



# **Council to Advance Hunting & the Shooting Sports**

## **Hunter Recruitment & Retention – What’s Working and What’s Not**



**Midwest Association of Fish and Wildlife  
Agencies Annual Director’s Meeting**

**July 1, 2015**

**John E. Frampton, President and CEO**

# **Importance of hunting/shooting**

- Economic value
- Recreational value
- Conservation value
- Heritage/Cultural value
- Social value
- Physical and Mental Health value
- Military/Enforcement value
- Individual freedom



**Ryan J. Reilly** @ryanjreilly

2h

I believe these are rubber bullets, can anyone confirm? #Ferguson



139



73





PenelopeRayzor Bachand He's a disgusting inhumane prick  
Id love to see these hunters be stopped...I think zoos are the  
best way to keep these innocent animals safe...assholes like  
this piece of shit are going into these beautiful animals HOME  
and killing them...Its no different than someone coming into your  
home and murdering you...that's what's so selfish about ppl that  
hunt they're uneducated and their way of thinking is welllll these  
animals are overpopulating and are going to die anyway..IWELL  
HUMAN BEINGS are overpopulating and GUESS WHAT if we  
were to kill an innocent human being and used that as an  
excuse we'd be in prison...I think it's time to say the same thing  
about animal rights Steven Spielberg I'm disappointed in  
you...I'm not watching any of your movies again ANIMAL KILLER  
18 hours ago · Edited · Like



# Hunter Statistics in U. S.

- 13.7 million residents hunt
- Expended \$33.7 billion
- Hunting created over 680,000 jobs
- Produced \$11.8 billion in tax revenues
- Generated almost \$87 billion in economic output

# Shooting Statistics in U. S.

- 17.4 % of U. S. adult population shoot (40,780,000 participated in some form of shooting)
- Spend \$9.9 billion annually (per shooter of approximately \$493)
- Support over 185,000 jobs in America
- Produced \$3.5 billion in tax revenues
- Generated \$23 billion in economic output

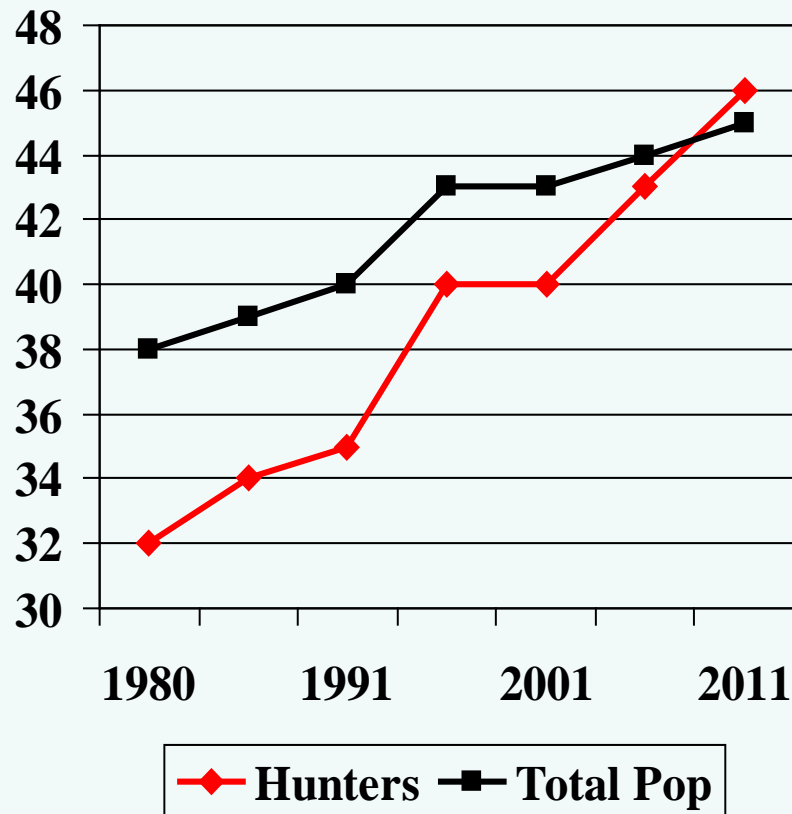


# Hunting and Shooting

- Generate \$110 billion in economic output
- Support 866,339 jobs
- Contribute almost \$16 billion in state, local and federal tax
- Hunting produces 3 times the number of jobs, 3 times the dollars expended and 3 times the taxes generated as does shooting – but likely not the PR dollars



