

Responsive Management



HUNTERS', SPORT SHOOTERS', ARCHERS', AND ANGLERS' ATTITUDES TOWARD MESSAGES ENCOURAGING THEM TO RECRUIT OTHERS INTO THEIR SPORT



Conducted for the National Shooting Sports Foundation

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Hunters', Sport Shooters', Archers', and Anglers' Attitudes Toward Messages Encouraging Them to Recruit Others into Their Sport

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Executive Summary

This study was conducted on behalf of the National Shooting Sports Foundation (NSSF) to assess the attitudes and perceptions of outdoor sportsmen and sportswomen (hereinafter, any reference to ‘sportsmen’ is in a gender-neutral sense) toward various messages encouraging participation in the STEP OUTSIDE[®] program. The study entailed three focus groups and a telephone survey to assess the motivations for and constraints against participation in the STEP OUTSIDE[®] program by known hunters, anglers, gun shooters, and archers.

The focus group results, which were used, in part, in the design of the telephone survey, were presented in a separate report, “The Influence of Various Messages to Increase the Propensity of Hunters, Anglers, Shooters and Bowhunters to Become Involved in the National Shooting Sports Foundation’s STEP OUTSIDE[®] Program.” That report is included as an appendix to the hardcopy of this report (it is not included in the pdf version).

One of the foundations of the STEP OUTSIDE[®] Program is previous research that indicated that one of the best recruitment strategies is to ask someone to participate in outdoor activities. In fact, prior surveys found that people were most likely to engage in fishing, hunting, or shooting if asked by someone they knew, such as a friend.

Several different messages were tested to assess how well each message was received by the sportsmen and how well each message motivates them to take action to introduce others to the traditional outdoor sports of hunting, fishing, shooting, and archery. The goal of the study was to obtain information to allow the NSSF to design effective marketing strategies and communication programs to promote the STEP OUTSIDE[®] program.

The results in this telephone survey are reported among the four types of sportsmen: hunters, anglers, sport shooters with a gun, and sport shooters with a bow. The sampling methodology was to obtain at least 100 respondents of each activity group.

A strong majority of sportsmen in the survey had participated in their respective sport in the past 12 months for “1 to 10 days,” “11 to 20 days,” or “21 to 30 days.” The most common answer was “1 to 10 days” for each activity group.

Roughly half of the hunters, anglers, and gun shooters and a third of archers surveyed said that they had invited somebody with little or no experience to join them in these activities in the past 12 months. Furthermore, a hiloglinear analysis determined that those who are most likely to ask a beginner to participate in their sport are under 47 years of age and have 26 or more years of experience in their sport (47 years was the median split of all respondents’ ages; 26 years was the median split of all respondents’ years of experience), and the activity groups, in general, follow this trend, with two exceptions. The hiloglinear analysis broken down by activity type determined that hunters who live in a rural area are more likely to ask a beginner to participate in hunting if they have *under* 26 years experience (this suggests that this group differs from respondents as a whole for the “years of experience” factor). Also, the archer group most likely to ask a beginner to participate with them are those who live in a rural area and who have *under* 26 years of experience (this suggests that this group also differs from respondents as a whole for the “years of experience” factor).

Anglers had typically invited the greatest number of inexperienced people along for their activity; archers had typically invited the fewest inexperienced people. Nonetheless, a strong majority of all sporting groups had asked only 1 or 2 inexperienced people along to engage in their activity. Typically, respondents had high acceptance rates when asking inexperienced people to engage in their activity with them.

All activity groups had strong majorities saying that their experience taking a complete novice (i.e., someone with *no* experience) along to engage in their activity had been “excellent” or “good.” The survey results also indicated that respondents enjoyed taking people with *some* experience, but not much experience, along to engage in their activity.

Respondents felt that the success rate at which they encouraged a complete novice (i.e., someone with *no* experience) to engage in their activity was quite good, with strong majorities of each

activity group saying that the people with *no* experience whom they had invited to engage in their activity subsequently engaged in the activity “often” or “sometimes.” In addition, very large majorities of all activity groups said that the complete novices whom they had invited to engage in their activity subsequently were “very interested” or “somewhat interested” in engaging in the activity in the future.

Respondents felt that the success rate at which they encouraged a novice with *a little* experience to engage in their activity was quite good. Strong majorities of all activity groups said that the people with *a little* experience whom they had invited to engage in their activity subsequently engaged in the activity “often” or “sometimes.” Large majorities of all activity groups said that the novices with *a little* experience whom they had invited to engage in their activity subsequently were “very interested” or “somewhat interested” in engaging in the activity again in the future. Also, very high percentages of all activity groups said that “0 percent” of the people with little or no experience whom they invited to engage in their activity declined to do so.

Respondents were asked about the *last time* they had invited someone with *no* experience to engage in their activity. People with *no* experience in the given activity had declined invitations to engage in the activity most often because of “scheduling conflicts” or because there was “not enough time.” Respondents were also asked about the *last time* they had invited somebody with *a little* experience to engage in their activity. “Schedule conflicts” or “other obligations” were the most commonly given reasons that the invitation was declined. Another common reason given was “not enough time.”

Small percentages of each activity group had heard of the STEP OUTSIDE[®] program, but most had not heard of it. Nonetheless, after being informed about the STEP OUTSIDE[®] program, majorities of all activity groups were supportive of the program. Those who indicated that they support the STEP OUTSIDE[®] program most commonly said that they support introducing family/friends/guests to hunting/fishing/gun shooting/bow shooting because they think that the person will enjoy it or that it carries on the tradition. Large majorities of each activity group

supported the idea of introducing friends/family/guests to hunting/fishing/gun shooting/bow shooting so that these people can personally learn the enjoyment that the activities bring.

The messages that tested the highest among hunters were:

- Making time to be with family and friends is important to you.
- Being outdoors hunting with family and friends is a great way to spend quality time with them.
- Hunting is something that bonds family and is very special to you personally. You want to share that.
- Inviting someone hunting is a great way to teach someone about what sportsmen/women are really like.
- Hunting is something that bonds friends and is very special to you personally. You want to share that.

The messages that tested the lowest among hunters were:

- Because mom always taught you to share. Sharing your passion for the outdoors is simple. Just ask a friend to go hunting. After all, it would make your mother proud.
- You will expand your circle of friends with whom you can hunt.
- Inviting someone to go hunting is personally fun for you.

The messages that tested the highest among anglers were:

- Being outdoors fishing with family and friends is a great way to spend quality time with them.
- Making time to be with family and friends is important to you.
- Fishing is something that bonds family and is very special to you personally. You want to share that.
- Individuals who participate in outdoor activities are at the forefront of protecting and conserving the environment.
- Inviting someone to go fishing is personally fun for you.

The messages that tested the lowest among anglers were:

- The future of fishing depends on you introducing it to others.
- You will expand your circle of friends with whom you can fish.

- Because mom always taught you to share. Sharing your passion for the outdoors is simple. Just ask a friend to go fishing. After all, it would make your mother proud.

The messages that tested the highest among gun shooters were:

- Inviting someone (gun) shooting is a great way to teach someone about what sportsmen/women are really like.
- Being outdoors (gun) shooting with family and friends is a great way to spend quality time with them.
- Making time to be with family and friends is important to you.
- It is personally gratifying to share your knowledge of (gun) shooting and introduce someone to an experience you enjoy.
- Our outdoor heritage depends on introducing others to (gun) shooting.

The messages that tested the lowest among gun shooters were:

- Because mom always taught you to share. Sharing your passion for the outdoors is simple. Just ask a friend to go sport shooting with a gun. After all, it would make your mother proud.
- You will expand your circle of friends with whom you can sport shoot with a gun.
- Your father (or other family member) taught you to sport shoot with a gun, and you need to pass it on to the next generation as well.

The messages that tested the highest among archers were:

- Making time to be with family and friends is important to you.
- Being outdoors (bow) shooting with family and friends is a great way to spend quality time with them.
- Individuals who participate in outdoor activities are at the forefront of protecting and conserving the environment.
- Inviting someone (bow) shooting is a great way to teach someone about what sportsmen/women are really like.
- Inviting someone to go (bow) shooting gives you time to relax and forget about the hectic world we live in.

The messages that tested the lowest among archers were:

- Because mom always taught you to share. Sharing your passion for the outdoors is simple. Just ask a friend to go target shooting with a bow. After all, it would make your mother proud.
- Your father (or other family member) taught you to target shoot with a bow, and you need to pass it on to the next generation as well.
- The future of target shooting with a bow depends on you introducing it to others.

The messages that tested the highest emphasized bonding with family and/or friends or emphasized ethical behavior of sportsmen or concern for the environment. The messages that tested the lowest try to impose goals and/or tasks that have negative consequences if they are not achieved (goals) or performed (tasks).

Majorities of respondents among all activity groups indicated that they would be likely to ask an immediate family member, a relative who was not an immediate family member, or a friend to go hunting/fishing/gun shooting/bow shooting. Slight majorities of hunters and anglers indicated that they would take someone from work with them hunting/fishing. However, slightly less than a majority of gun shooters and archers would take someone from work with them shooting. Finally, only anglers had a majority saying that they would take someone fishing whom they met through a social organization but whom they did not previously know. “A friend” was the leading answer among all activity groups regarding whom they would be likely to invite hunting/fishing/sport shooting.

The survey asked respondents to indicate whom they would invite, if the respondent were to invite someone in the next 12 months, to go hunting/fishing/gun shooting/bow shooting, and the most popular answers were “son,” “friends the same age,” “friends younger,” and “brother.”

A majority of respondents among all activity groups indicated that they would be likely to ask people who had *never* been hunting/fishing/gun shooting/bow shooting to go with them so that they could introduce them to the sport. However, the reasons that the respondents would *not* ask people who had *never* been hunting/fishing/gun shooting/bow shooting to do so are primarily

because of safety concerns, because nobody the respondent knows shows an interest, because the respondent does not feel comfortable teaching somebody new, or because the respondent does not have enough time to teach a beginner.

Strong majorities of all activity groups indicated that they would be likely to ask people with little experience hunting/fishing/gun shooting/bow shooting, but who go occasionally, to go with them. Very strong majorities of all activity groups indicated that they would be likely to ask people who are experienced, but who had not engaged in the activity for several years, to go hunting/fishing/gun shooting/bow shooting with them.

Very strong majorities of all activity groups indicated that they would be likely to ask a person of the same sex to go hunting/fishing/gun shooting/bow shooting with them. Majorities of all activity groups also indicated that they would be likely to ask a person of the opposite sex to go hunting/fishing/gun shooting/bow shooting with them; however, substantial percentages would not be likely to ask a person of the opposite sex to go hunting/fishing/gun shooting/bow shooting with them. Overwhelming majorities of all activity groups indicated that they would be likely to ask a younger person to go hunting/fishing/gun shooting/bow shooting with them. Only archers had a relatively sizeable percentage who indicated that they would not be likely to take a person younger than themselves shooting. Strong majorities of all activity groups also indicated that they would be likely to ask an older person to go hunting/fishing/gun shooting/bow shooting with them. Overwhelming majorities of all activity groups indicated that they would be likely to ask a person of the same age to go hunting/fishing/gun shooting/bow shooting with them. In summary, the people most likely to be invited to go hunting/fishing/gun shooting/bow shooting are people who are the same age as the respondent, people who are the same sex as the respondent, and people who are younger than the respondent. The people most unlikely to be invited to go hunting/fishing/gun shooting/bow shooting are of the opposite sex as the respondent.

Before the survey, between 12% and 17% of each activity group had heard of the NSSF's Hunting and Shooting Sports Heritage Program. Of those who had heard of the NSSF's Hunting and Shooting Sports Heritage Program, most commonly they had learned of the Program through

magazines. Other important sources of information were hunting/fishing/shooting clubs and television. Strong majorities of all activity groups support the NSSF's Hunting and Shooting Sports Heritage Program. Finally, regarding the NSSF's Hunting and Shooting Sports Heritage Program, majorities of all activity groups indicated that they would be *more* likely to purchase one brand of sports equipment over another of equal quality and price, if the brand advertised that a portion of the purchase price went to the Hunting and Shooting Sports Heritage Program.

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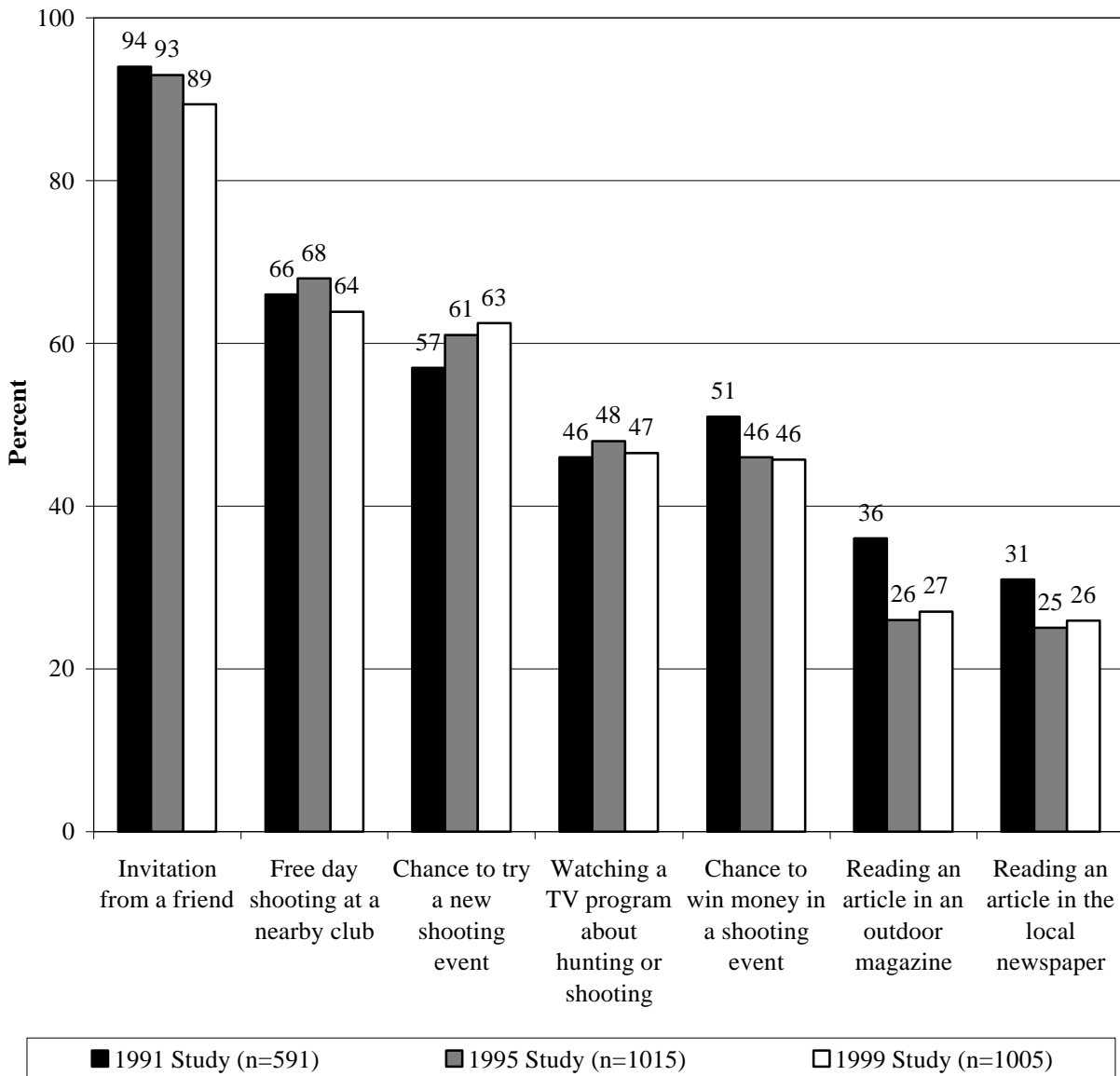
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Introduction and Methodology

This study was conducted on behalf of the National Shooting Sports Foundation (NSSF) to assess the attitudes and perceptions of outdoor sportsmen and sportswomen (hereinafter referred to as ‘sportsmen’ in a gender-neutral sense) toward various messages encouraging participation in the STEP OUTSIDE[®] program. The study entailed three focus groups and a telephone survey to assess the motivations for and constraints against participation in the STEP OUTSIDE[®] program by known hunters, anglers, gun shooters, and archers. The focus group results, which were used in part in the design of the telephone survey, were presented in a separate report, “The Influence of Various Messages to Increase the Propensity of Hunters, Anglers, Shooters and Bowhunters to Become Involved in the National Shooting Sports Foundation’s STEP OUTSIDE[®] Program.” That report is included as an appendix to the hardcopy of this report (it is not included in the pdf version).

