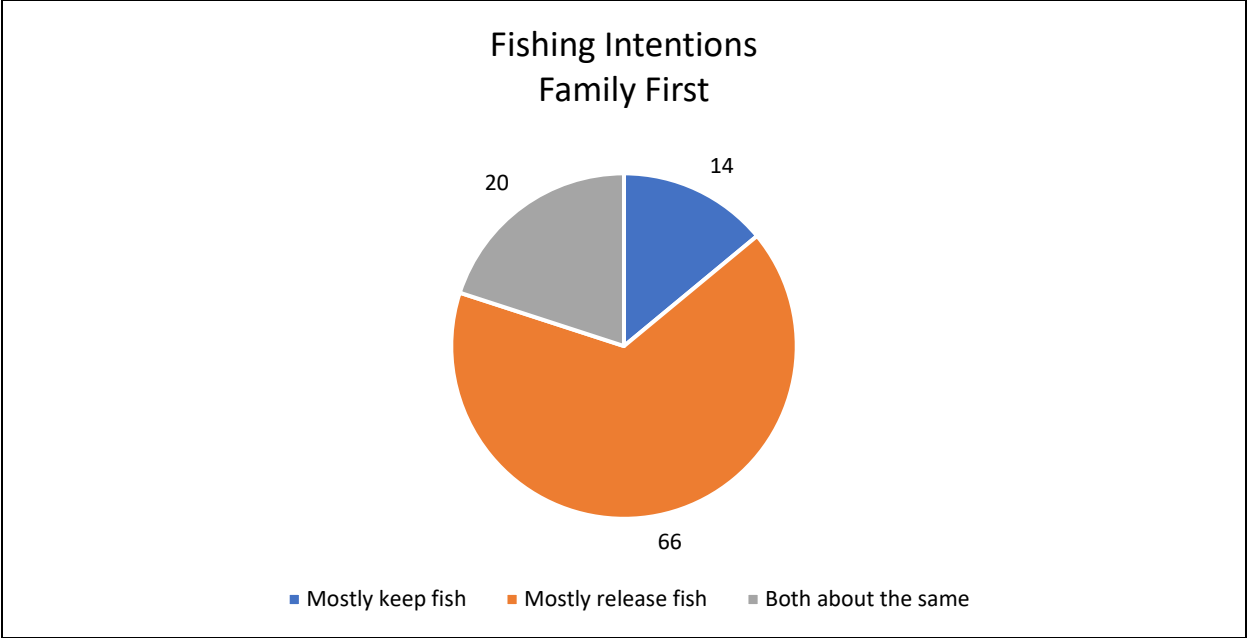
***Percentage of all those with a meat motivation**

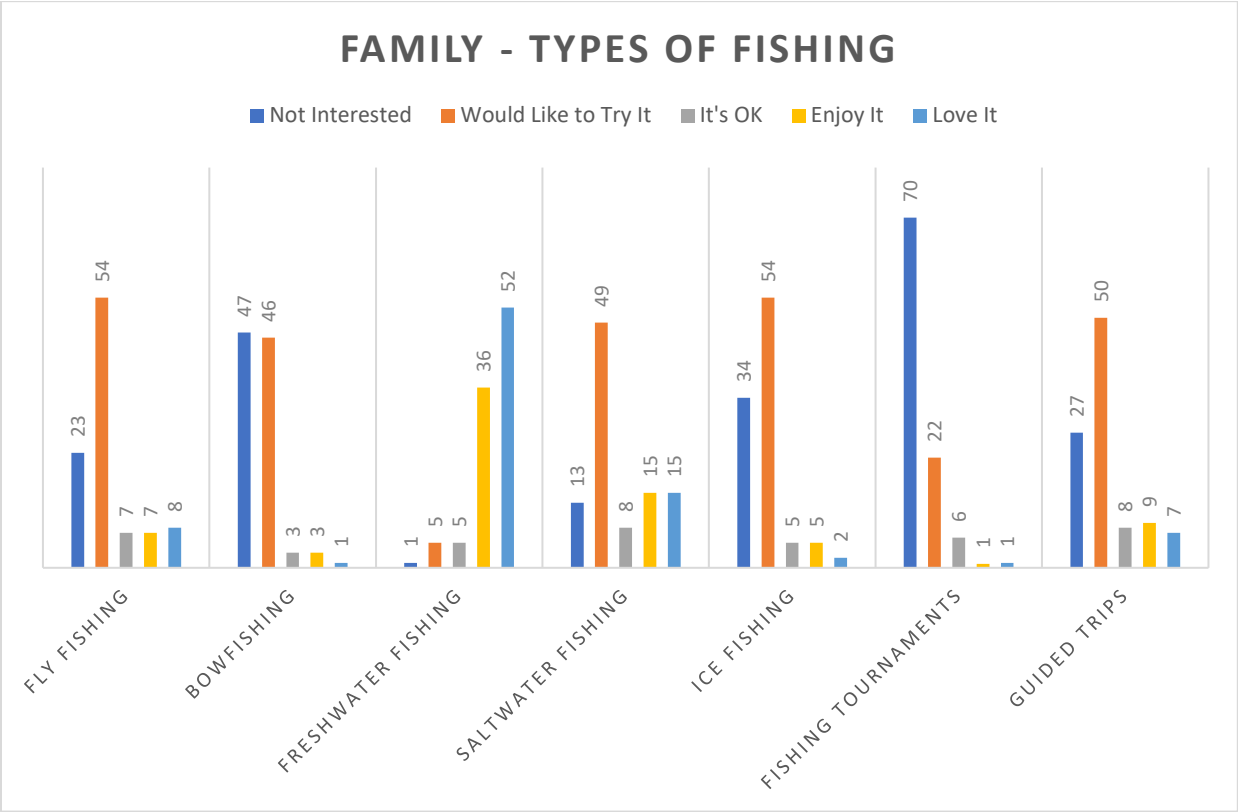
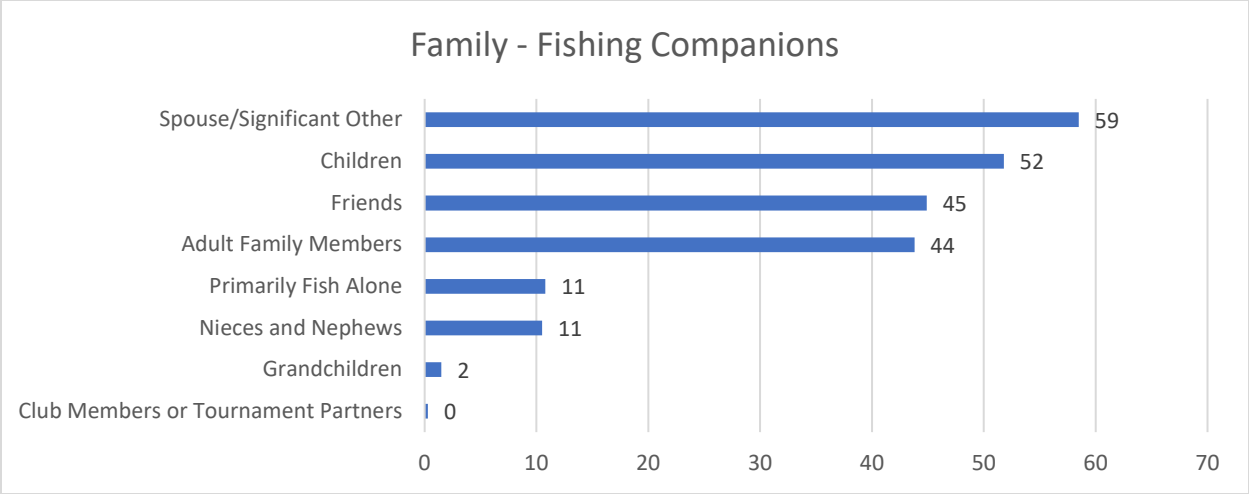