# Median Age of Hunters



- In 1980 the median age of the *U.S. pop.* was 38. For *hunters* it was 32
- In 2011 the median age of the *U.S. pop.* was 45. For *hunters* it was 46

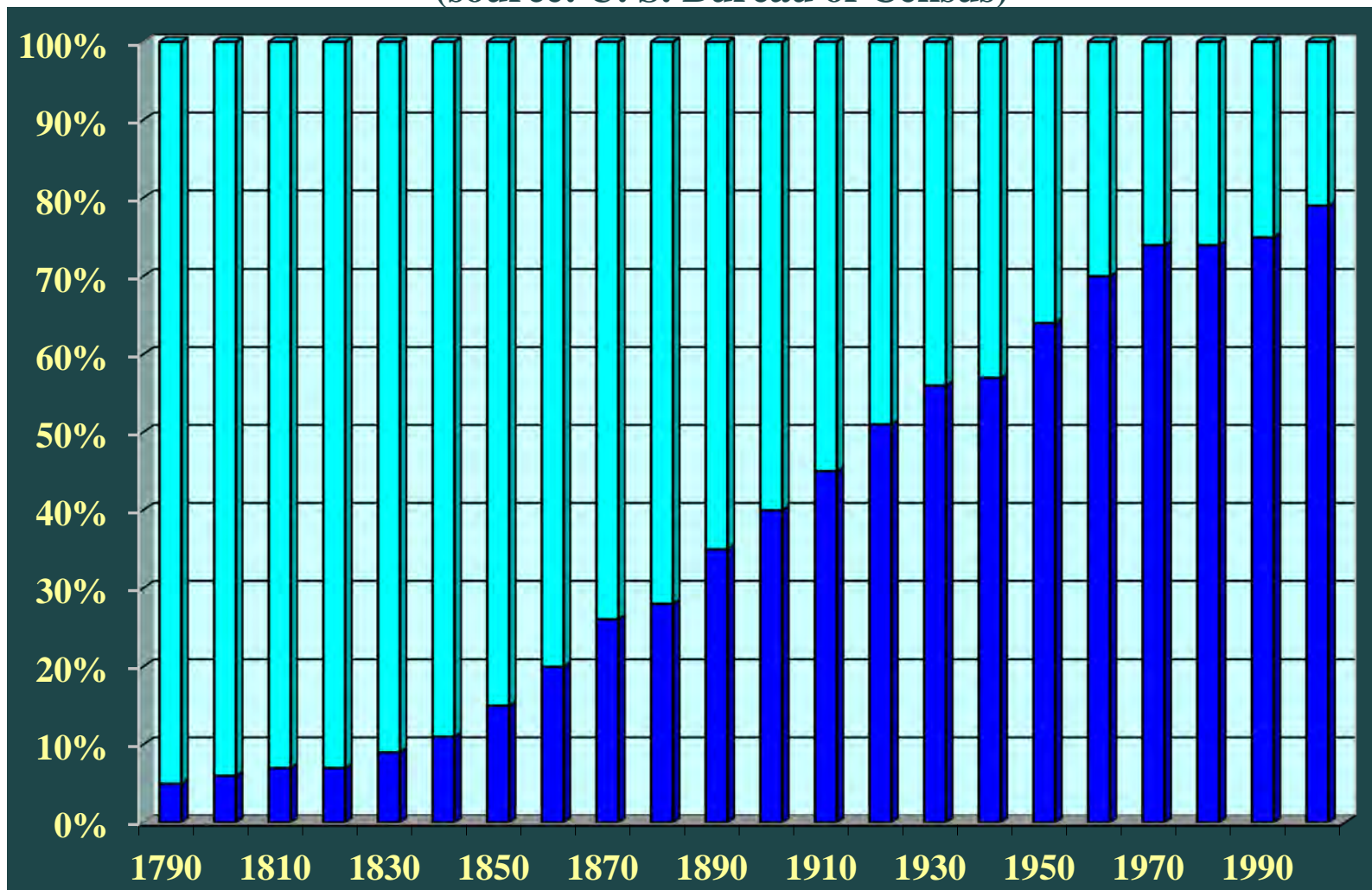






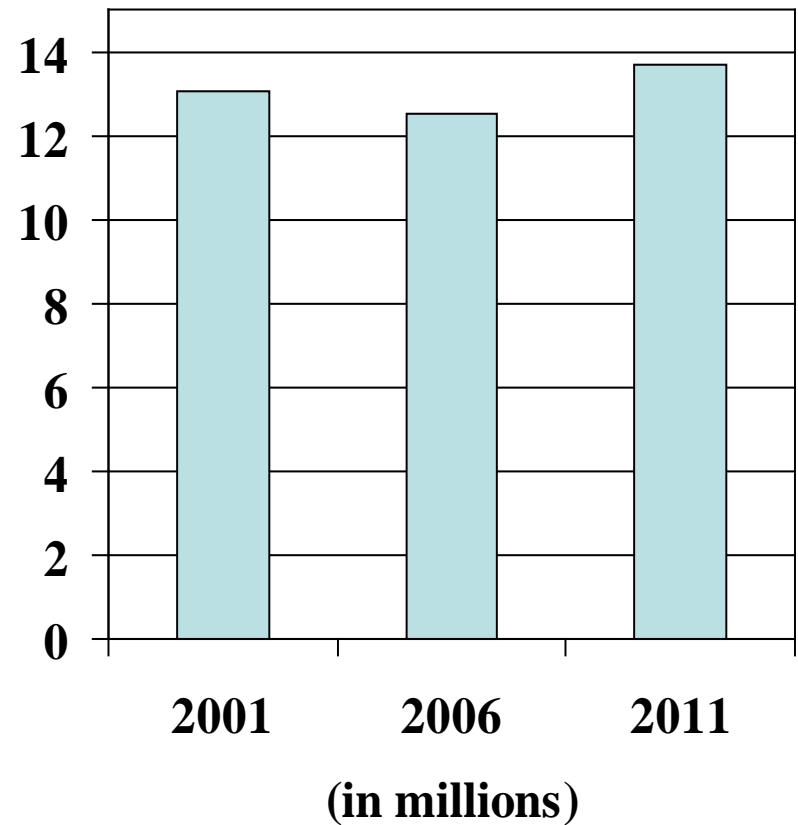
# Proportion of Rural (light blue): Urban (dark blue) Dwellers in the U. S.

(source: U. S. Bureau of Census)



# Hunters 2001-2011

- Number of hunters rose 9% from 2006 to 2011
- No significant change 2001 to 2011
- Hunters as a percent of U.S. pop. were 6% in 2001, 5% in 2006 and 6% in 2011



# QUESTION?

What have we done so far .....