One of the foundations of the STEP OUTSIDE[®] Program is previous research that indicated that one of the best recruitment strategies is to ask someone to participate in outdoor activities. In fact, prior surveys found that people were most likely to engage in fishing, hunting, or shooting if asked by someone they knew, such as a friend, as illustrated in the graphs on the following pages.

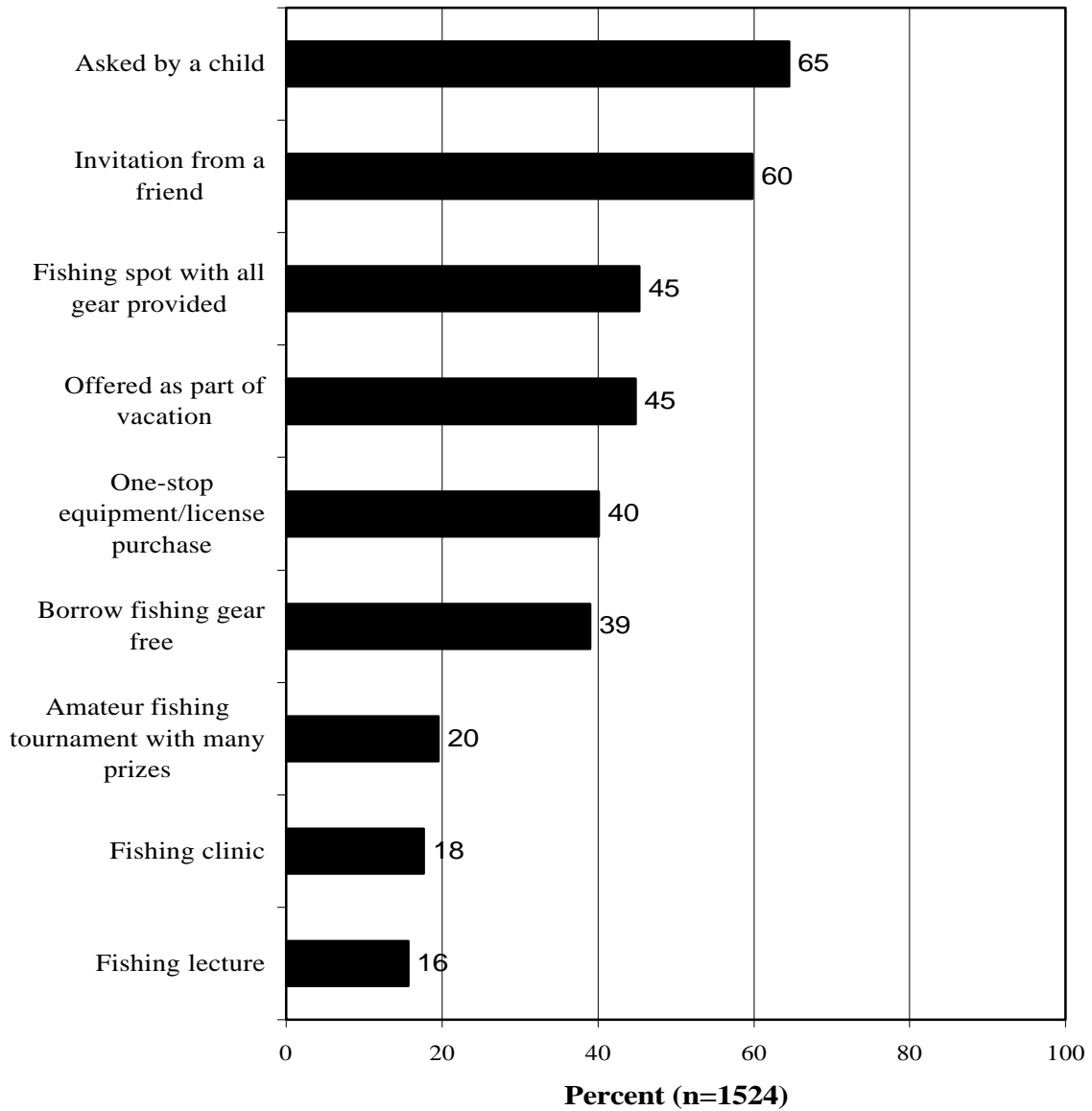
Which of the following would persuade you to go hunting or shooting more often?



Multiple responses allowed

Data source: "National Shooting Sports Foundation Hunting Participation and Attitude Trends Survey 2000," 2000.
Study conducted by RM on behalf of the NSSF.

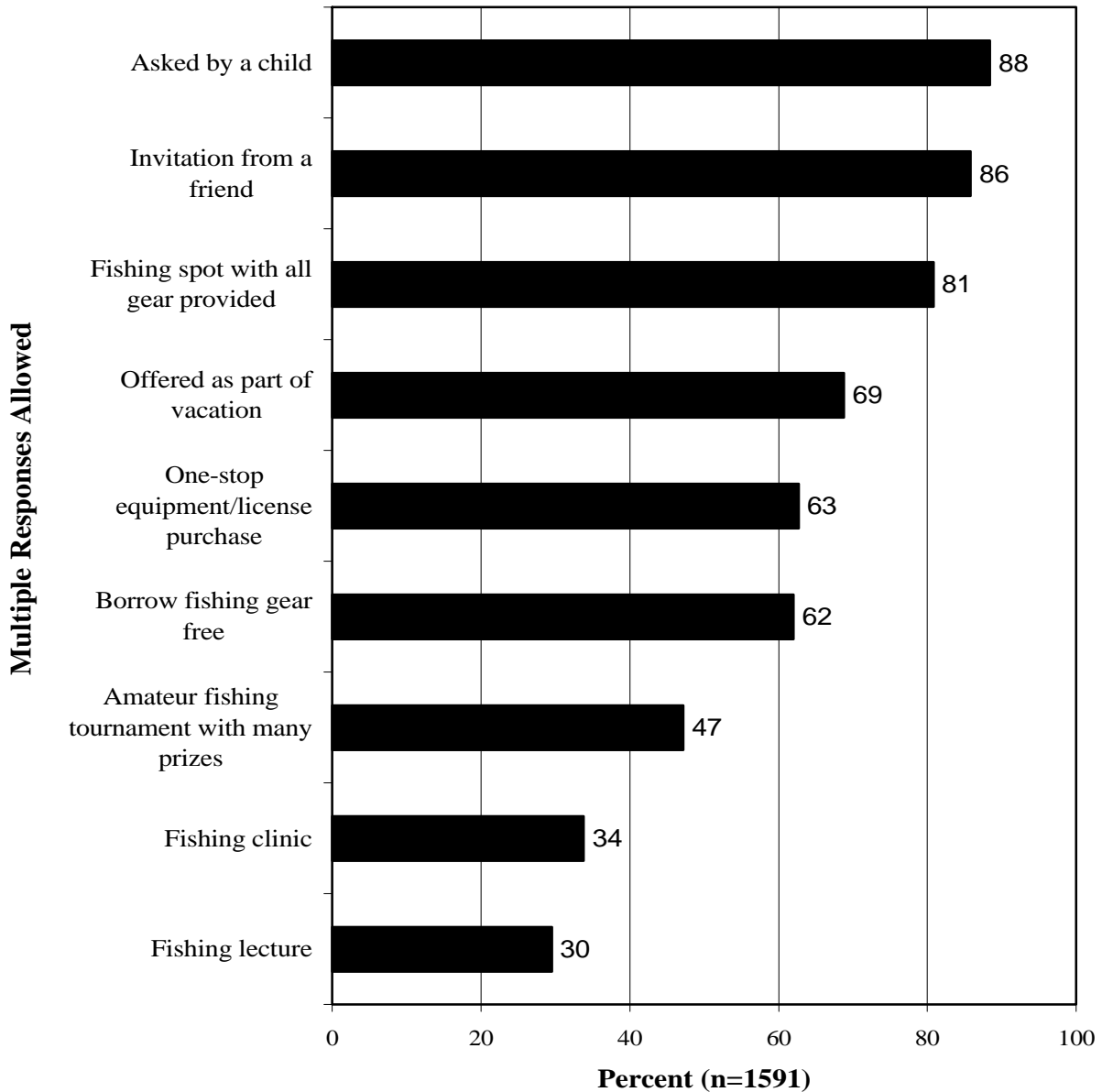
**Which of the following situations would encourage you to go fishing or fish more?
(non-anglers)**



(Data weighted by regions for angler/non-angler nationwide representation)

Data source: "Future of Fishing," 1999. Study conducted by RM on behalf of the International Association of Fish and Wildlife Agencies.

**Which of the following situations would encourage you to go fishing or fish more?
(anglers)**



(Data weighted by regions for angler/non-angler nationwide representation)

Data source: "Future of Fishing," 1999. Study conducted by RM on behalf of the International Association of Fish and Wildlife Agencies.

Several different messages were tested to assess how well each message was received by the sportsmen and how well each message motivates them to take action to introduce others to the traditional outdoor sports of hunting, fishing, shooting, and archery. The goal of the study was to obtain information to allow the NSSF to design effective marketing strategies and communication programs to promote the STEP OUTSIDE[®] program.

The survey questionnaire was developed cooperatively by Responsive Management (RM) and the NSSF. A pre-test of the questionnaire was conducted, and revisions were made to the questionnaire based on the pre-test. The survey was administered to hunters, anglers, and gun shooters in January 2002 and to archers in March 2002. A total of 405 surveys were completed.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the RM office allowed for rigorous quality control over the interviews and data collection. RM maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subject of outdoor recreation. The data were collected using Questionnaire Programming Language 4.1 (QPL 4.1), which is computer software specifically designed for telephone survey data collection. The Survey Center Managers randomly monitored telephone workstations without the interviewers' knowledge to evaluate the performance of each interviewer.

RM has designed a telephone interviewing facility that stresses the importance of highly trained telephone interviewers who work under the close supervision of RM senior staff. To ensure that the data collected are of the highest quality, the interviewers are trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction include lecture and role-playing. The Survey Center Managers conduct project briefings with the interviewers prior to the administration of the survey. Interviewers are instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. After the surveys are

obtained by the interviewers, the Survey Center Managers edit each completed survey to check for clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday 11:00 a.m. to 5:00 p.m., and on Sunday from 3:00 p.m. to 7:00 p.m., all local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. Some numbers were called up to eight times. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times. This intensive call-back procedure is good technique for ensuring the highest feasible response rate.

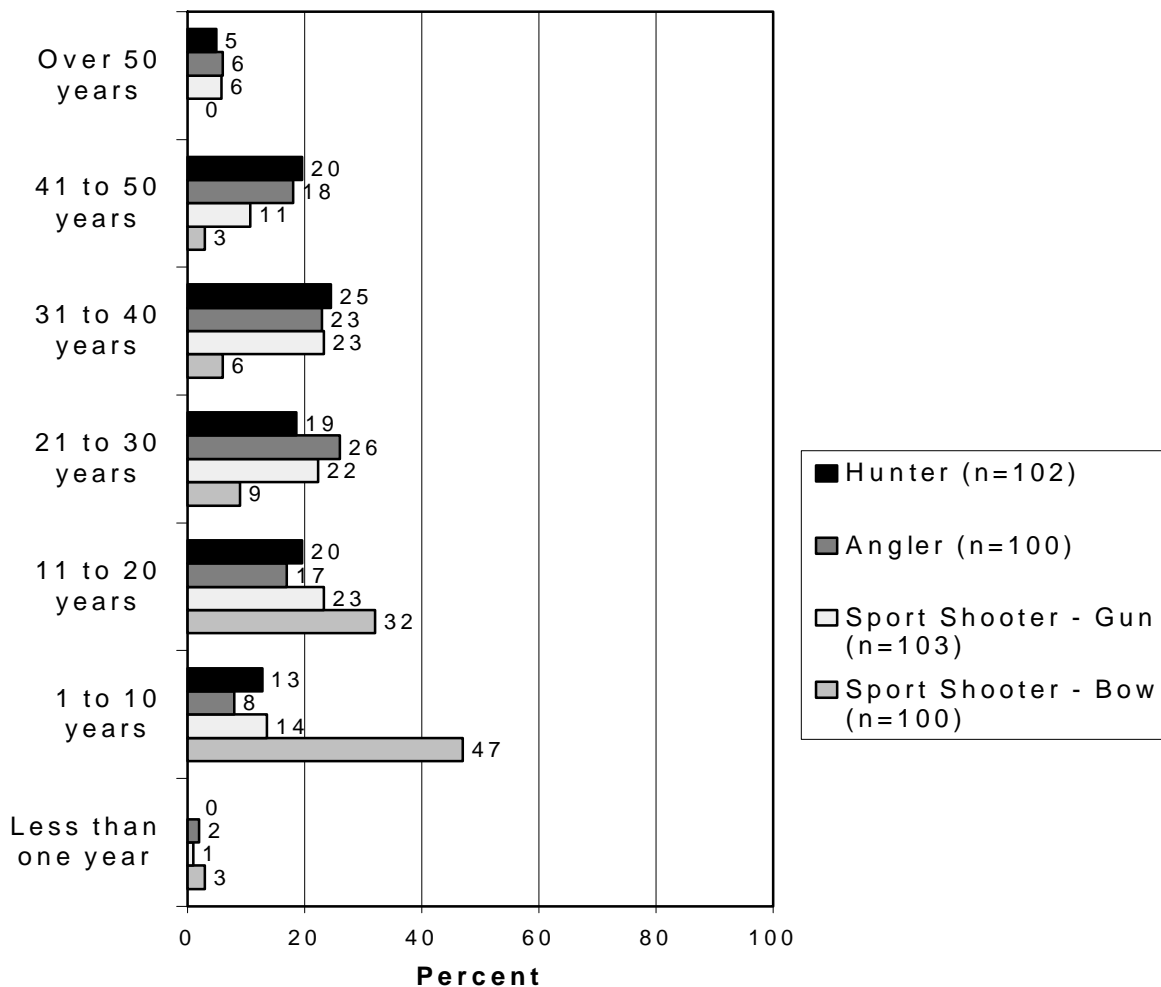
As indicated above, the software used for data collection was QPL 4.1. The survey data are entered into the computer as the interview is being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument is programmed so that QPL 4.1 branches, codes, and substitutes phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection.

The results in this survey are reported among the four types of sportsmen: hunters, anglers, sport shooters with a gun, and sport shooters with a bow. Hereinafter the four types of sportsmen may also be referred to as “activity groups,” sport shooters with a gun may also be referred to as “gun shooters”, and sport shooters with a bow may also be referred to as “archers” in this report.

Respondents' Participation in Hunting/Fishing/Sport Shooting with a Gun or Bow

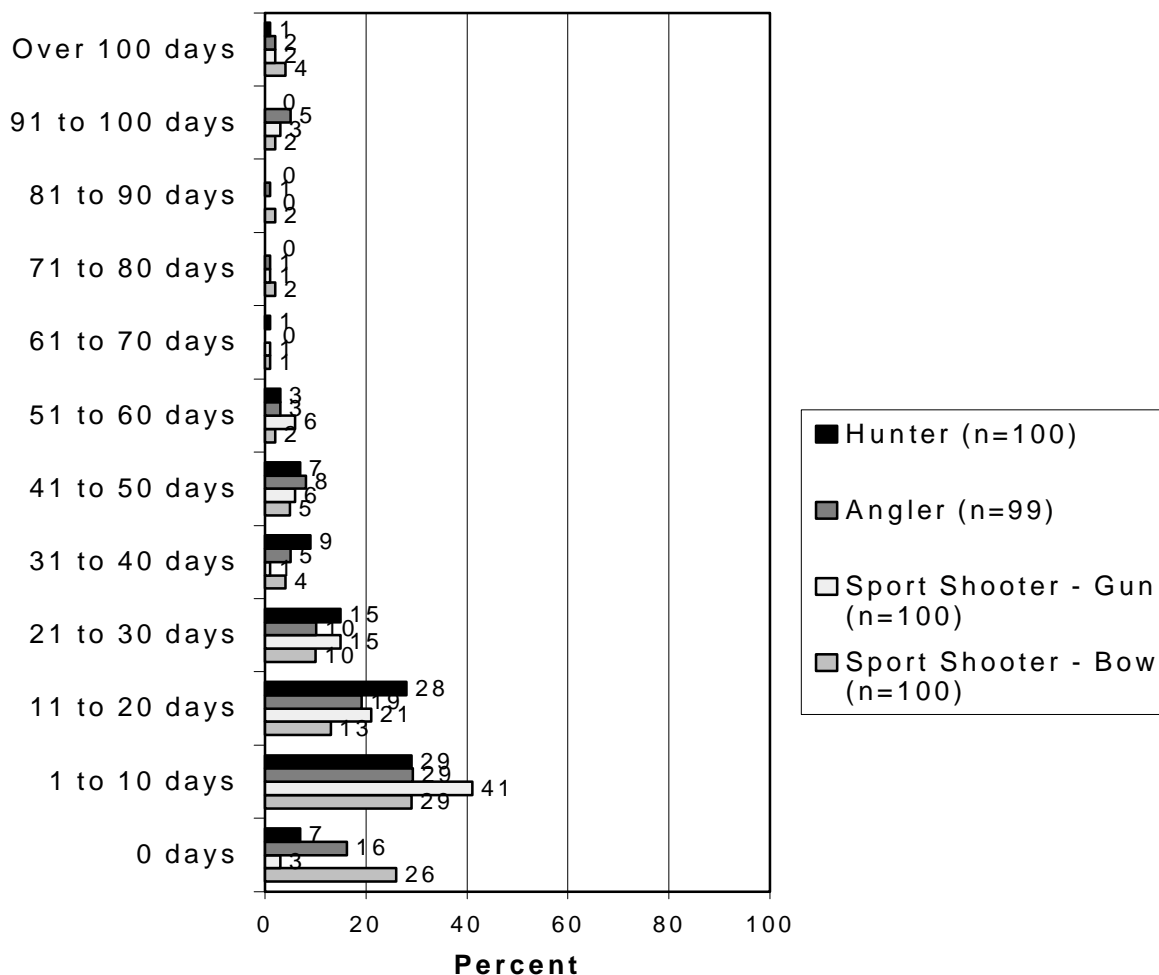
The number of years that respondents had participated in hunting/fishing/sport shooting with a gun/target shooting with a bow were fairly evenly distributed among categories. There were no remarkable differences among the respondent groups, with the exception of archers, who had a higher percentage of responses in the “1 to 10 years” and “11 to 20 years” categories than did other respondent groups.