Fishing

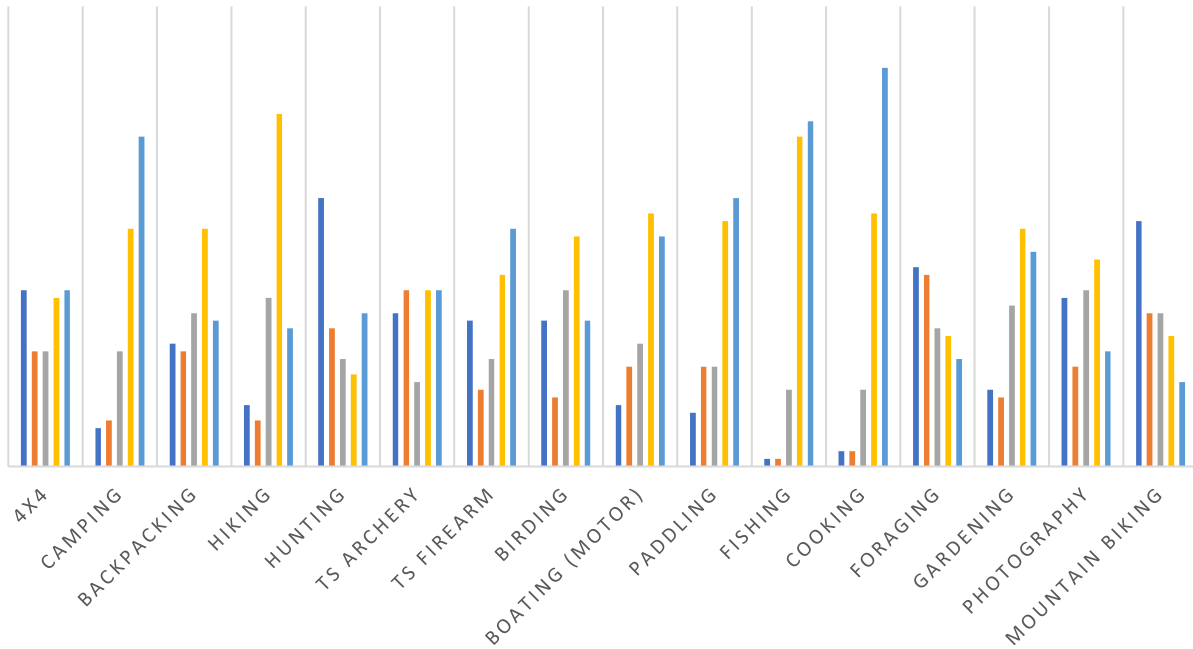






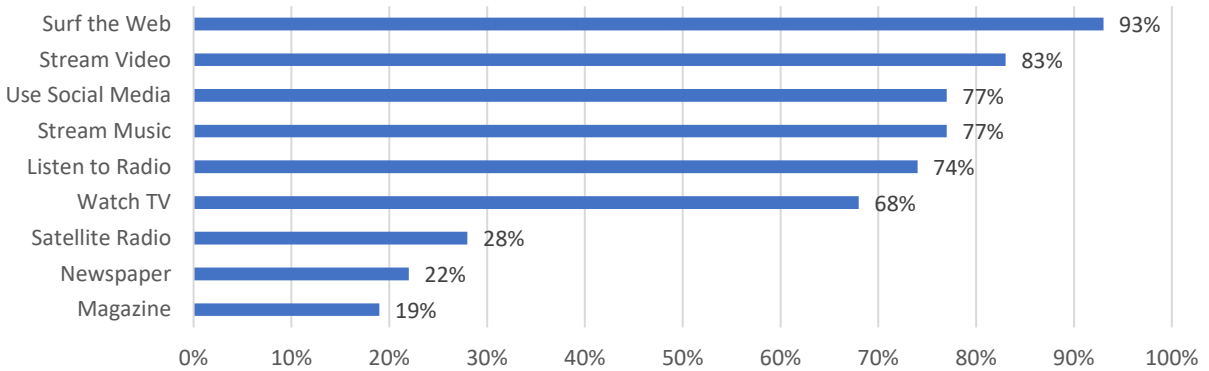
ANGLER FAMILY - OTHER ACTIVITIES

■ Not Interested ■ Would Like to Try It ■ It's OK ■ Enjoy It ■ Love It



Media

Media Use

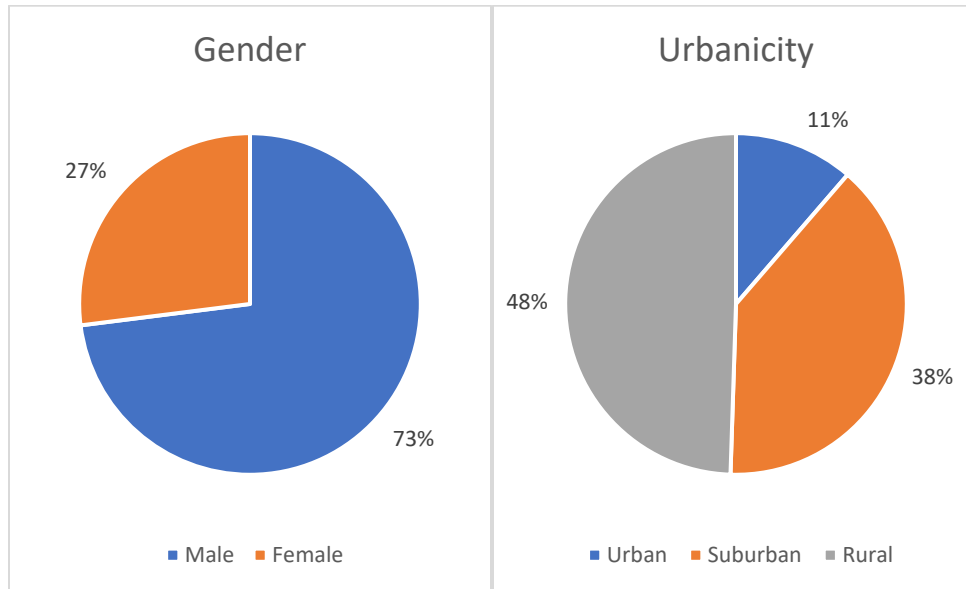


Self-Sufficient – 23% of all participants

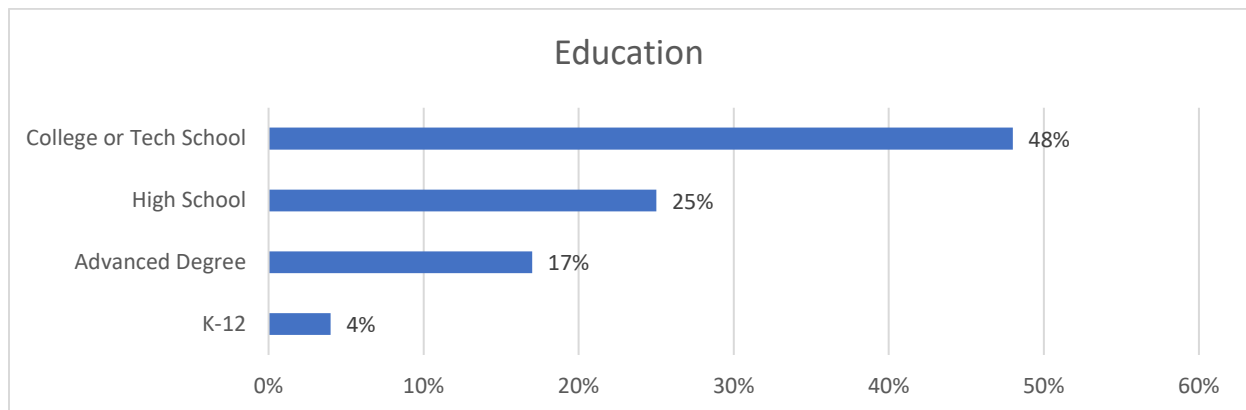
Self-Sufficient are motivated by becoming more self-sufficient in their meat consumption, relying less on retailers and