- \$30 million dollars (per year!) from State Fish and Wildlife Agencies
- Over 400 different programs
- Single exposure events (one-day hunts)
- Little coordination or evaluation
- Dozens of NGO youth programs

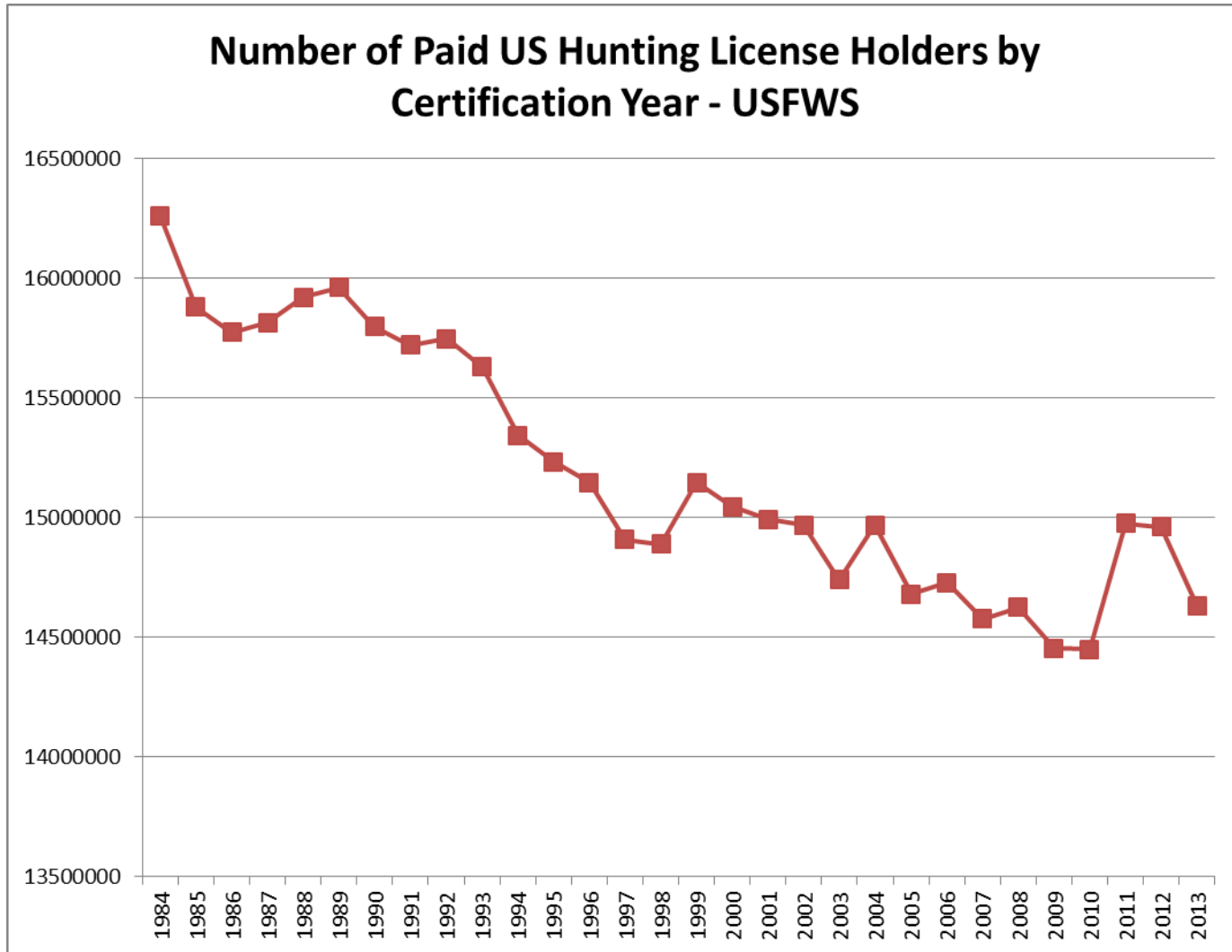


# Results:

- Great photo ops
- Fewer participants
- Questionable Return on Investment
- Erosion of the North American Model
- Feel good programs
- A lot of talk



# What if we were a business?







# How many new hunters do we need to maintain current numbers?

- Assume participation is active for 50 years
- Assume there are 14 million resident hunters
- Assume  $1/50^{\text{th}}$  of our hunters leave the rank as a hunter each year