Q10. How many years total, have you been hunting/fishing/sport shooting with a gun/target shooting with a bow?



The responses regarding the total number of days that respondents had participated in the past 12 months in hunting/fishing/sport shooting with a gun/target shooting with a bow were, for the most part, similar among respondent groups, with the highest percentages in the “1 to 10 days” category and substantial percentages in the “11 to 20 days” and “21 to 30 days” categories. Of note is the relatively high percentage of archers (26%) and anglers (16%) who answered that they had participated in their sport for 0 days in the past 12 months.

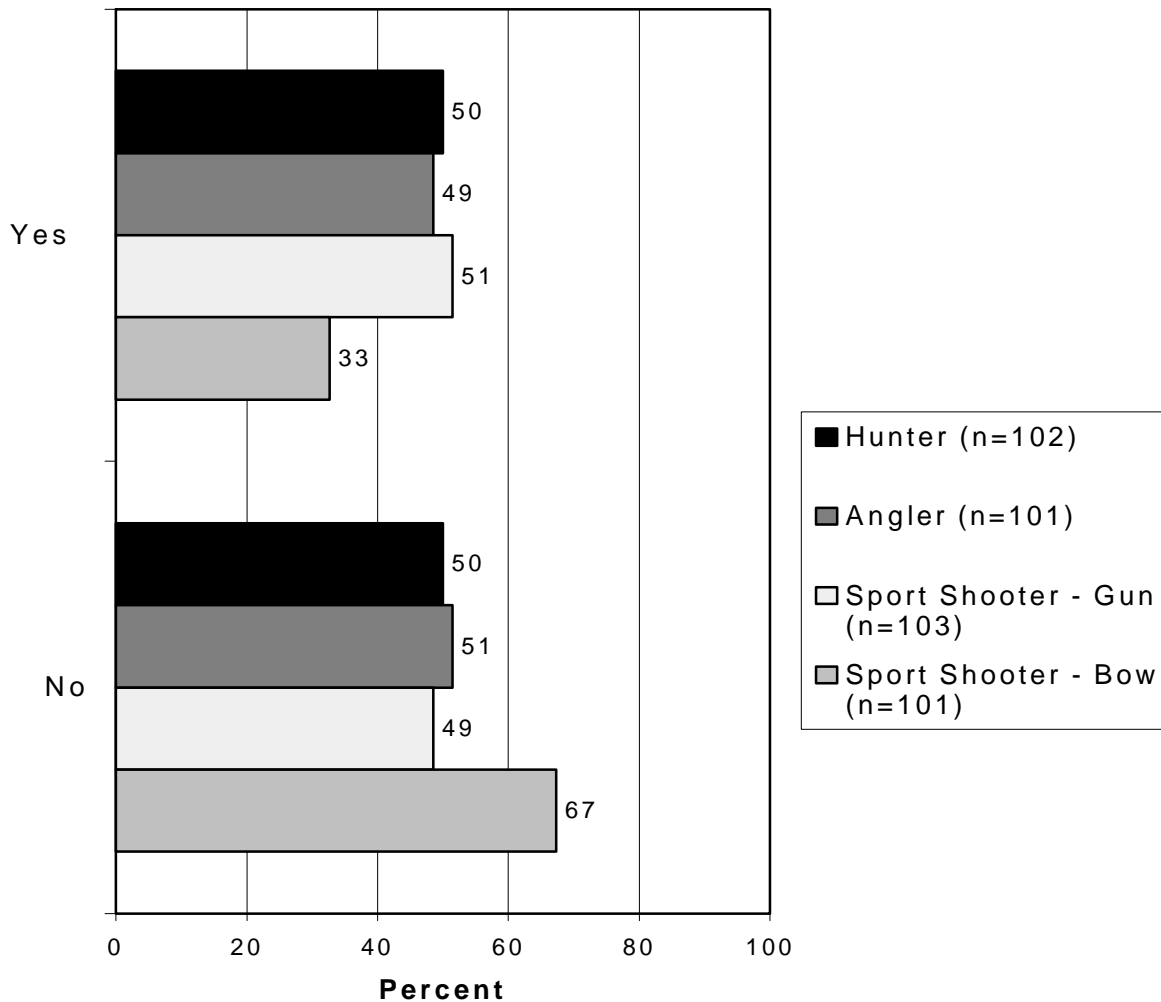
Q11. Within the past 12 months, how many total days did you go hunting/fishing/sport shooting with a gun/target shooting with a bow?



Inviting Others to Hunt/Fish/Shoot with a Gun or Bow

Roughly half of the hunters, anglers, and gun shooters surveyed said that they had invited somebody with little or no experience at these activities to join them in these activities. Among archers, the percentage was lower: only 33% of archers had invited somebody inexperienced along to shoot with a bow.

Q12. Within the past 12 months, have you asked anyone who has little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?



The tabulations on the following pages show a hierarchical log linear analysis (also referred to as a hiloglinear analysis). The hiloglinear analysis found four significant interactions, as shown in the tabulations that follow. The analysis determined that those who are most likely to ask a beginner to participate in their sport are under 47 years of age and have 26 years or more experience in their sport (47 years was the median split of all respondents' ages; 26 years was the median split of all respondents' years of experience). This interaction is shown in all upper case bold letters in the tabulations. The analysis determined that those who are unlikely to ask a beginner to participate in their sport are 47 years of age or older with under 26 years of experience in their sport. This interaction is shown in italics in the tabulations.

Interaction of “type of residence,” “age,” and “years in the sport”

Q12. Within the past 12 months, have you asked anyone who has little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?							
Type of residence	Age	Years in the sport	Count		Percent	Significance	
			Asked a beginner to participate in the past year	Did not ask a beginner to participate in the past year		Percent probability	χ^2
Rural	UNDER 47 YEARS OLD	Under 26 years hunting/fishing/sport shooting with a gun/target shooting with a bow	36	35	51	0.02	5.05
		26 YEARS AND OVER HUNTING/FISHING/SPORT SHOOTING WITH A GUN/TARGET SHOOTING WITH A BOW	19	6	76		
	47 years old and older	<i>Under 26 years hunting/fishing/sport shooting with a gun/target shooting with a bow</i>	3	14	18		
		26 years and over hunting/fishing/sport shooting with a gun/target shooting with a bow	27	32	46		
Non-Rural	UNDER 47 YEARS OLD	Under 26 years hunting/fishing/sport shooting with a gun/target shooting with a bow	28	52	35		
		26 YEARS AND OVER HUNTING/FISHING/SPORT SHOOTING WITH A GUN/TARGET SHOOTING WITH A BOW	15	12	56		
	47 years old and older	<i>Under 26 years hunting/fishing/sport shooting with a gun/target shooting with a bow</i>	8	21	28		
		26 years and over hunting/fishing/sport shooting with a gun/target shooting with a bow	37	41	47		

This tabulation shows that 19 of 25 (76%) rural sportsmen and 15 of 27 (56%) non-rural sportsmen under 47 years of age with 26 or more years of experience in their sport asked a beginner to participate in their sport in the past year. This suggests that sportsmen under 47 years of age with 26 or more years of experience in their sport are the most likely to ask a beginner to participate in their sport with them. Conversely, this tabulation shows that only 3 of 17 (18%) rural sportsmen and 8 of 29 (28%) non-rural sportsmen 47 years old or older with less than 26 years of experience asked a beginner to participate in their sport in the past year. This suggests that sportsmen 47 years old or older with less than 26 years of experience are the least likely to ask a beginner to participate in their sport with them.

Interaction of “type of residence” and “age”

Q12. Within the past 12 months, have you asked anyone who has little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?						
Type of residence	Age	Count		Percent	Significance	
		Asked a beginner to participate in the past year	Did not ask a beginner to participate in the past year		Percent probability	χ^2
Rural	UNDER 47 YEARS OLD	55	42	57	0.012	6.3
	<i>47 years old and older</i>	30	46	39		
Non-Rural	Under 47 years old	44	64	41		
	47 years old and older	45	62	42		

This tabulation shows that 55 of 97 (57%) rural sportsmen under 47 years of age asked a beginner to participate in their sport, the most likely group to do so of the four age-residence groups. The respondents with the age-residence combination most unlikely to ask a beginner to participate in their sport were those 47 years old or older who lived in a rural area. Only 30 of 76 (39%) of the respondents with those characteristics asked a beginner to participate in their sport.

Interaction of “years in the sport”

Q12. Within the past 12 months, have you asked anyone who has little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?					
Years in the sport	Count		Percent	Significance	
	Asked a beginner to participate in the past year	Did not ask a beginner to participate in the past year		Percent probability	χ^2
<i>Under 26 years hunting/fishing/sport shooting with a gun/target shooting with a bow</i>	82	124	40	0.0001	19.1
26 YEARS AND OVER HUNTING/FISHING/SPORT SHOOTING WITH A GUN/TARGET SHOOTING WITH A BOW	103	96	52		

This tabulation shows that 103 of 199 (52%) of those with 26 or more years of experience in their sport were more likely to ask a beginner to participate in their sport than were those with under 26 years of experience in their sport.

Interaction of “age”

Q12. Within the past 12 months, have you asked anyone who has little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?					
Age	Count		Percent	Significance	
	Asked a beginner to participate in the past year	Did not ask a beginner to participate in the past year		Percent probability	χ^2
UNDER 47 YEARS OLD	99	106	48	0.0001	11.52
<i>47 years old and older</i>	<i>77</i>	<i>108</i>	<i>42</i>		

The final tabulation in this series shows that 99 of 205 (48%) respondents under 47 years of age asked a beginner to participate in their sport, whereas 77 of 185 (42%) respondents 47 years old and older asked a beginner to participate in their sport. This suggests that those sportsmen under 47 years of age are slightly more likely to ask a beginner to participate in their sport than are those sportsmen 47 years old and older.

The following tabulation shows the hiloglinear analysis broken down by activity type.

Q12. Within the past 12 months, have you asked anyone who has little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?

Activity Type	Years in the sport	Type of residence	Count		Percent who asked a beginner to participate in the past year	Significance	
			Asked a beginner to participate in the past year	Did not ask a beginner to participate in the past year		Percent Probability	χ^2
Hunter	Under 26 years hunting	Rural	13	8	62	0.01	11.68
		Non-Rural	6	12	33		
	26 years and over hunting	Rural	15	16	48		
		Non-Rural	16	15	52		
Angler	Under 26 years fishing	Rural	5	8	38		
		Non-Rural	5	15	25		
	26 years and over fishing	Rural	13	11	54		
		Non-Rural	21	17	55		
Sport Shooter Gun	Under 26 years sport shooting with a gun	Rural	8	12	40		
		Non-Rural	15	12	56		
	26 years and over sport shooting with a gun	Rural	17	9	65		
		Non-Rural	12	17	41		
Sport Shooter Bow	Under 26 years target shooting with a bow	Rural	15	22	41		
		Non-Rural	12	34	26		
	26 years and over target shooting with a bow	Rural	2	4	33		
		Non-Rural	3	6	33		

Recall that among respondents as a whole, those with 26 or more years of experience in their sport were more likely than those with under 26 years of experience in their sport to ask a beginner to participate with them.

Among hunters, the group most likely to ask a beginner to hunt with them are those who live in a rural area and who have under 26 years of experience hunting (this suggests that this group differs from respondents as a whole for the “years of experience” factor). The group least likely to ask a beginner to hunt with them are those who live in a non-rural area and who have 26 or more years of experience hunting (this mirrors respondents as a whole for the “years of experience” factor).

Among anglers, the groups most likely to ask a beginner to fish with them are those with 26 or more years of experience, both rural and non-rural (this mirrors respondents as a whole for the “years of experience” factor). The groups least likely to ask a beginner to fish with them are

those who have under 26 years of experience, both rural and non-rural (this mirrors respondents as a whole for the “years of experience” factor).

Among gun shooters, the group most likely to ask a beginner to shoot are those who live in a rural area and who have 26 or more years of experience gun shooting (this mirrors respondents as a whole for the “years of experience” factor). The group least likely to ask a beginner to participate with them are gun shooters who live in a rural area and who have under 26 years of experience shooting (this mirrors respondents as a whole for the “years of experience” factor).

Finally, among archers, no group has a higher percentage who ask a beginner to bow shoot than who do not ask a beginner to bow shoot with them. The archer group most likely to ask a beginner to participate with them are those who live in a rural area and who have under 26 years of experience (this suggests that this group differs from respondents as a whole for the “years of experience” factor). The archer group least likely to ask a beginner to participate with them are those who live in a non-rural area and who have under 26 years of experience bow shooting (this mirrors respondents as a whole for the “years of experience” factor).

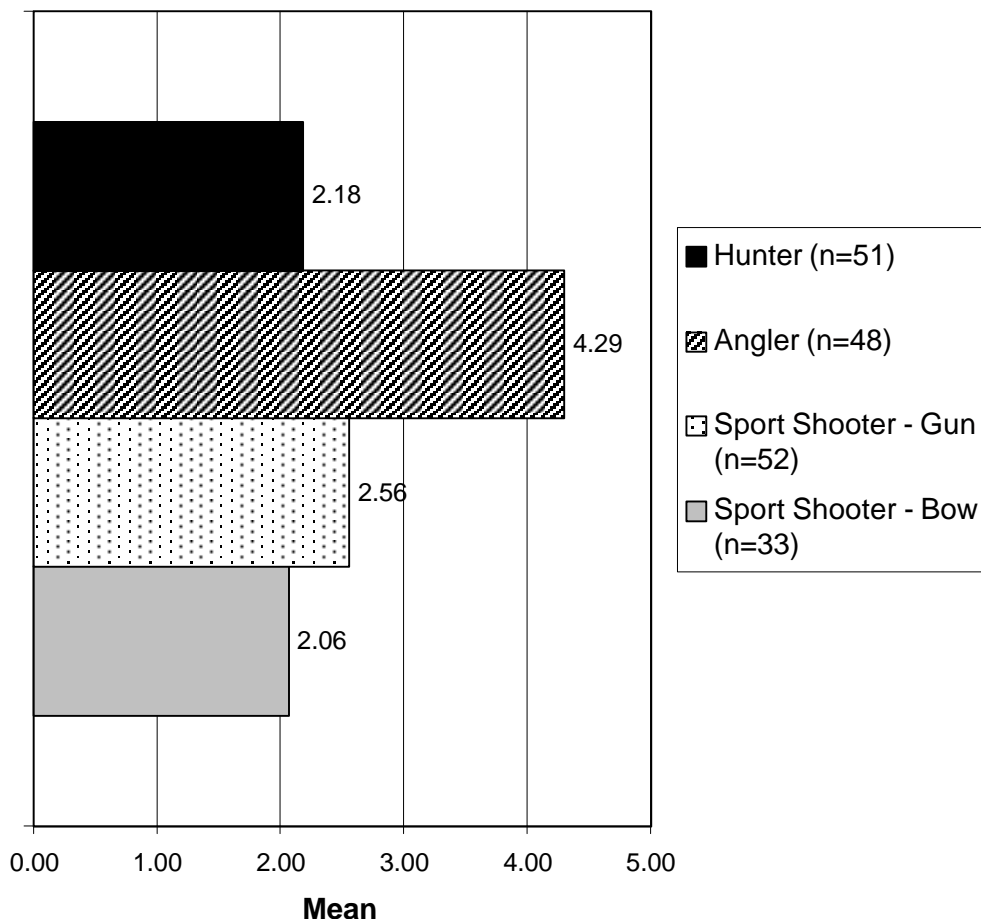
This tabulation identifies the percentage of each activity group who are most likely (bold and upper case) and most unlikely (italic) to ask a beginner to participate in their sport with them. For instance, it shows that 21% of hunters have 26 years or more experience and are younger than 47 years of age (the group most likely to ask a beginner to go hunting).