agriculture to provide their protein. They are more concerned with filling the freezer than socializing or having fun. This section details the survey results of this group, including demographics, hunting motivations and tendencies, and fishing motivations and tendencies.

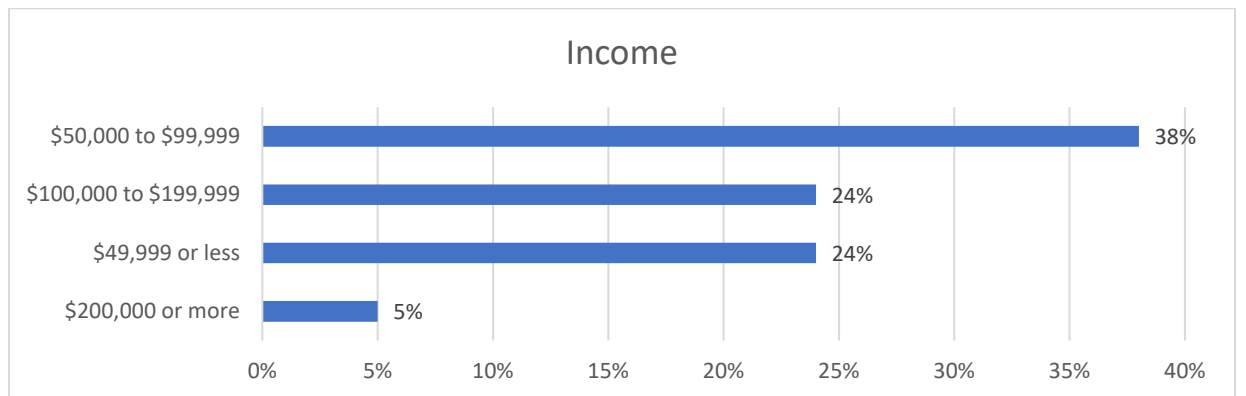
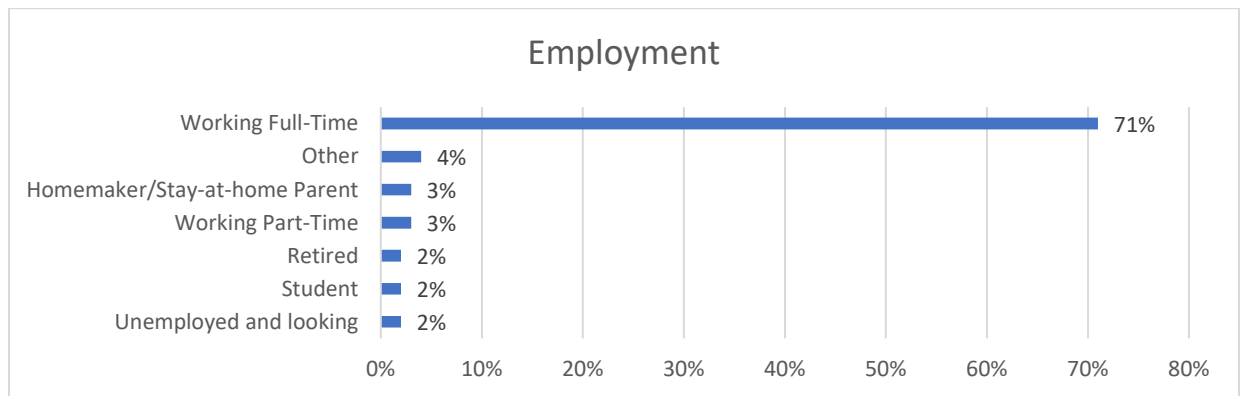
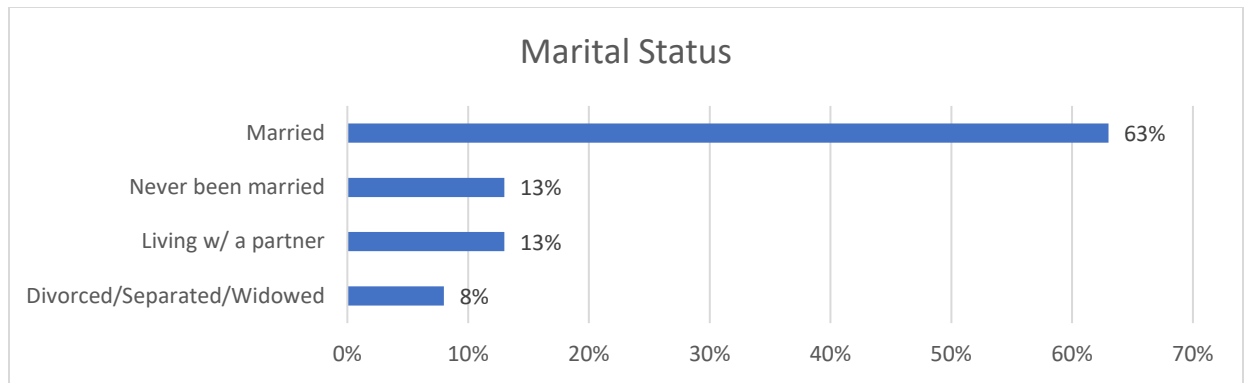
Go to page 34 of Volume 1 for details on the Self-Sufficient persona.