# Average new hunters needed per year:

$$14,000,000 \div 50 = 280,000$$





# How many new shooters do we need to maintain current numbers?

- Assume participation is active for 50 years
- Assume there are 40 million resident hunters
- Assume  $1/50^{\text{th}}$  of our hunters leave the rank as a hunter each year



# Average new shooters needed per year:

$$40,000,000 \div 50 = 800,000$$



**DO THE SAME THING  
OVER AND OVER, GET  
THE SAME RESULTS**

**CHANGE IS NOT  
MANDATORY BUT  
NEITHER IS SURVIVAL**



# **The Council's Commitment**

Council with partners will develop a national strategy for recruitment, retention and reactivation and will begin facilitating the implementation of a hunting and shooting sports national recruitment, retention and reactivation plan.



# About the Council

- The Council is a non-profit, charitable, educational organization (501 (c) 3), incorporated in the District of Columbia
- The concept of the Council was an outgrowth of AFWA's Industry/Agency Coalition, and its formation was recommended by major national conservation organizations and industry



# Purpose Statement

- Ensure support for and active participation in hunting and the shooting sports for future generations



# **Council Board**

**The Council's 32-member board is composed of industry representatives, state agencies and non-profit organizations. The inaugural board was seated on Sept. 30, 2010.**

**Current board members include:**

## **Non-Governmental Organizations**

### **Congressional Sportsmen Foundation**

Jeff Crane, CEO

### **Ducks Unlimited**

Dale Hall, CEO

### **National Wild Turkey Federation**

George Thornton, CEO

### **Rocky Mountain Elk Foundation**

David Allen, CEO

### **Pheasants Forever**

Howard Vincent, CEO

### **Boone & Crockett Club**

Becky Humphries

### **Izaak Walton League of America**

Scott Kovarovics, Executive Director

### **Wildlife Management Institute**

Steve Williams, President

### **Safari Club International**

Andrew Bird, Government Affairs

### **National Rifle Association**

Chris Cox, Executive Director, ILA

Kyle Weaver, Executive Director, GO

### **Association of Fish & Wildlife Agencies**

Ron Regan, Executive Director

Carol Bambery, Legal Counsel

## **Industry Representatives**

**Archery Trade Association** -- Jay McAninch, President/CEO

**National Shooting Sports Foundation** --Steve Sanetti, President

**Freedom Group** – Wally McLallen, Vice Chairman

**Easton Foundation** – Doug Engh, Outreach Director

**Primos Calls** – Jimmy Primos, COO

**Bohning Archery** – Mike Barnes, VP

**O.F. Mossberg & Sons, Inc.** – Joe Bartozzi, SVP

**National Field Archery Assoc.** – Bruce Cull, Pres.

**USA Archery** – Denise Parker, CEO

**USA Shooting** – Bob Mitchell, Sec. Gen.

**Cabelas** – Scott Williams, Exec. VP and CMO

## **State Representatives**

**Arizona** – Director Larry Voyles

**Georgia** - Director Dan Forster

**Indiana** – Director Mark Reiter

**Kansas** – Asst. Secretary Keith Sexson

**Ohio** – Chief Scott Zody

**Utah** – Director Greg Sheehan

**Virginia** – Director Bob Duncan

**New Jersey** – Director Dave Chanda

## **US Fish & Wildlife Service (ex-officio)**

Dan Ashe, Director

## **IHEA – USA (ex-officio)**

Steve Hall, Executive Director



# National Plan

- Can help to ensure hunting and shooting sports for future generations.
- Can help promote the positive aspects of hunting and shooting sports to the sportsmen and the American public.
- Can help ensure the continuation of the Wildlife Restoration Program and the continuation of excise tax funds to the states (results are more access, ranges and thriving wildlife populations).