Demographic breakdown of respondents by “years in the sport” and “age”

Sport	Years in the sport	Under 47 years old	47 years old and older	Percent of individuals under 47 years old within each sport and within each level of experience	Percent of individuals under 47 years old within each sport	Percent of individuals under 47 years old
Hunting	<i>Under 26 years hunting</i>	36	3	92	49	52
	26 YEARS AND OVER HUNTING	13	48	21		
Fishing	<i>Under 26 years fishing</i>	22	12	65	47	
	26 YEARS AND OVER FISHING	23	39	37		
Sport Shooting – Gun	<i>Under 26 years sport shooting with a gun</i>	37	10	79	53	
	26 YEARS AND OVER SPORT SHOOTING WITH A GUN	16	37	30		
Sport Shooting – Bow	<i>Under 26 years sport shooting with a bow</i>	56	22	72	61	
	26 YEARS AND OVER SPORT SHOOTING WITH A BOW	0	14	0		

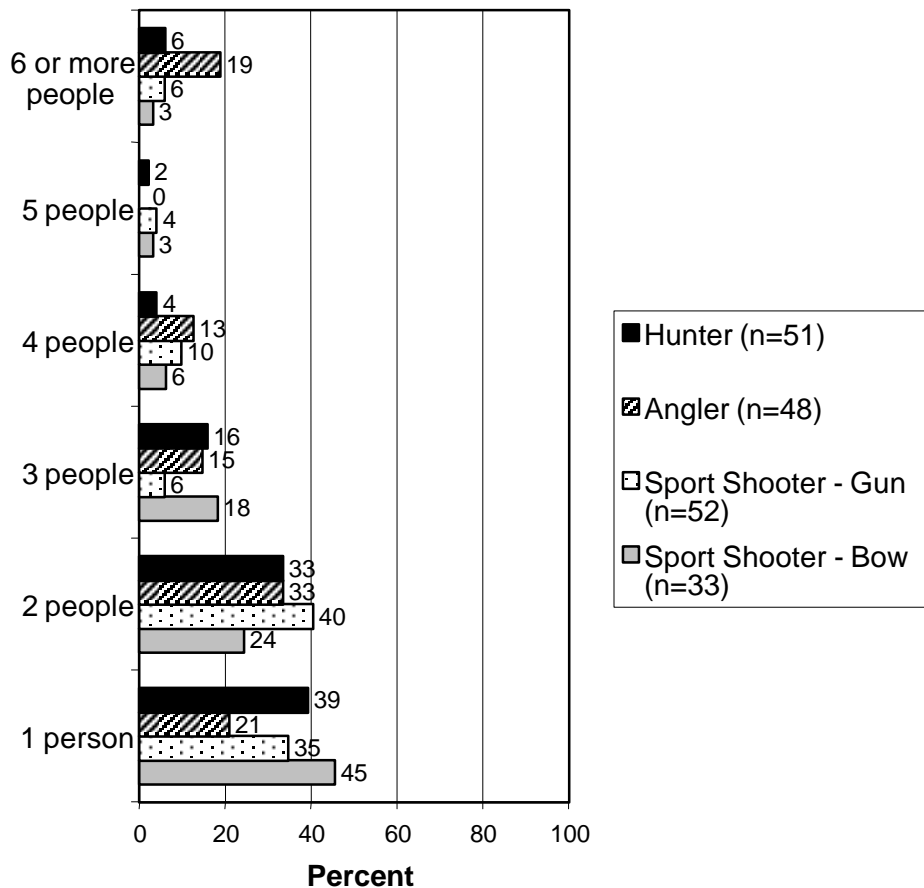
This graph shows the average number of inexperienced people the respondent had invited in the past 12 months to engage in their activity. Anglers had typically invited the greatest number of inexperienced people along for their activity (mean of 4.29 people); archers had typically invited the lowest number of people (mean of 2.06).

**Q13. How many people did you ask to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you in the past 12 months who had little or no experience?
(asked of those who invited someone with little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow)**



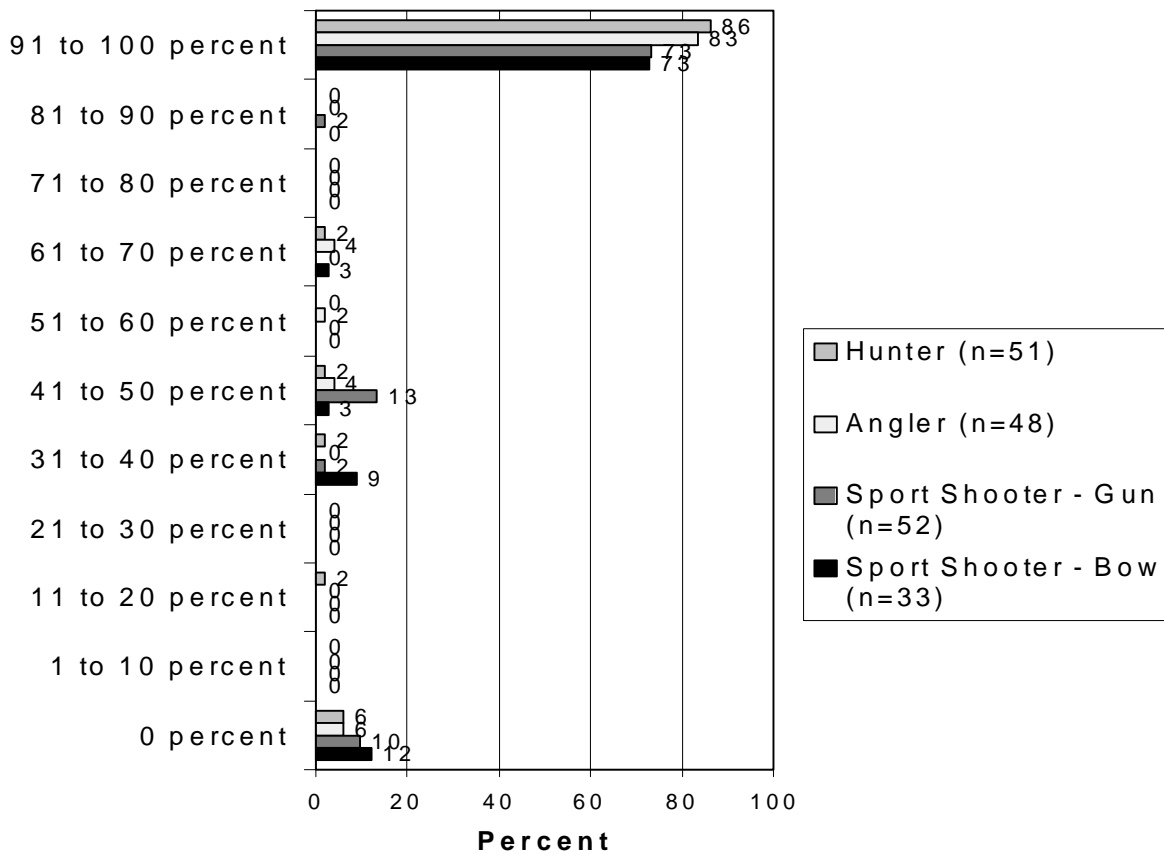
This graph shows the number of inexperienced people the respondent had invited to engage in their activity with them (these are the data used to determine the means on the previous page). A strong majority of all sporting groups had asked only 1 or 2 inexperienced people along to engage in their activity: 72% of hunters, 54% of anglers, 75% of gun shooters, and 69% of archers. Anglers have slightly different behavior pattern than the other activity groups, with 19% of anglers having asked 6 or more inexperienced people to engage in their activity, a much higher percentage in this category than the other groups (which ranged from 6% to 3%).

Q13. How many people did you ask to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you in the past 12 months who had little or no experience? (asked of those who invited someone with little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow)



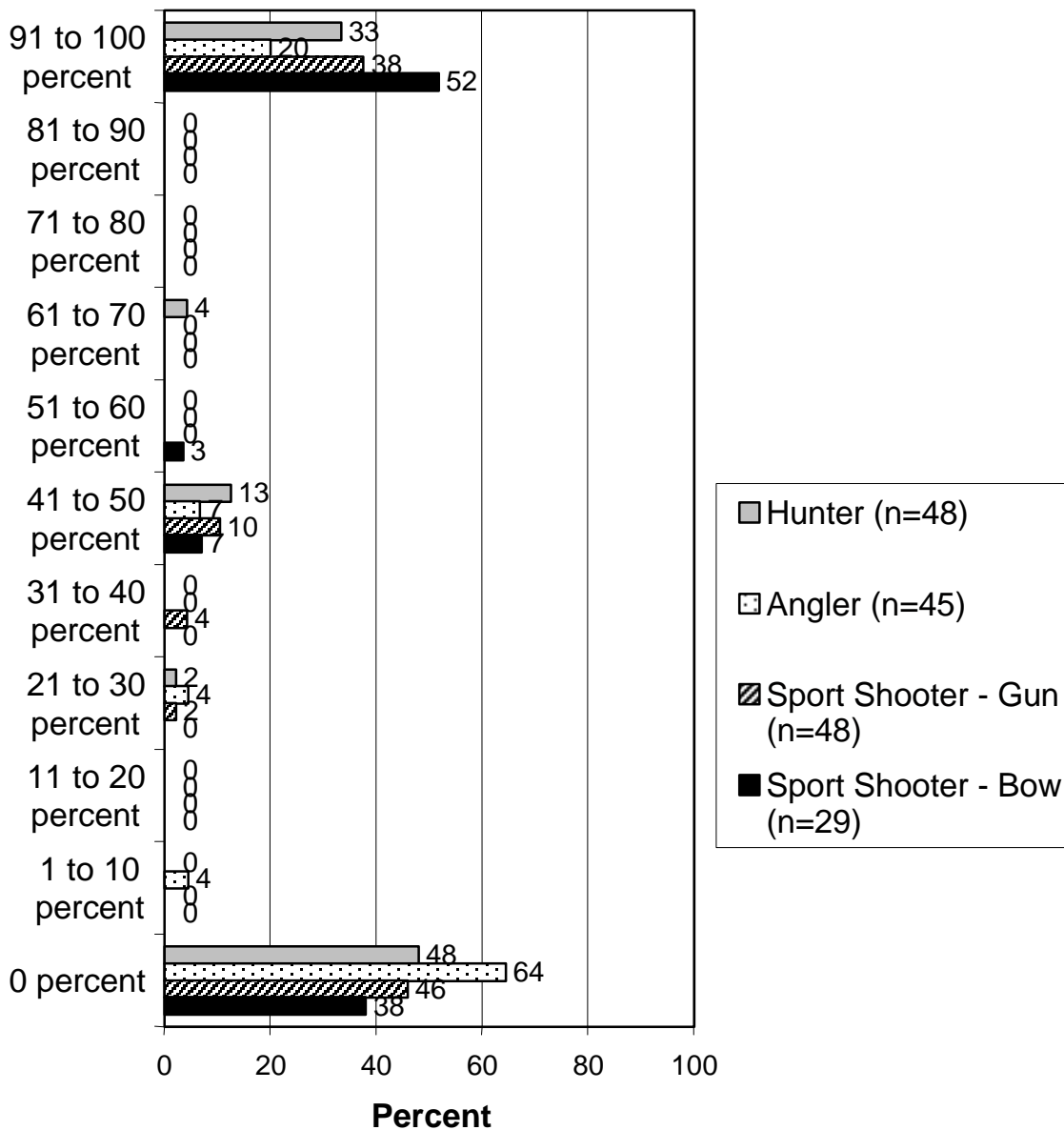
Typically, respondents had high acceptance rate when asking inexperienced people to engage in their activity with them. Each activity group had high percentages saying that “91 to 100 percent” of those inexperienced people whom they had invited had accepted the invitation and gone hunting/fishing/gun shooting/bow shooting. Nonetheless, gun shooters and bow shooters had substantial percentages (10% and 12%, respectively) saying that “0 percent” had accepted their invitation.

Q14. Of the total number of people you asked to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you who had little or no experience, how many accepted and actually went? (asked of those who invited someone with little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow)



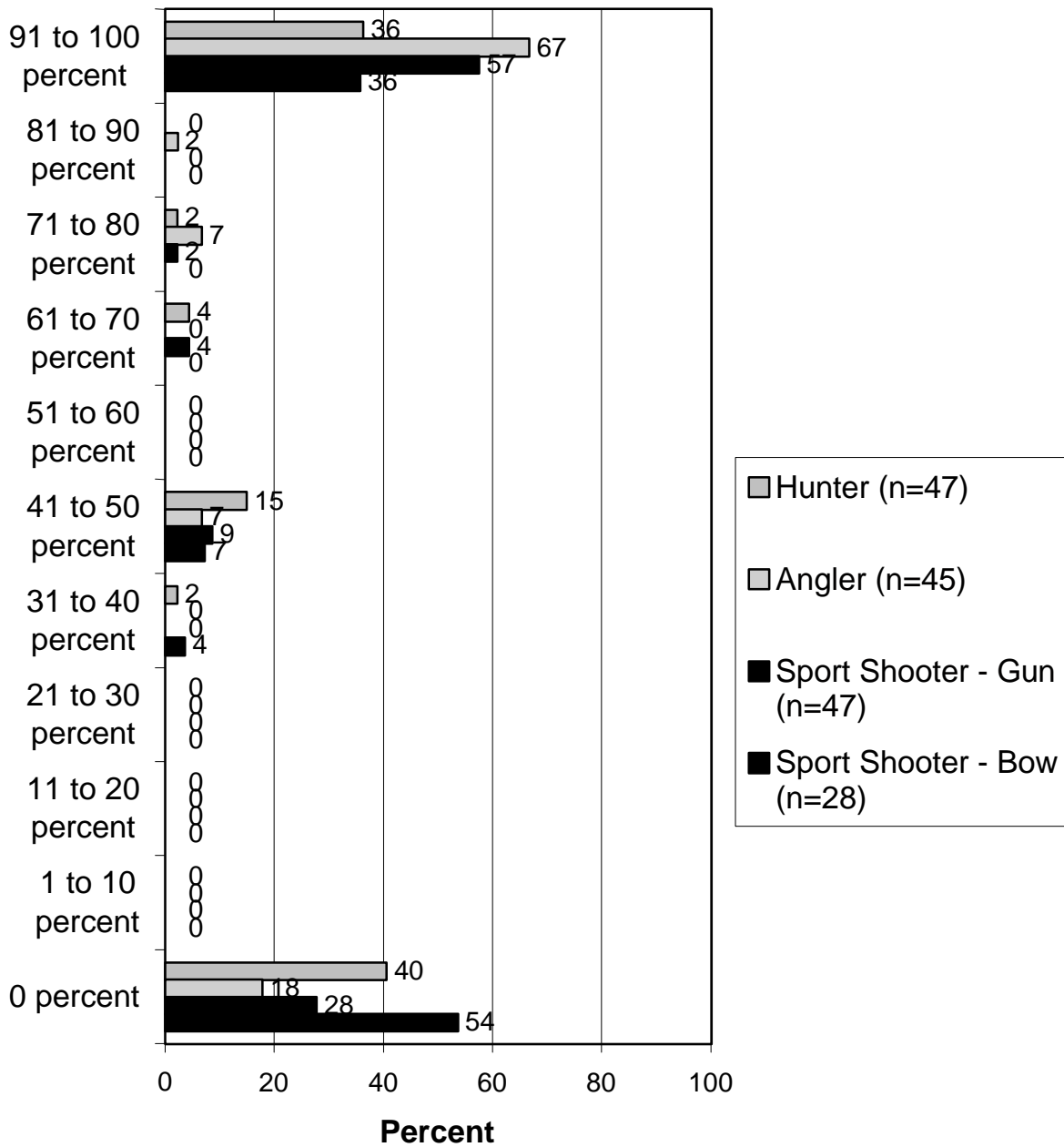
The survey results showed that archers were more likely than others to invite a complete novice to engage in their activity, with 52% of archers saying that “91 to 100 percent” of those inexperienced people whom they had invited to shoot with a bow had never done so before. At the low end is anglers, with only 20% saying that “91 to 100 percent” of those inexperienced people whom they had invited to engage in their activity had never fished before. At the other end of the question, 64% of anglers answered that “0 percent” of those inexperienced people whom they had invited to engage in their activity had never done so before, and 38% of archers answered that “0 percent” of those inexperienced people whom they had invited to engage in their activity had never done so before. This graph appears on the following page.