Demographics



Average age = 39

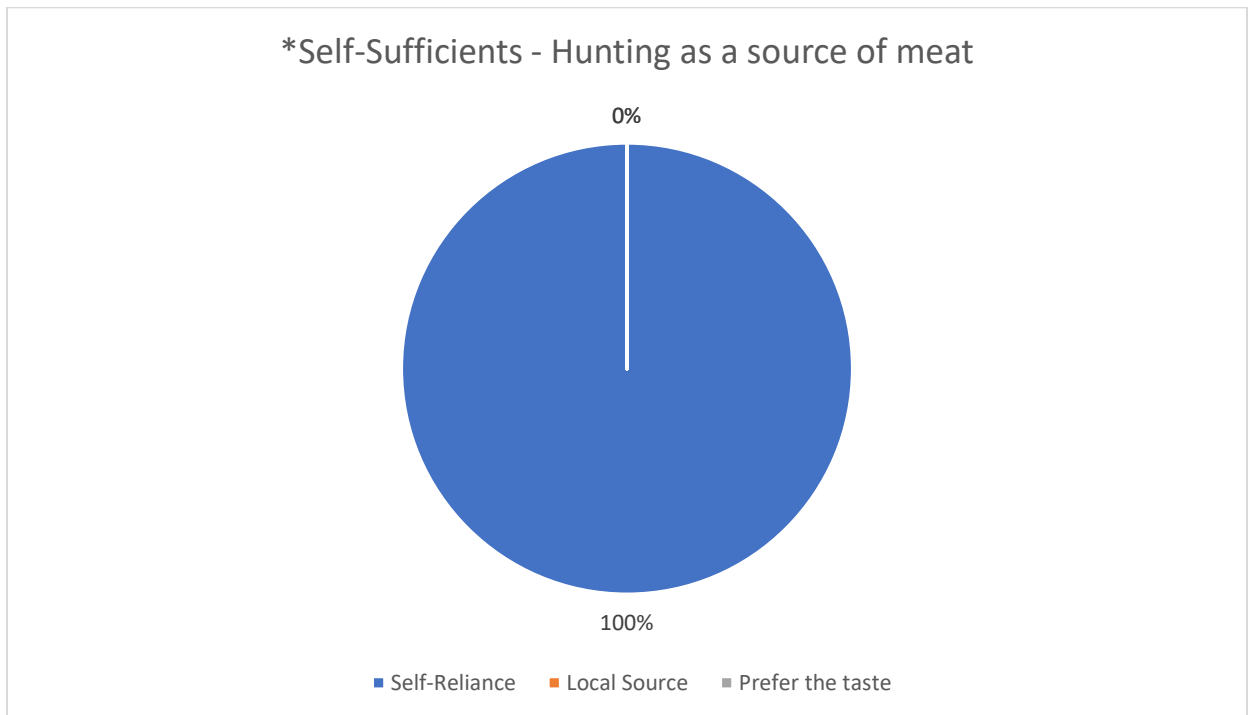
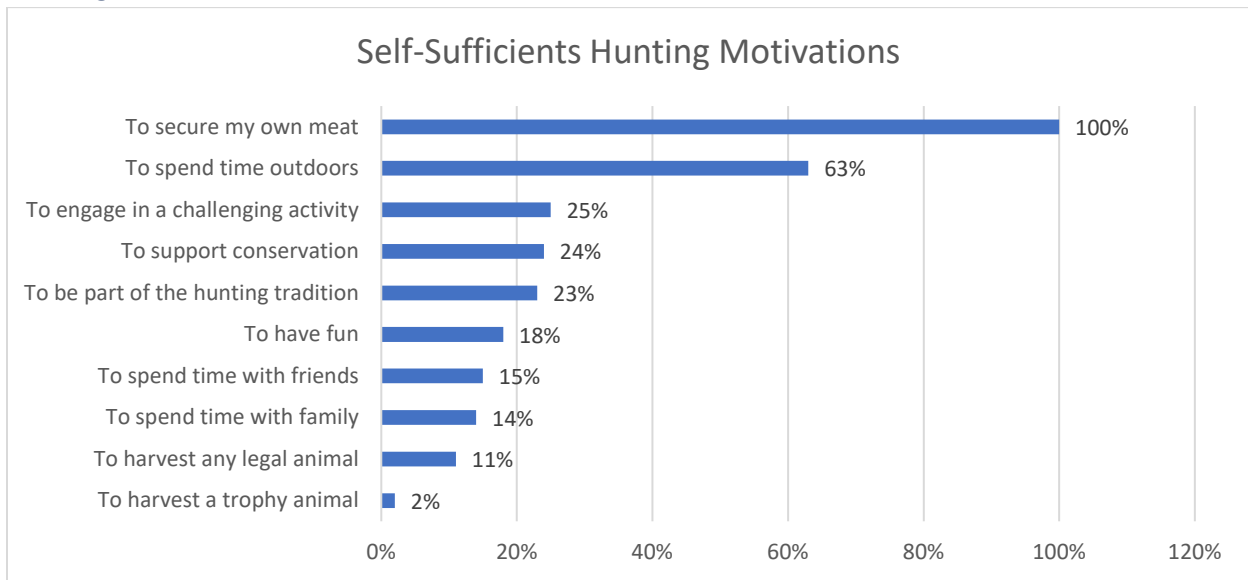




Children:

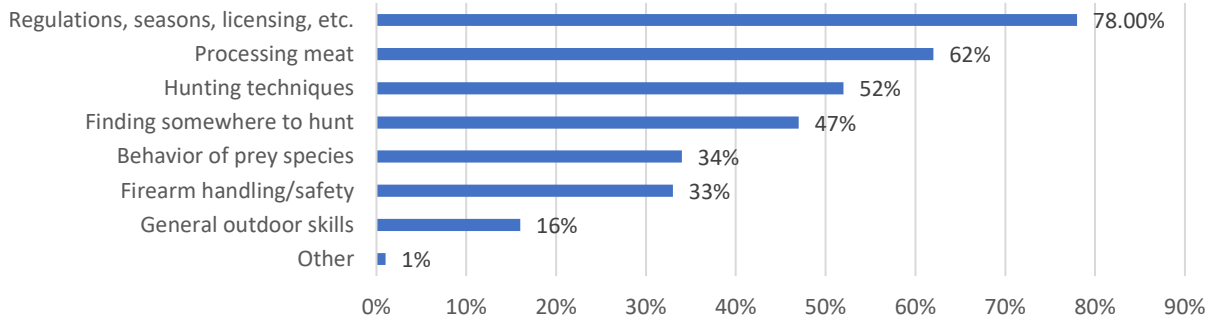
62% have kids of any age

Hunting

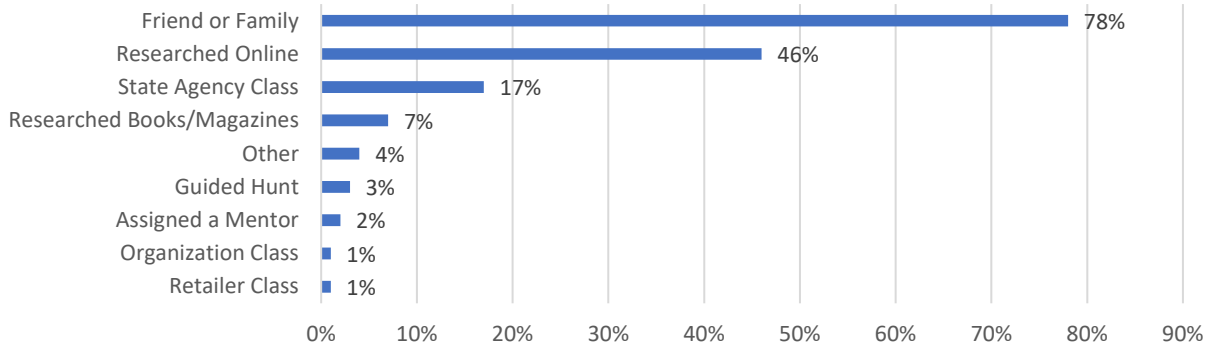


***Percentage of all those with a meat motivation**

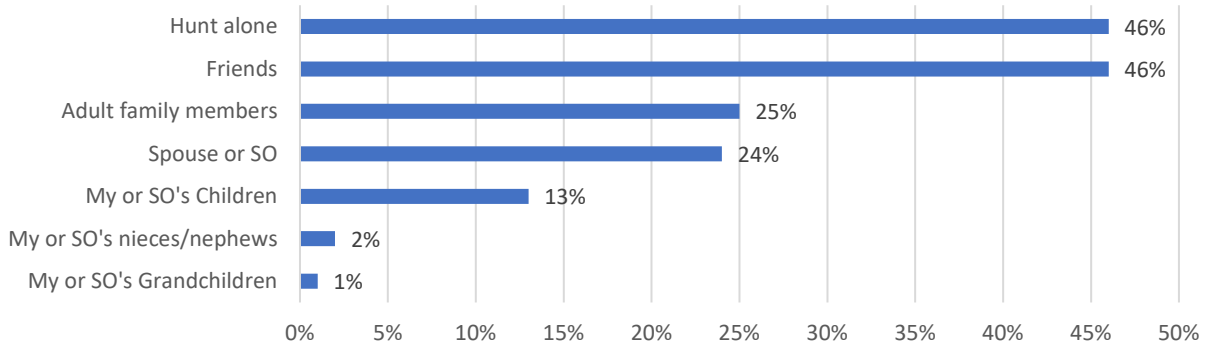
Self-sufficients Hunting Knowledge Gaps

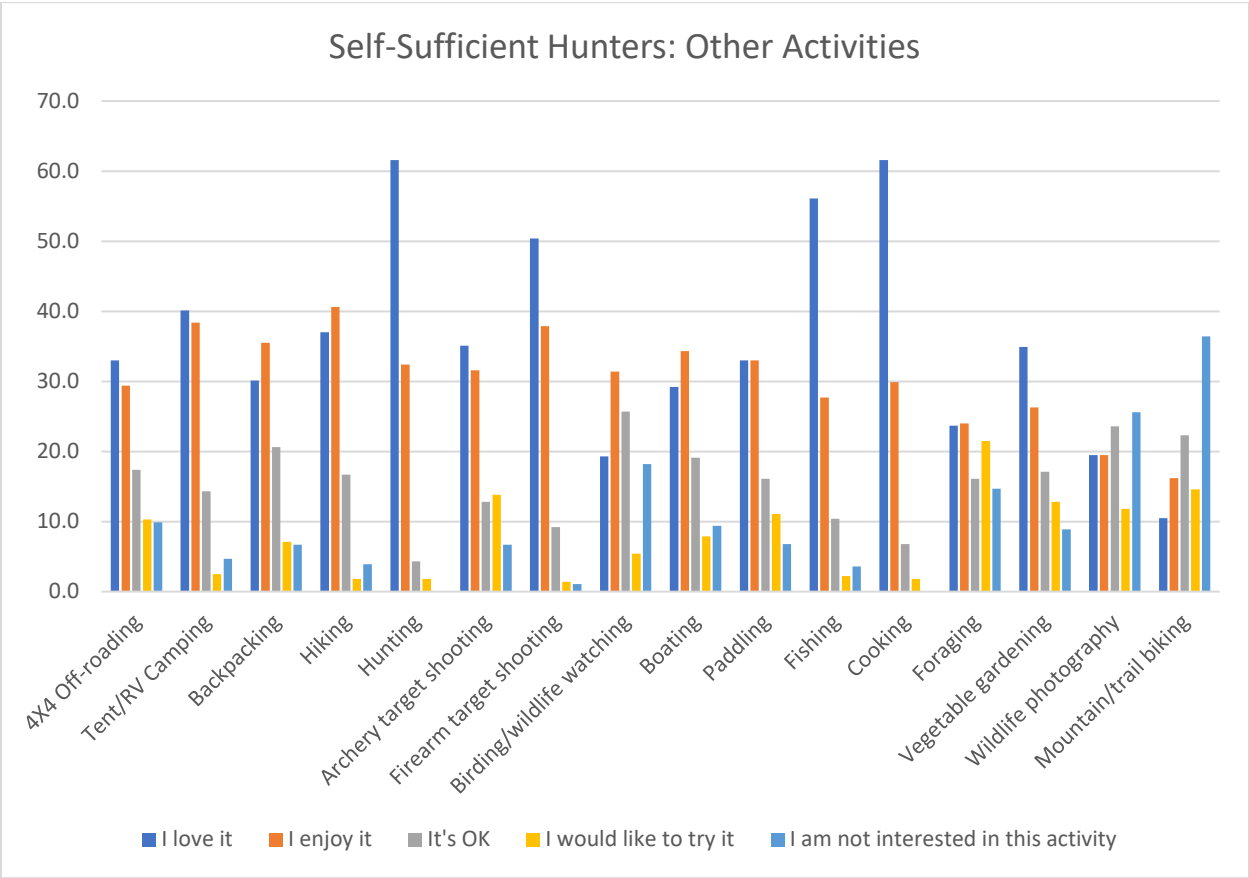
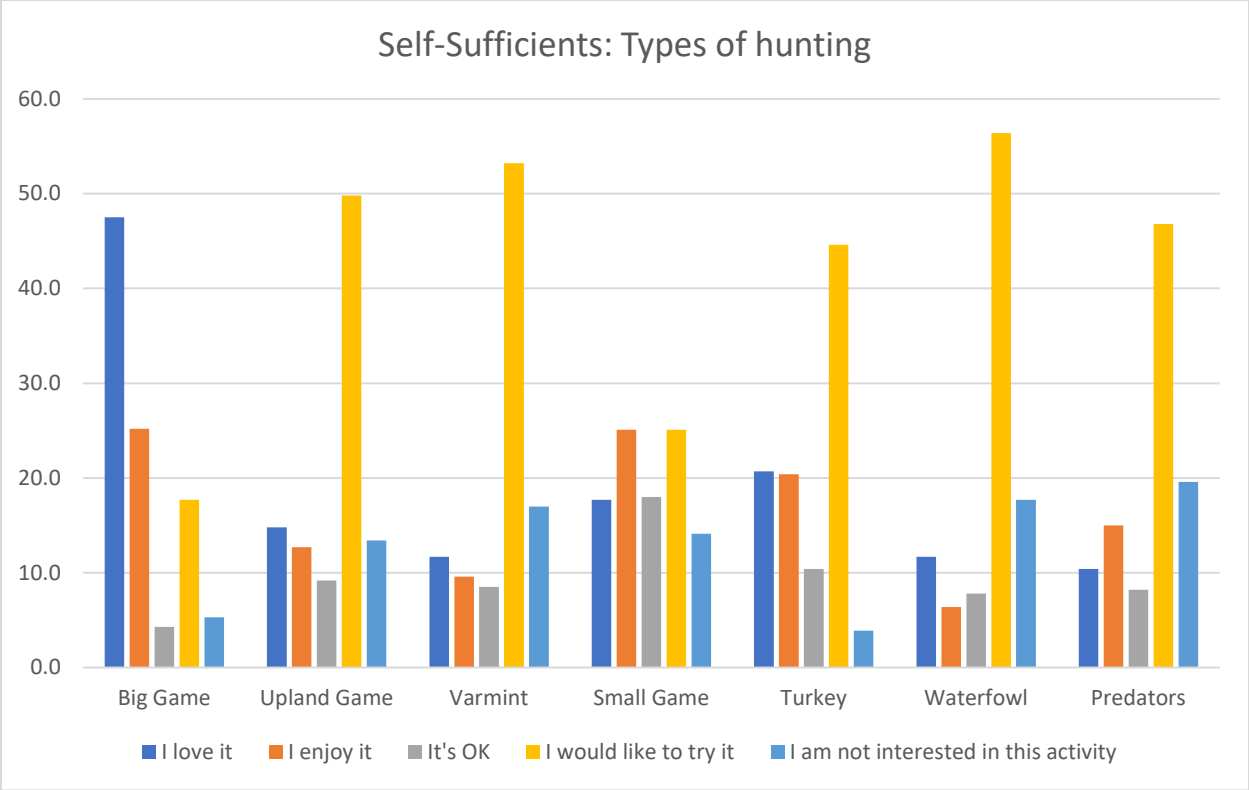