# **Where are we with the Plan?**

- National Plan Committee (Council Board)
- Plan Development Workgroup established and is continuing to work on Plan
- Plan Framework presented to Council Board on November 5, 2014
- Plan Advisory Workgroup established to provide advice and help promote Plan
- Council will continue to seek partners and facilitate Plan implementation



# Plan Development Workgroup

- **John Frampton, Co-Chair**

Council to Advance Hunting and the Shooting Sports

- **Matt Dunfee, Co-Chair**

Wildlife Management Institute

- **Keith Warnke**

Wisconsin Department of Natural Resources

- **Mandy Harling**

National Wild Turkey Federation

- **Michelle Zeug**

Archery Trade Association

- **Mark Whitney**

Georgia Department of Natural Resources

- **Steve Hall**

International Hunter Education Association - USA

- **Samantha Pedder**

National Shooting Sports Foundation

- **Chris Willard**

Oregon Department of Fish and Wildlife

- **Brian Hyder**

National Rifle Association

- **Jeff Rawlinson**

Nebraska Game & Parks Commission

- **Tasha Sorensen**

Wyoming Game & Fish Department

- **Robert Holsman**

Wisconsin Department of Natural Resources

- **Jason Kool**

South Dakota Department of Fish, Game and Parks

- **Tovar Cerulli**

Author, Media Representative

- **Mark Horobetz**

Ducks Unlimited

- **Andy Raedeke**

Missouri Department of Conservation

- **Jon Gassett**

Wildlife Management Institute

- **Paige Pearson**

Council to Advance Hunting and the Shooting Sports

- **Ashley Salo**

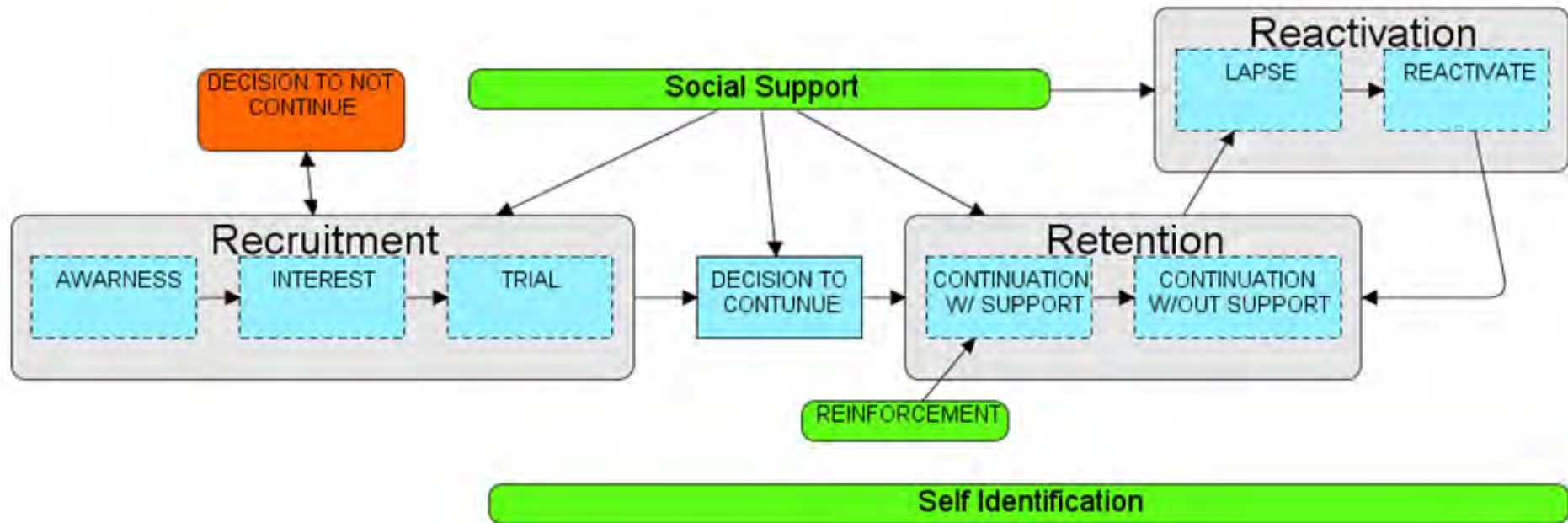
Association of Fish and Wildlife Agencies /  
Council to Advance Hunting and the Shooting Sports