Q15. How many of those people whom you asked to go hunting/fishing/sport shooting with a gun/target shooting with a bow had never been before? (asked of those who took someone with little or no experience hunting/fishing/sport shooting with a gun/target shooting with a bow)



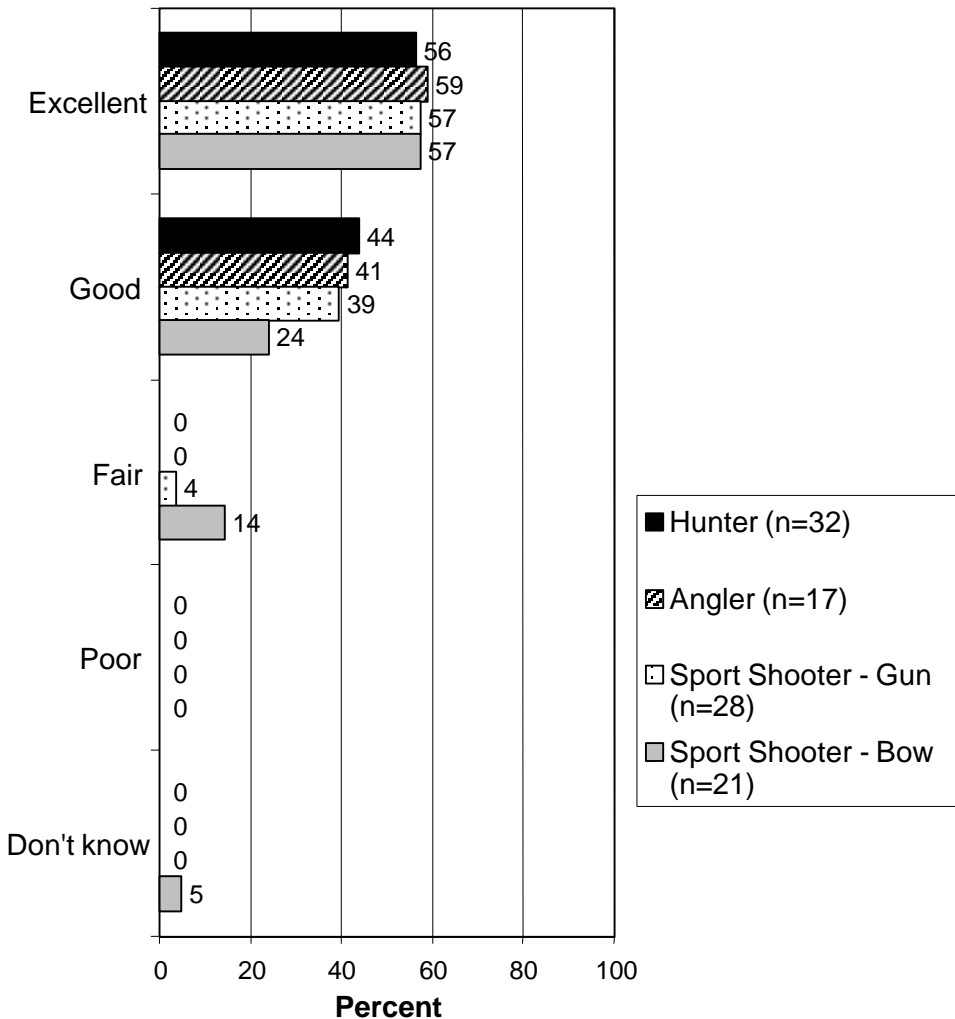
The survey results showed that 67% of anglers said that “91 to 100 percent” of those inexperienced people whom they had invited to engage in their activity had gone fishing before, but were still considered beginners. Also at a high percentage are gun shooters, with 57% saying that “91 to 100 percent” of those inexperienced people whom they had invited to engage in their activity had shot with a gun before, but were still considered beginners. Roughly a third of hunters (36%) and bow shooters (35%) said that “91 to 100 percent” of those inexperienced people whom they had invited to engage in their activity had done so before but were, nonetheless, still considered beginners. This graph appears on the following page.

**Q16. How many had gone before but were beginner hunter/angler/sport shooters (gun/bow)?
(asked of those who took someone with little or no experience hunting/fishing/sport shooting with a gun/target shooting with a bow)**



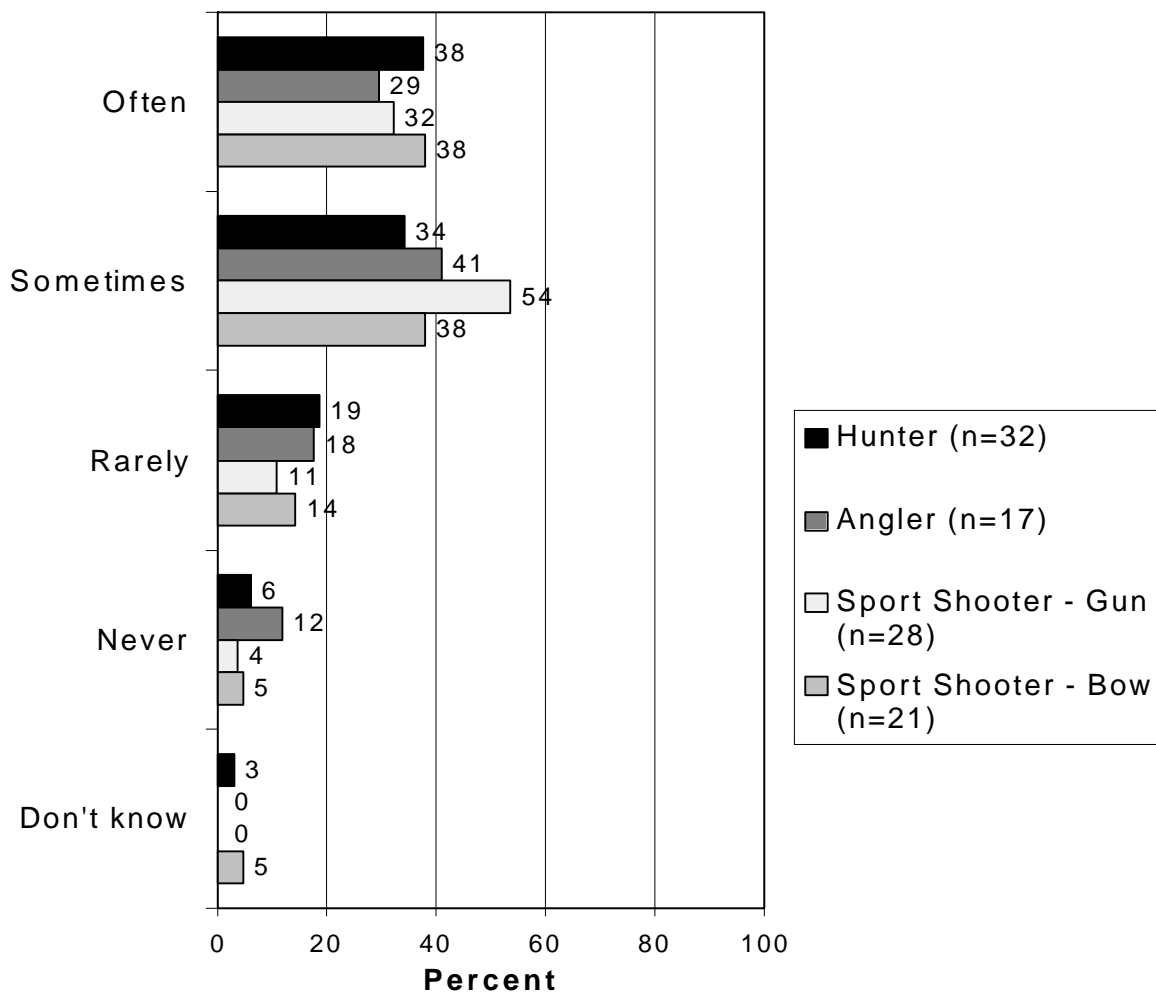
All activity groups had strong majorities saying that their experience taking a complete novice along to engage in their activity had been “excellent” or “good.” The results show that 100% of hunters and anglers, 96% of gun shooters, and 81% of archers said that their experience had been “excellent” or “good” in taking a person who had *no* experience in the given activity to engage in that activity. No respondents of any activity group said that the experience was “poor.”

**Q17. Would you say the experience in sharing your sport was excellent, good, fair, or poor?
(asked of those who took someone with *no* experience hunting/fishing/sport shooting with a gun/target shooting with a bow)**



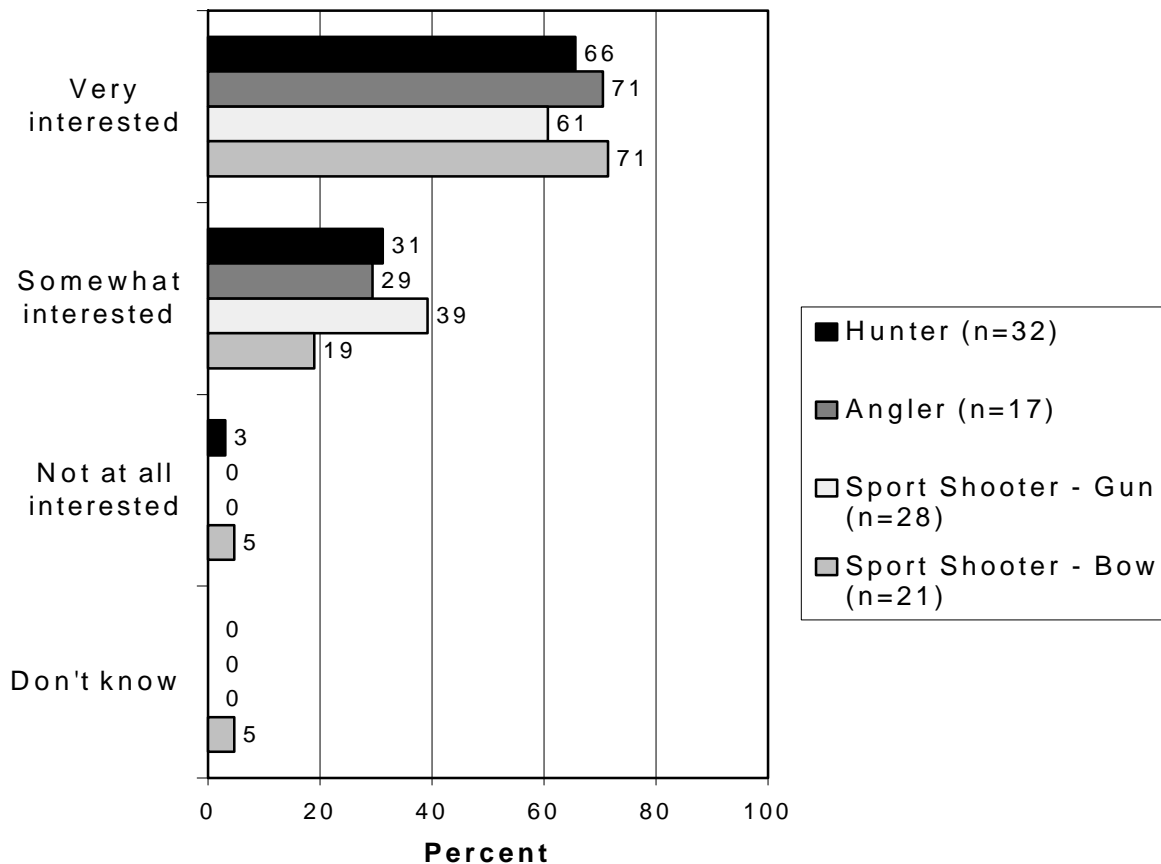
Respondents felt that the success rate at which they encouraged a complete novice to engage in their activity was quite good, with 86% of gun shooters, 76% of archers, 72% of hunters, and 70% of anglers saying that the people with *no* experience whom they had invited to engage in their activity subsequently engaged in the activity “often” or “sometimes.”

Q18. Since you took that person with no experience hunting/fishing/sport shooting with a gun/target shooting with a bow, would you say that person engages in that activity often, sometimes, rarely or never? (asked of those who took someone with no experience hunting/fishing/sport shooting with a gun/target shooting with a bow)



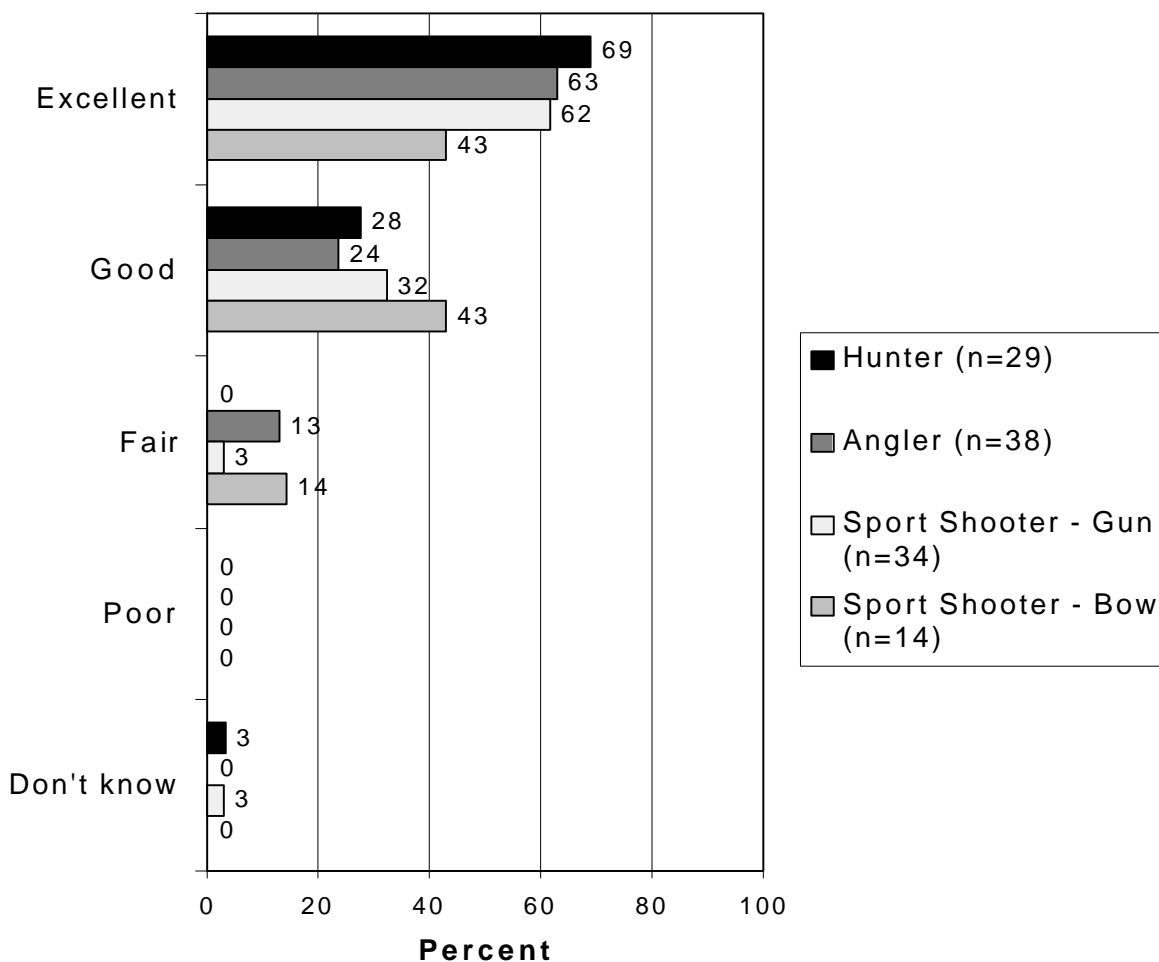
Another measure of how well the respondent had succeeded in interesting the novice in hunting/fishing/gun shooting/bow shooting is shown in the following graph: 100% of gun shooters and anglers, 97% of hunters, and 90% of archers said that the complete novices (i.e., people with *no* experience) whom they had invited to engage in their activity subsequently were “very interested” or “somewhat interested” in engaging in the activity in the future.