Self-sufficients - How did you learn to hunt?

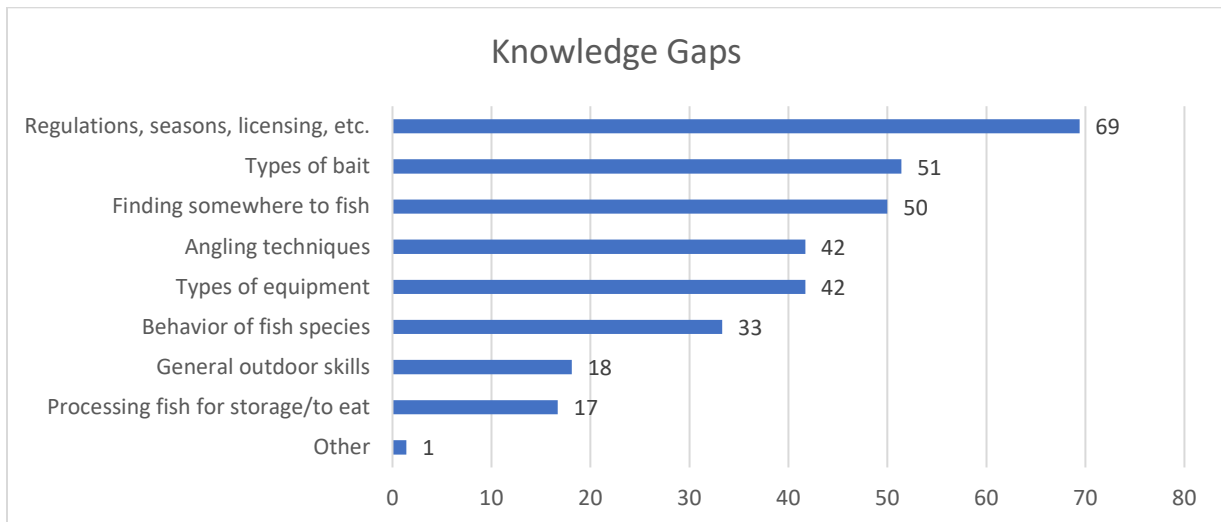
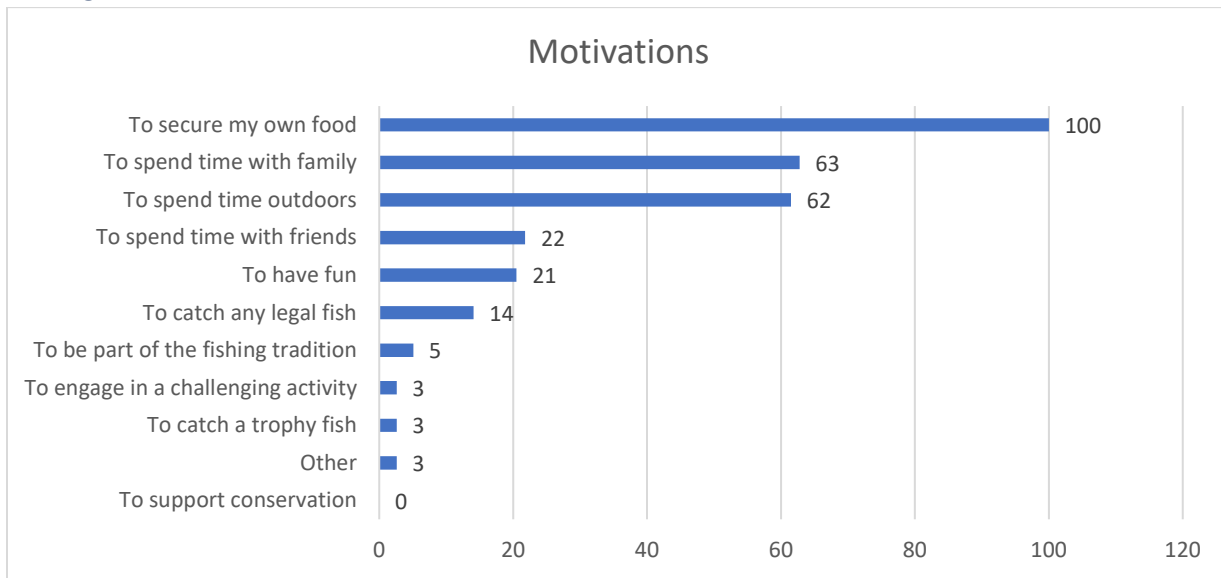