# Plan Advisory Workgroup

- Dan Forster, Chairman, CAHSS
- Ross Melinchuk, Assistant Director, TP&W
- Kelly Hepler, Director, South Dakota
- Ben Carter, Dallas Safari Club
- Whit Fosburgh, TRCP
- Miles Moretti, Mule Deer Foundation
- Nick Pinizzotto, USSA
- Brian Murphy, QDMA
- Ryan Bronson, Vista Outdoors (Federal)
- John Eichinger, Ruffed Grouse Society





# **Threats to Hunting and Shooting Sports**

1. Lack of Skills
2. Lack of Awareness
3. Lack of Motivation
4. Lack of Access



### Lack of Access

*Lack of proper land management on public lands*

*Lack of convenient places to shoot*

*Lack of convenient places to hunt*

*Lack of shooting and hunting training facilities*

*Lack of access to the resource (gear, guns, bows, etc.)*

*Lack of access to the resource (game)*

*High demand for hunter and shooter education*

*High cost of leasing & use fees*

### Lack of Awareness

*Current media representation of hunting and*

*Lack of cultural awareness of hunting and shooting to nontraditional demographics*

*Lack of awareness of where to find information about shooting and hunting*

*Lack of social acceptance from the public, administrative, regulatory and*

*Lack of inter & intra coordination of R3 efforts*

### Lack of Motivation

*Lack of cultural relevance & motivations*

*Lack of potential participant time and opportunity*

*Lack of motivated mentor trainers*

*Lack of individual process connectivity*

*Lack of participant next steps*

*Lack of socially acceptable places to shoot (firearms and archery)*

*Cumbersome hunting and shooting*

*Cost is an entry barrier*

*Lack of positive customer service*

### Lack of Skills

*Lack of mentors/instructors/coaches*

*Lack of self learning tools*

*Lack of resources or programs for non-traditional audiences.*

*Lack of hands on skills training*





# **For each indirect threat, identify...**

1. The social, cultural, economical, and other factors that have created the threat.
2. The strategies, if any, that currently exist to address this threat.
3. New strategies needed to address this threat.
4. The desired outcomes and performance measures for the above strategies.
5. The organizations and/or agencies with the resources, expertise, and vested interest to best implement the existing and needed strategies identified in questions 2 and 3.

# Action Committees

- Plan Content Committee
- Related Content Committee
- Communications Committee





# **National R3 Plan**

## **Recruitment, Retention, Reactivation**

- Provide a suite of effective, proven strategies and tools that will result in more hunters and shooting sports participants
- Return on Investment



# **SUSTAINED FUNDING**

In all likelihood, sustained funding will need to come from Pittman-Robertson Funds, similar to the way RBFF gets its funding from Sport Fish Restoration Funds.

Potentially by increasing the allocation of funds under the Multistate Conservation Grant Program and directing some of the funds to R3 programs and the Council would need to be competitive in applying for the funds.

# **National Hunting & Shooting Sports Action Plan**

Strategies for Recruiting, Retaining and Reactivating  
Hunting and Shooting Sports Participants

Must be implementable!



# What can you do?

- Appoint a R3 contact to work with regional associations/national effort
- Gain agency ability to query your license data – what are your trends?
- Look at your existing R3 programs – are they meeting your expectations
- Establish external stakeholder groups







# Council to Advance Hunting and the Shooting Sports

1100 First Street, NE

Suite 825

Washington, DC 20002

202-838-3471



## *STAFF*

*John E. Frampton, President and CEO*

*Paige Pearson, Director of Marketing and Communications*

*Ashley Salo, AFWA/ Multistate Conservation Grant  
Coordinator*