Q19. After taking this person who had no experience hunting/fishing/sport shooting with a gun/target shooting with a bow, how would you rate their interest in going hunting/fishing/sport shooting with a gun/target shooting with a bow in the future? (asked of those who took someone with no experience hunting/fishing/sport shooting with a gun/target shooting with a bow)



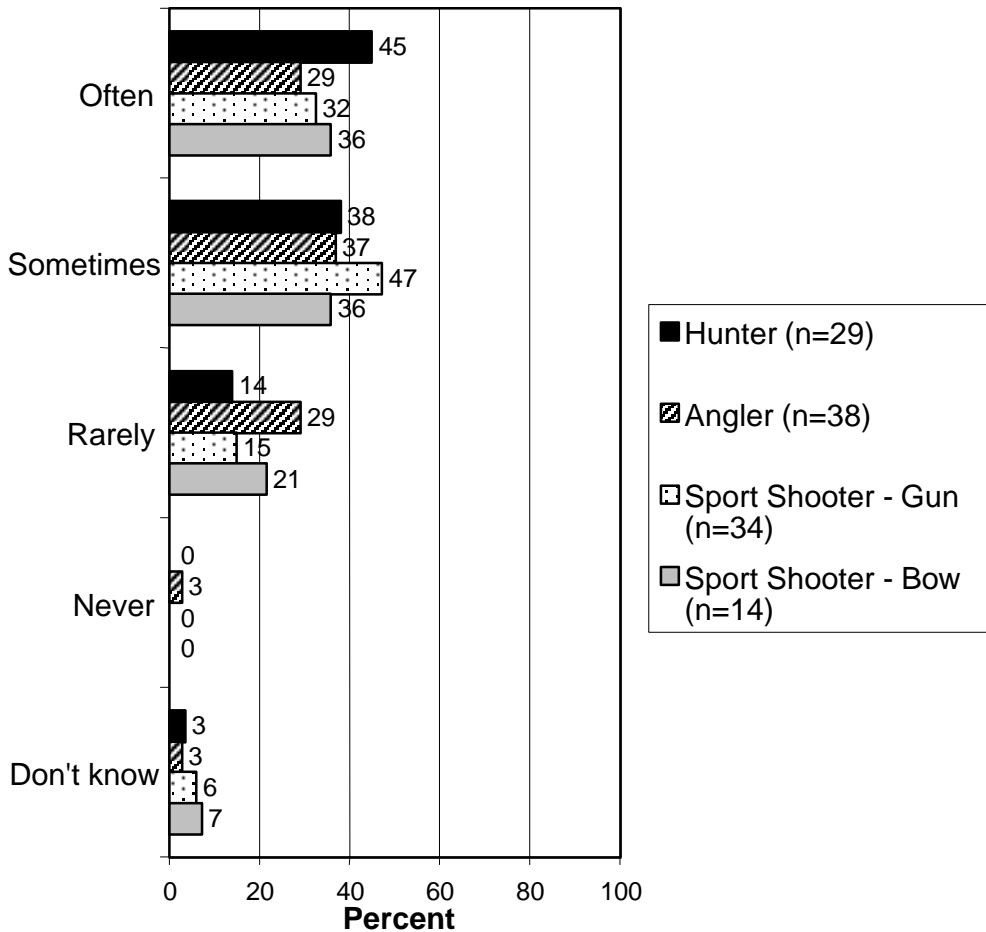
The survey results indicated that respondents enjoyed taking people with some experience, but not much experience, along to engage in their activity: 97% of hunters, 94% of gun shooters, 87% of anglers, and 86% of archers rated their experience taking a novice with *a little* experience along was “excellent” or “good.” No respondents gave a rating of “poor.”

**Q20. Overall, how would you rate your experience the last time you took a person who had little experience hunting/fishing/sport shooting with a gun/target shooting with a bow?
(asked of those who took someone with little experience hunting/fishing/sport shooting with a gun/target shooting with a bow)**



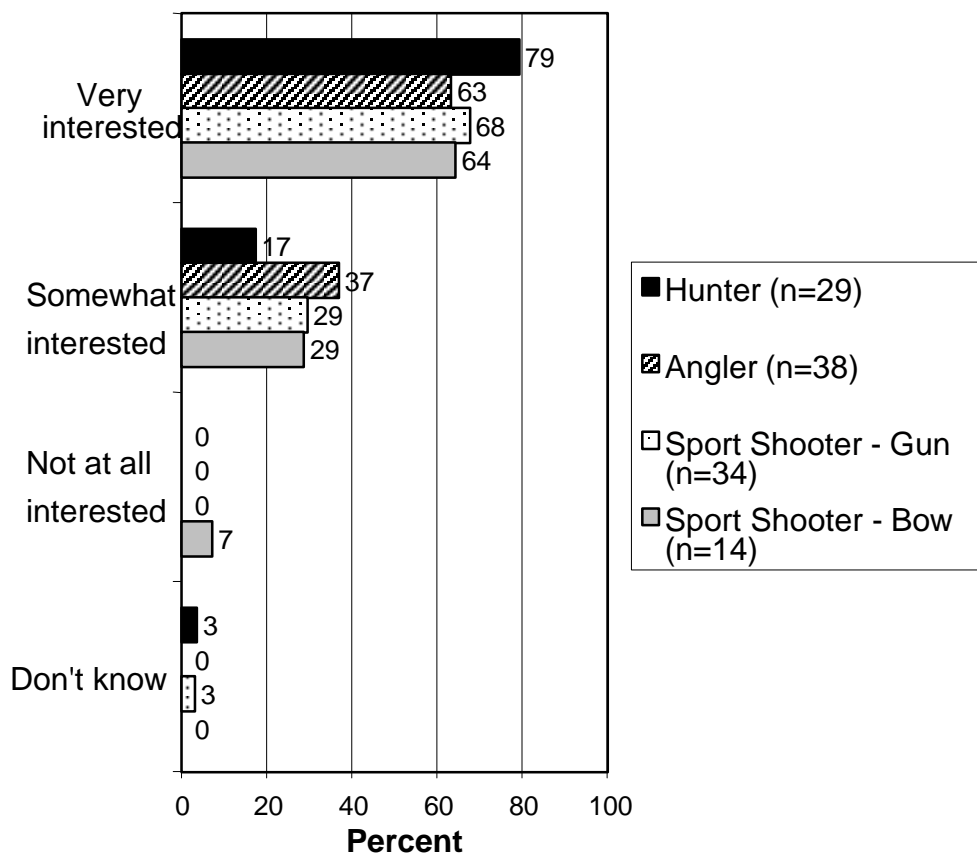
Respondents felt that the success rate at which they encouraged a novice with *a little* experience to engage in their activity was quite good: 83% of hunters, 79% of gun shooters, 72% of archers, and 66% of anglers said that the people with *a little* experience whom they had invited to engage in their activity subsequently engaged in the activity “often” or “sometimes.”

Q21. Since you took that person who had little experience hunting/fishing/sport shooting with a gun/target shooting with a bow, would you say that person goes often, sometimes, rarely, or never? (asked of those who took someone with little experience hunting/fishing/sport shooting with a gun/target shooting with a bow)



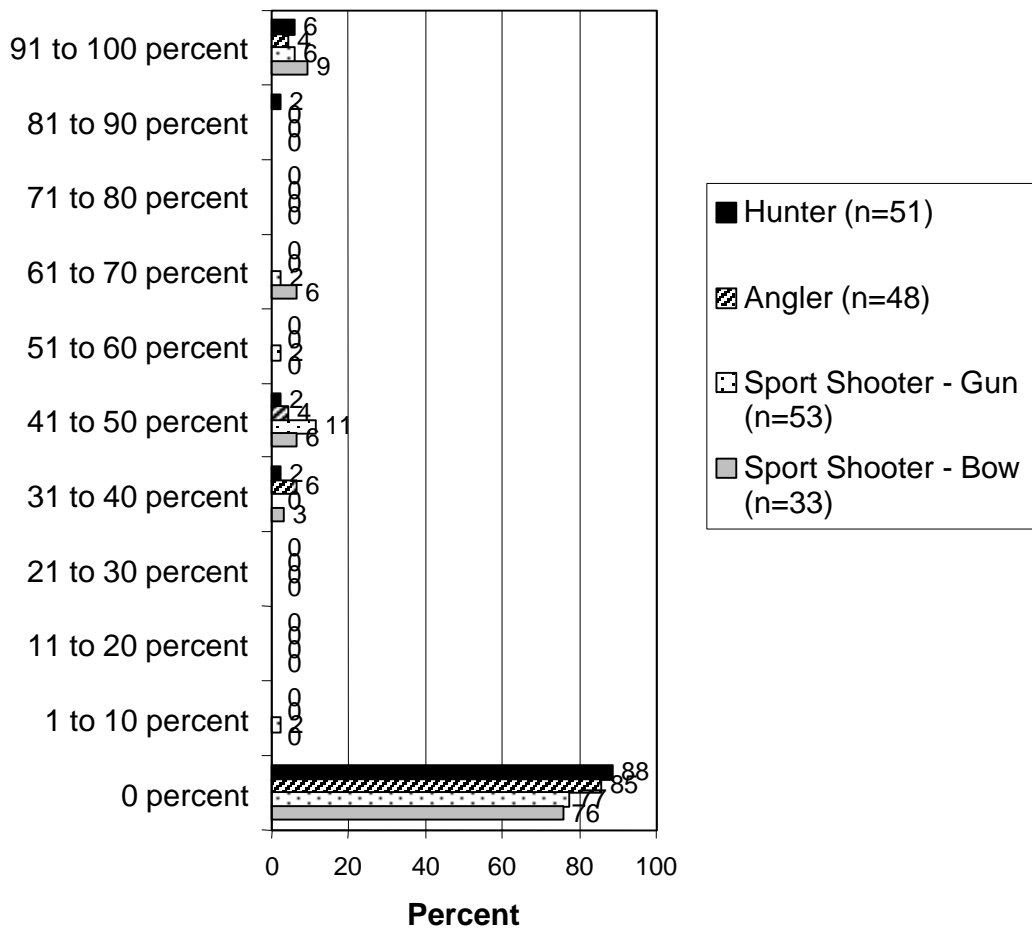
The success rate was quite high in the other measure of how well the respondent had succeeded in interesting the novice with *a little* experience in hunting/fishing/gun shooting/bow shooting: 100% of anglers, 97% of gun shooters, 96% of hunters, and 93% of archers said that the novices with *a little* experience whom they had invited to engage in their activity subsequently were “very interested” or “somewhat interested” in engaging in the activity in the future.

**Q22. After taking this person who had little experience hunting/fishing/sport shooting with a gun/target shooting with a bow, how would you rate their interest in going in the future? Would you say they are very interested, somewhat interested, or not at all interested in going?
(asked of those who took someone with little experience hunting/fishing/sport shooting with a gun/target shooting with a bow)**



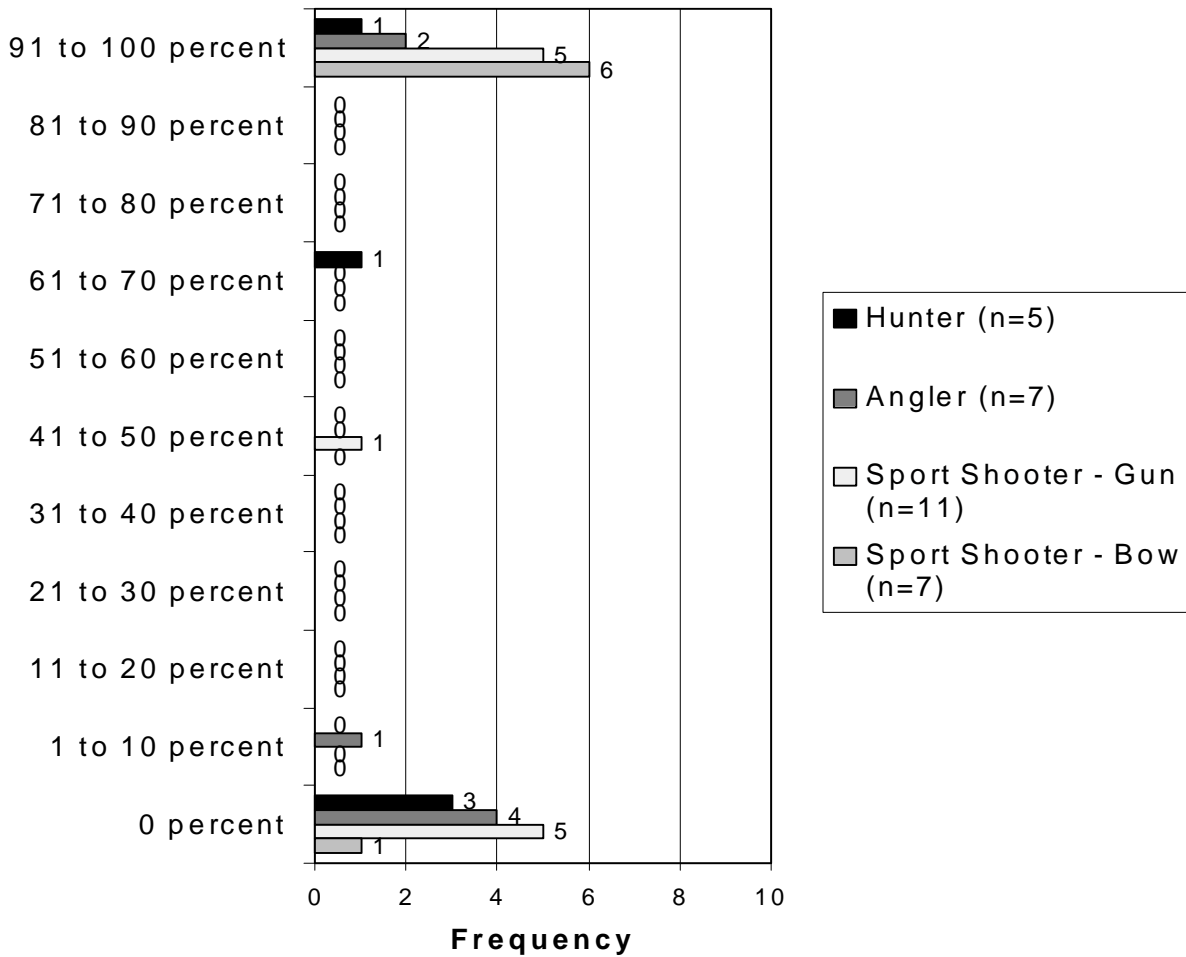
Very high percentages of all activity groups said that “0 percent” of the people with little or no experience whom they invited to engage in their activity declined to do so.

**Q23. Of the total number of people you invited to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you whom had little or no experience, how many did not accept or declined to go?
(asked of those who invited someone with little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow)**



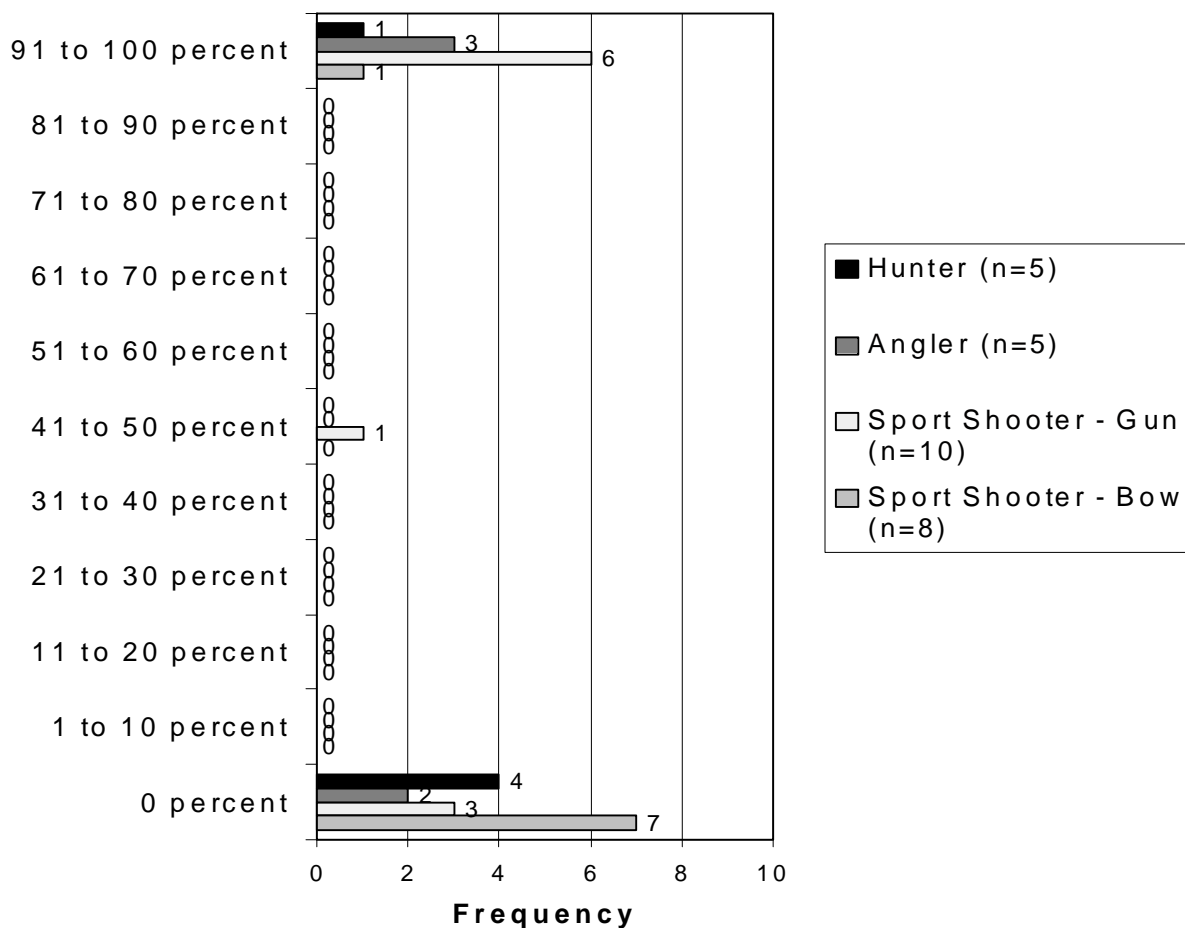
The results were quite mixed regarding whether the people who had declined invitations to engage in the given activity had ever engaged in the activity before. While 6 of 7 archers said that “91 to 100 percent” of those declining an invitation had never shot with a bow before, only 1 of 5 hunters said that “91 to 100 percent” of those declining an invitation had never hunted before.