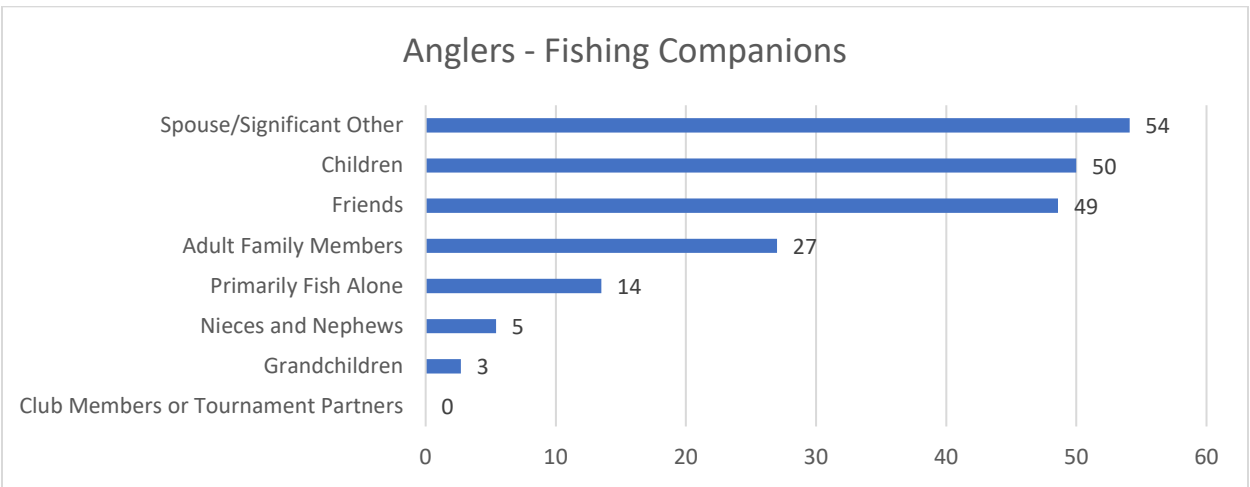
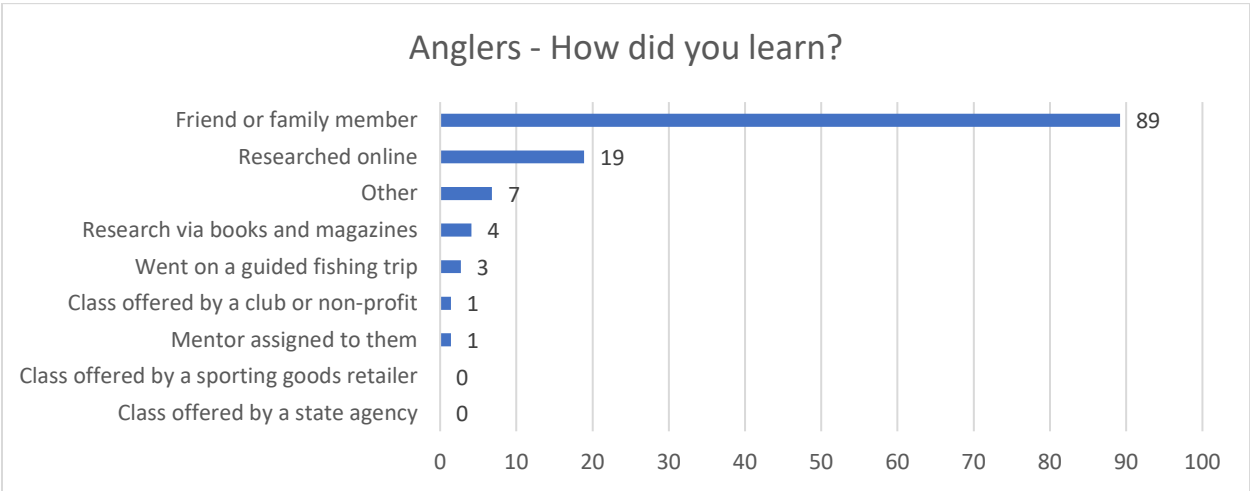
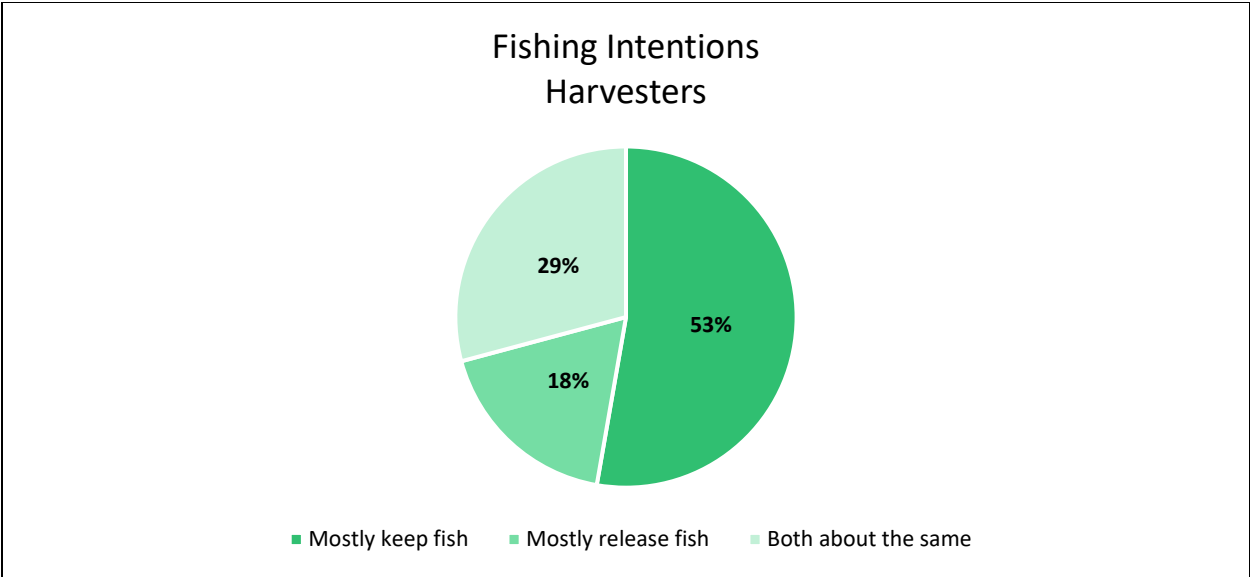
Self-sufficients: Who do you hunt with?