Q24. How many of those people you invited to go hunting/fishing/sport shooting with a gun/target shooting with a bow had never been before? (asked of those who invited someone with little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow but whose invitation was declined)



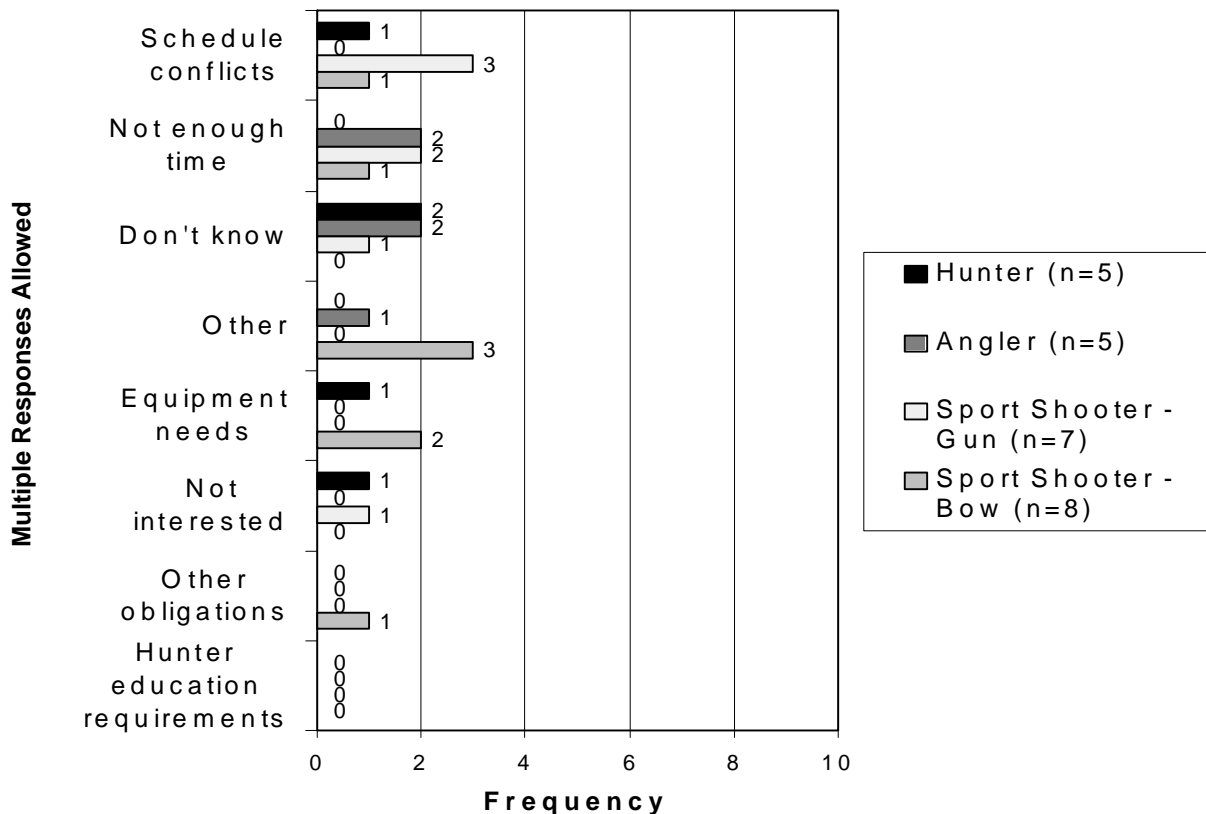
The results were also quite mixed regarding whether the people who had declined invitations to engage in the given activity had previously engaged in the activity a little but were, nonetheless, considered “beginners”: 3 of 5 anglers and 6 of 10 gun shooters said that “91 to 100 percent” of those who declined invitations to engage in the given activity had gone before but were “beginners.” Only 1 of 5 hunters and 1 of 8 archers said that “91 to 100 percent” of those who declined invitations to engage in the given activity had gone before but were “beginners.”

Q25. How many had gone before but were beginner hunter/angler/sport shooters (gun/bow)? (asked of those who invited someone with little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow but whose invitation was declined)



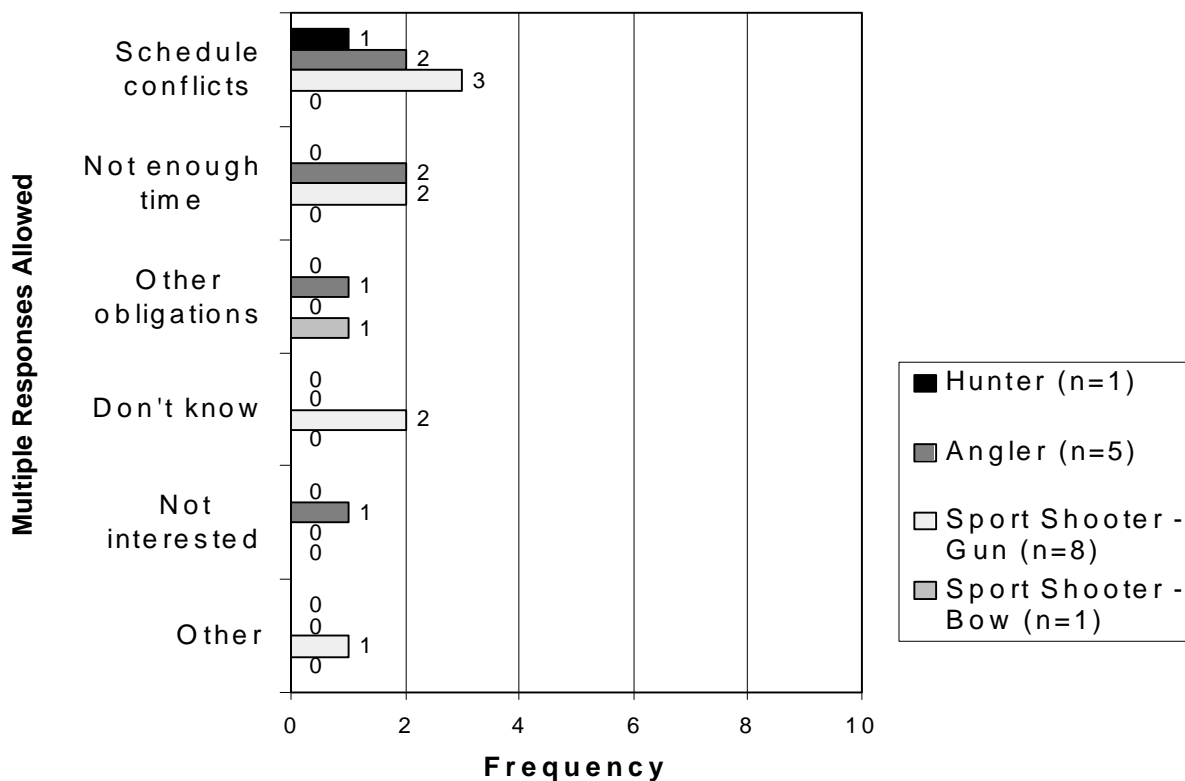
Respondents were asked about the *last time* they had invited somebody with *no* experience to engage in their activity. The graph below shows the reasons those people with *no* experience in the given activity had declined invitations to engage in the activity. “Scheduling conflicts” was the answer given by 1 of 5 hunters, 3 of 7 gun shooters, and 1 of 8 archers; “not enough time” was the answer given by 2 of 5 anglers, 2 of 7 gun shooters, and 1 of 8 archers. Together, these reasons account for 10 of 25 responses, which is equal to the number of responses for all other reasons (excluding the 5 of 25 who answered “don’t know”).

Q27. Thinking about the last time you invited a person who had no experience hunting/fishing/sport shooting with a gun/target shooting with a bow to engage in that activity and they declined to go, what were the main reasons these individuals declined to go? (asked of those who asked someone with no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow but were declined)



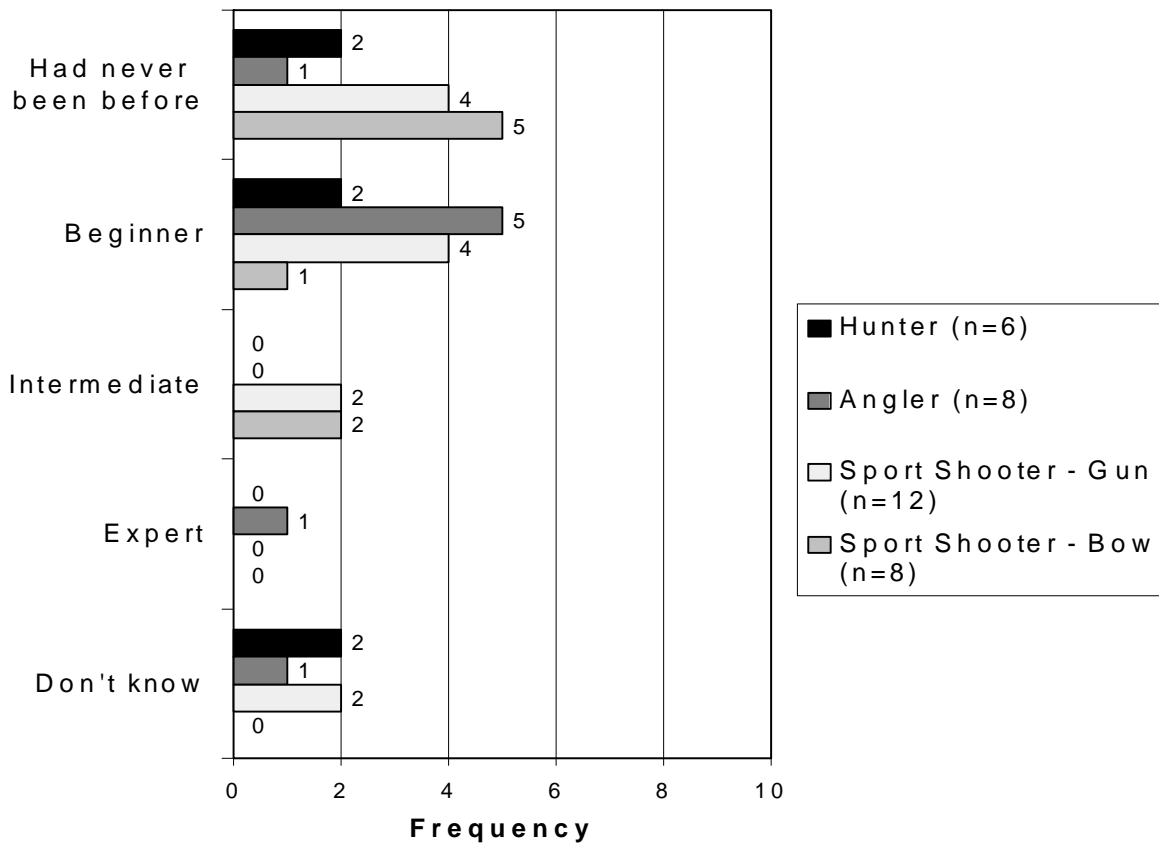
Respondents were asked about the *last time* they had invited somebody with *a little* experience to engage in their activity. The graph below shows the reasons those people with *a little* experience in the given activity had declined the most recent invitations to engage in the activity. The single hunter, 3 of 5 anglers, 3 of 8 gun shooters, and the single archer indicated that the person invited to engage in the given activity had “schedule conflicts” or “other obligations.” Another common reason given (2 of 5 anglers and 2 of 8 gun shooters) was “not enough time.”

Q30. Thinking about the last time you asked a person who had little experience hunting/fishing/sport shooting with a gun/target shooting with a bow and they declined to go, what were the main reasons these individuals declined to go? (asked of those who asked someone with little experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow but whose invitation was declined)



Respondents were asked to indicate the level of experience of the person they had last invited to engage in their activity but who had declined the invitation: 2 of 6 hunters, 1 of 8 anglers, 4 of 12 gun shooters, and 5 of 8 archers (12 of 34 total) said the person “had never been before.” Two of 6 hunters, 5 of 8 anglers, 4 of 12 gun shooters, and 1 of 8 archers (also 12 of 34 total) said the person was a “beginner.” Only 1 of 8 anglers, 2 of 12 gun shooters, and 2 of 8 archers (4 of 34 total) said the person had an “intermediate” skill level or was an “expert” at the given activity.

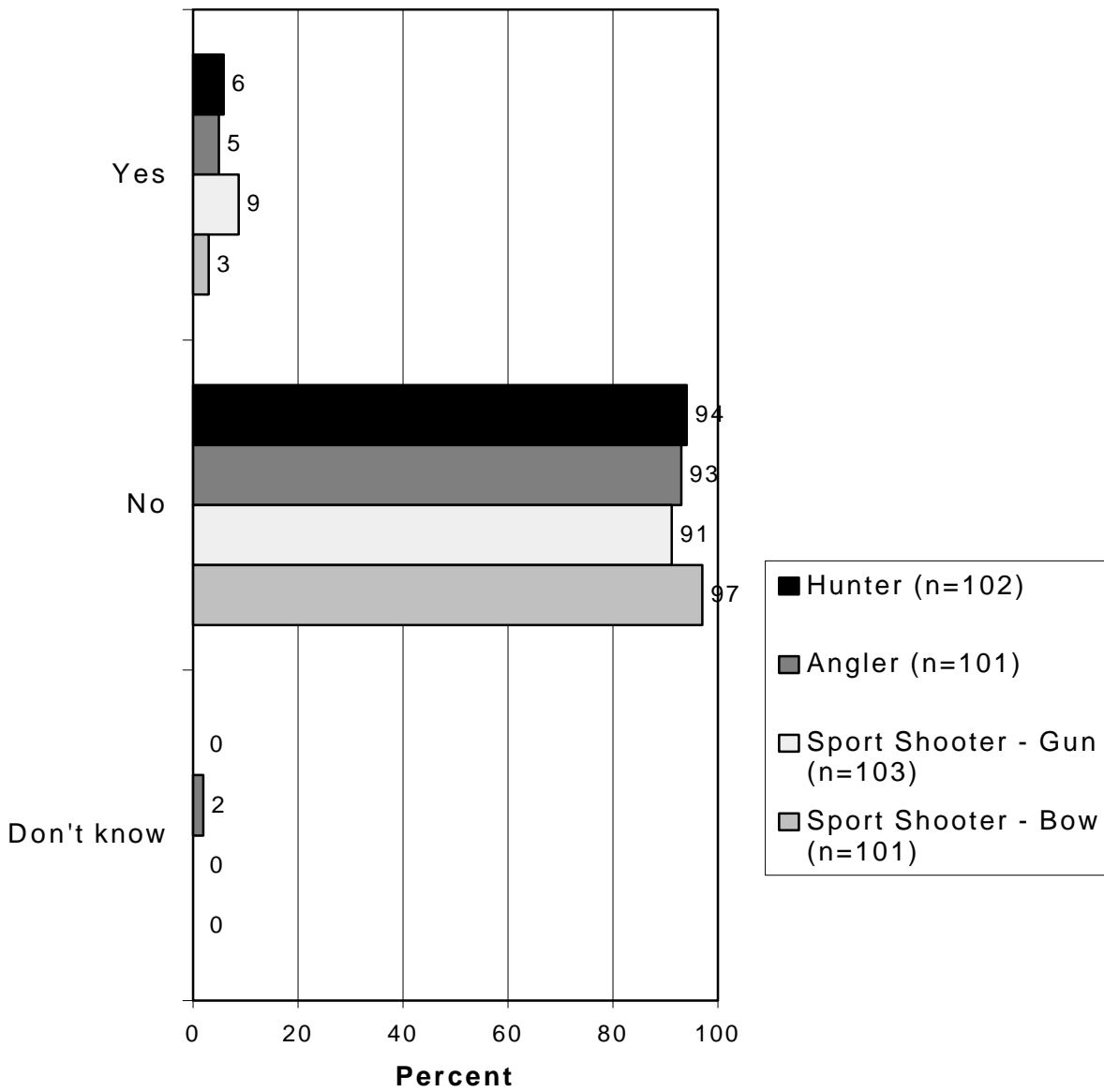
Q32. Thinking about the last time you asked a person to go hunting/fishing/sport shooting with a gun/target shooting with a bow and they declined to go, what was that person's level of experience? (asked of those who asked someone with little or no experience to go hunting/fishing/sport shooting with a gun/target shooting with a bow but were declined)