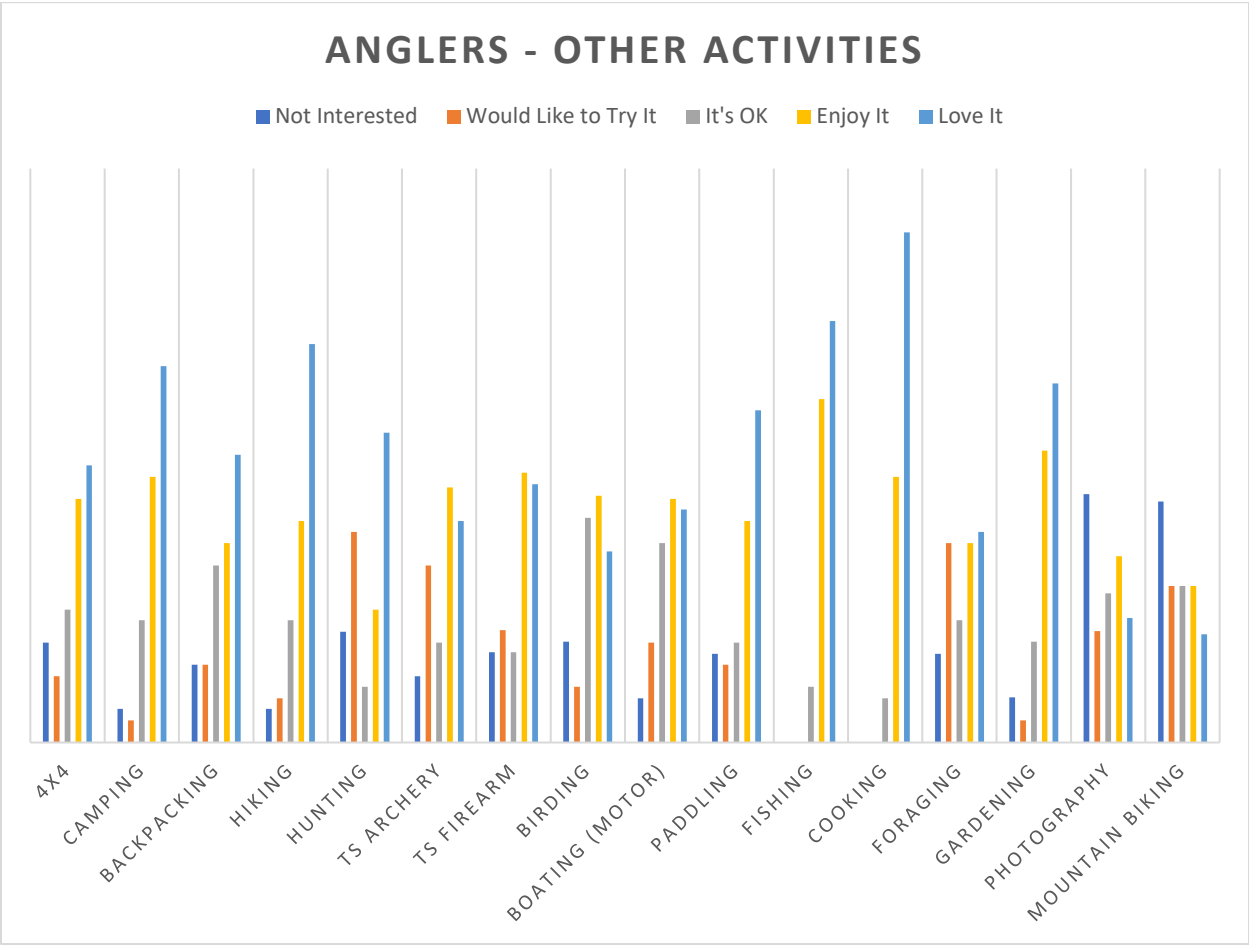
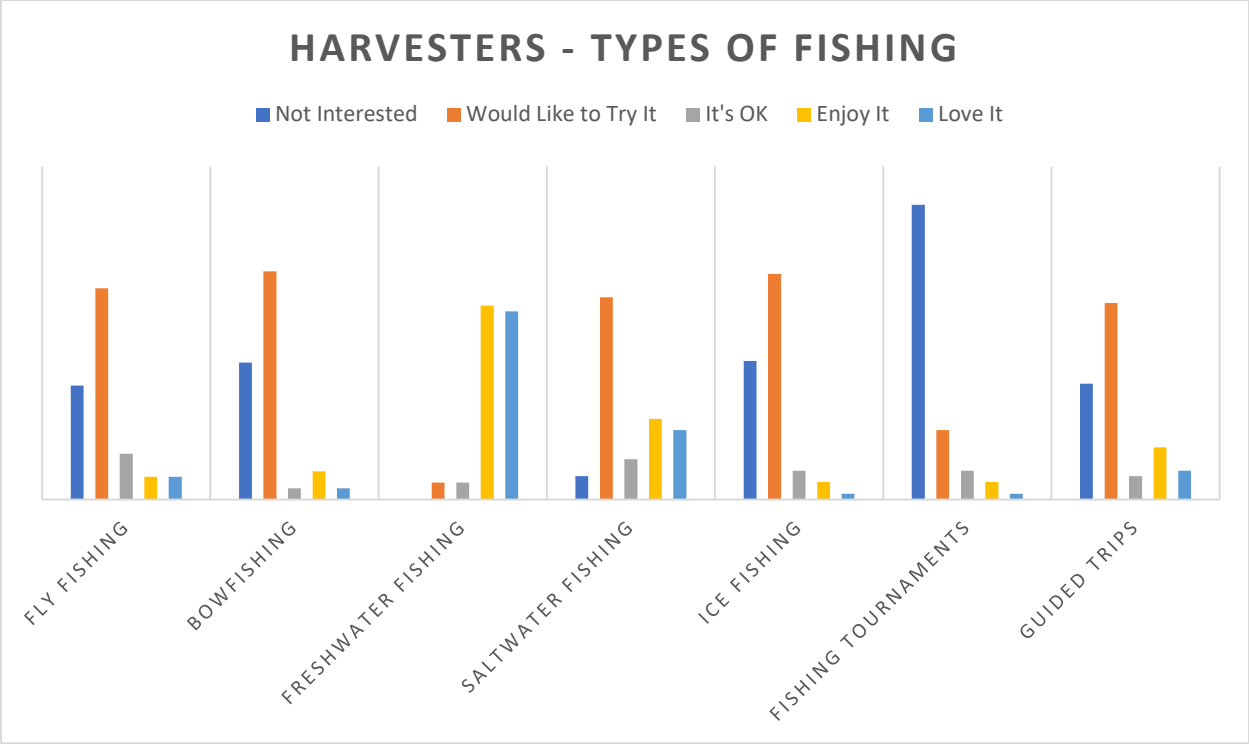




Fishing







Media