Awareness of and Support for the STEP OUTSIDE® Program

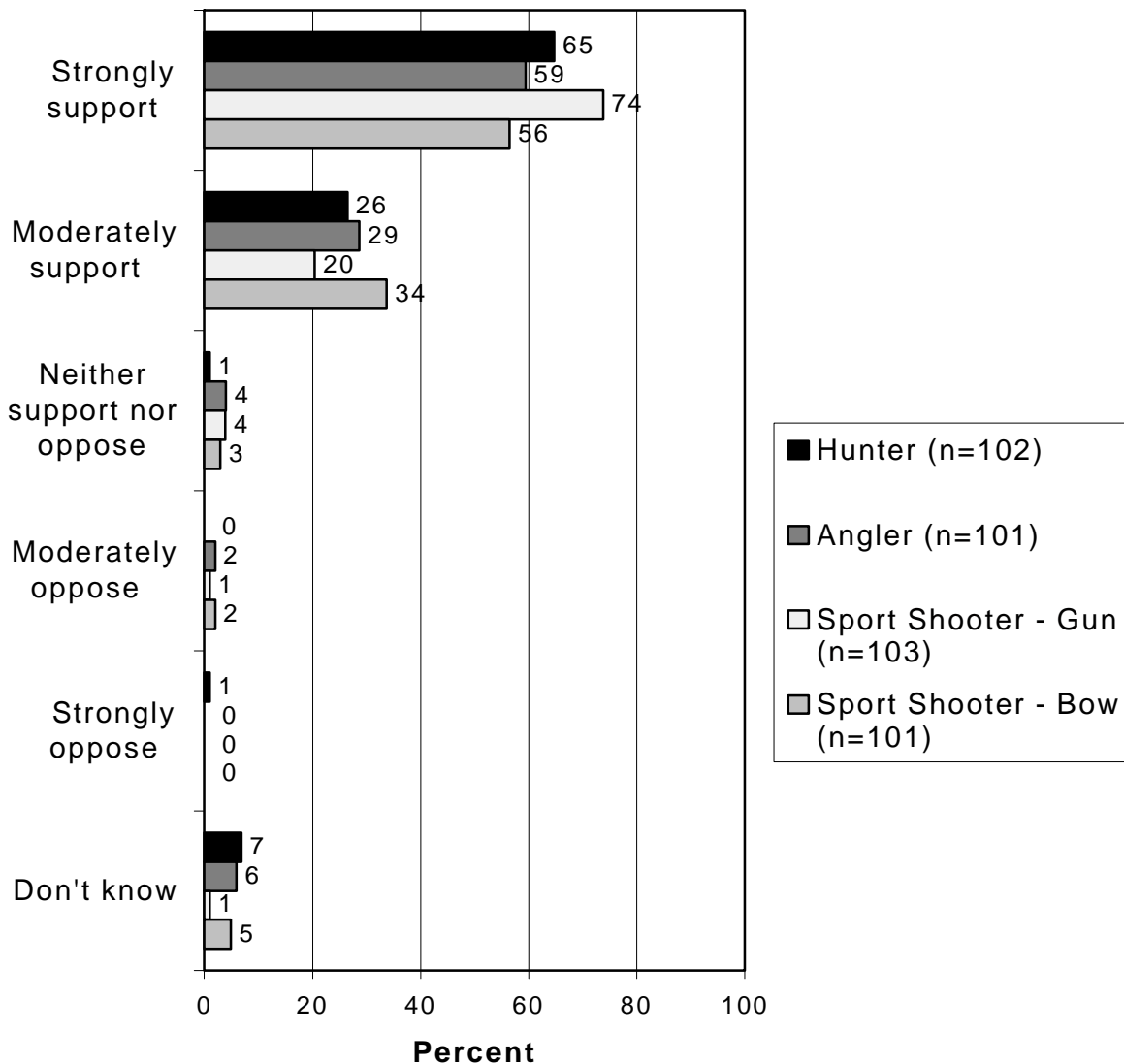
Small percentages (3% to 9%) of each activity group had heard of the STEP OUTSIDE® program.

Q34. Have you ever heard of the Step Outside program?



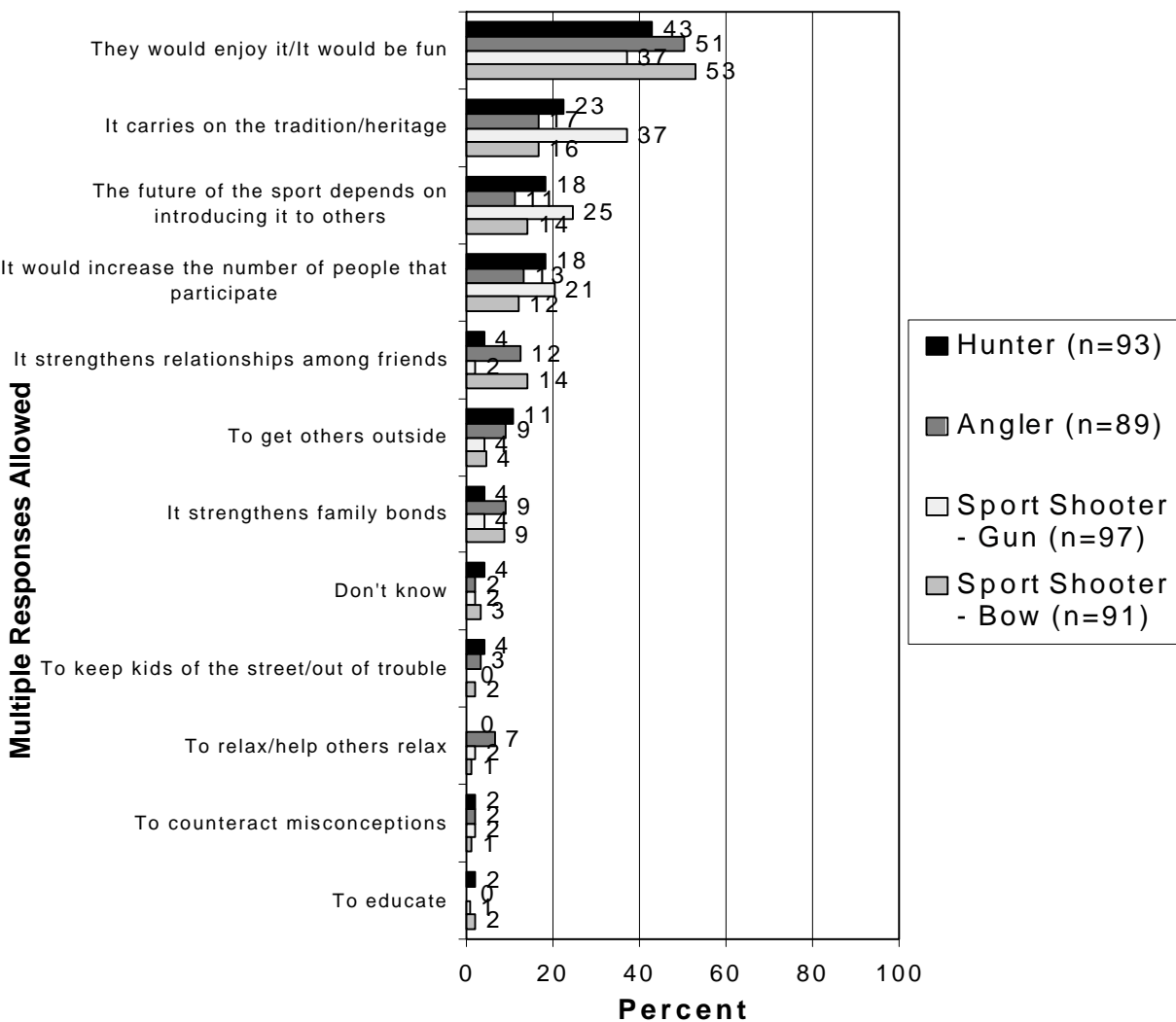
After being informed about the STEP OUTSIDE® program, majorities of all activity groups were supportive of the program: 94% of gun shooters, 91% of hunters, 90% of archers, and 88% of anglers “strongly” or “moderately” supported the program.

Q35. Do you support or oppose the Step Outside program, that is, the idea of introducing friends, family and special guests to hunting/fishing/sport shooting with a gun/target shooting with a bow?



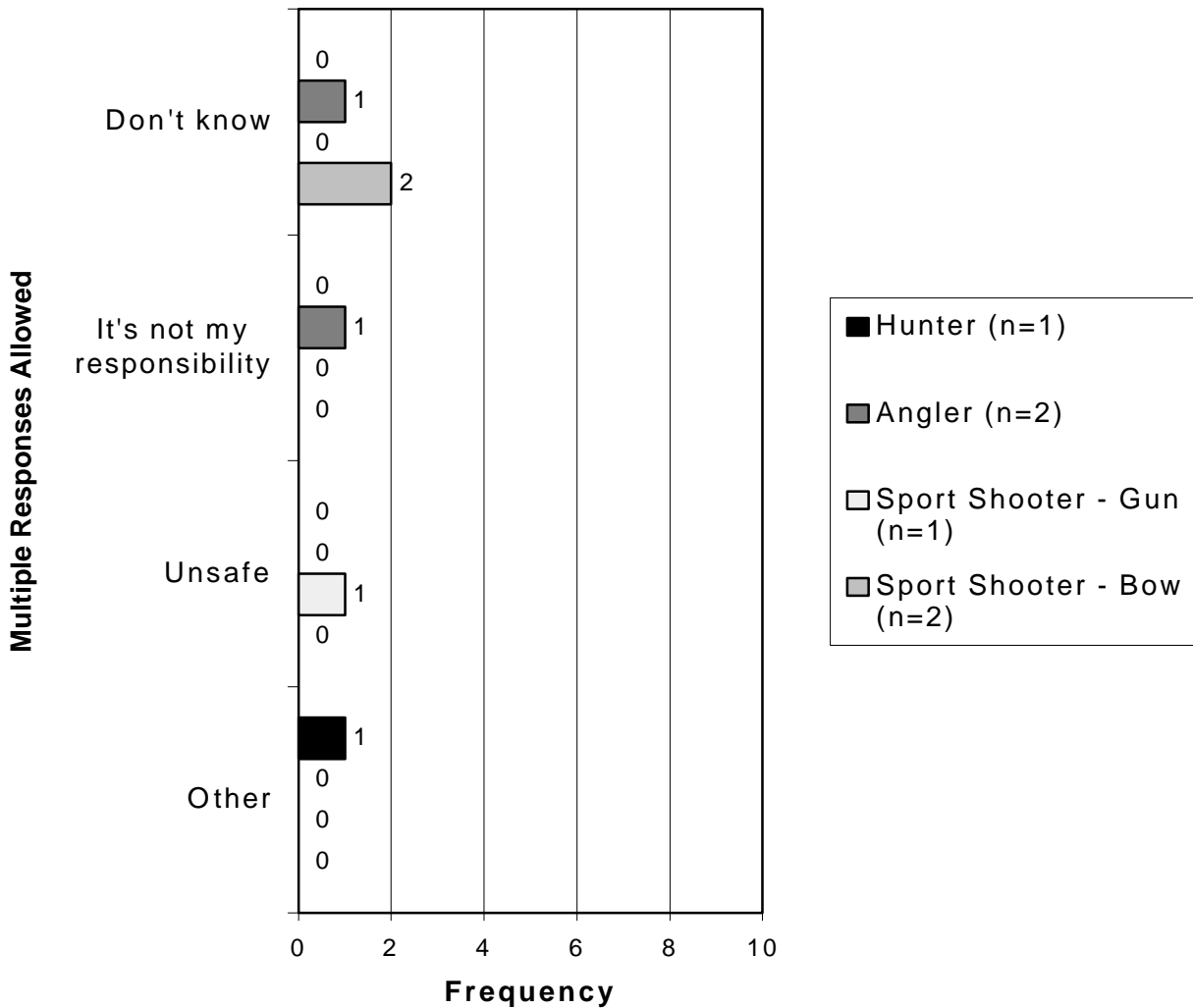
Those who indicated that they support the STEP OUTSIDE® program most commonly said that they support introducing family/friends/guests to hunting/fishing/gun shooting/bow shooting because they think that person will enjoy it or that it carries on the tradition.

**Q37. Why do you support the idea of introducing friends, family and special guests to hunting/fishing/sport shooting with a gun/target shooting with a bow?
(asked of those that support the Step Outside program)**



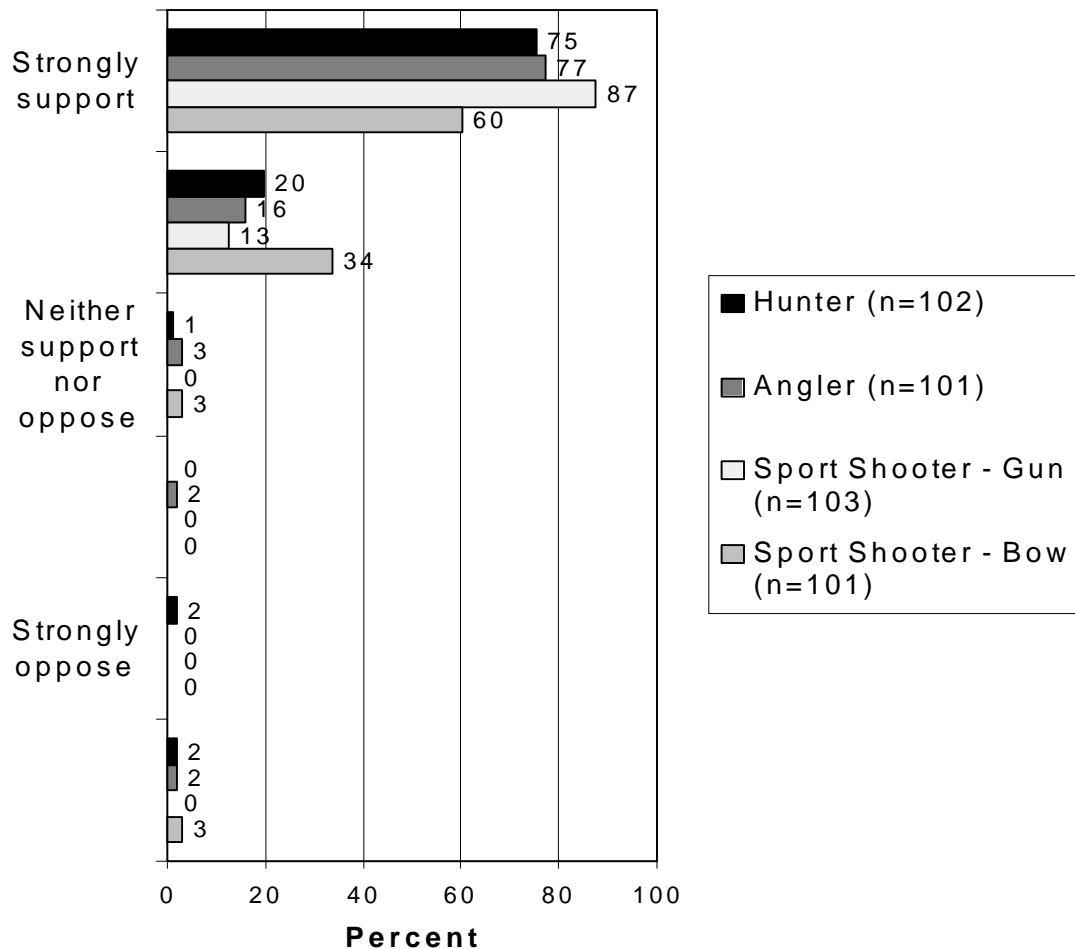
Only 6 respondents indicated that they oppose the STEP OUTSIDE® program. The reasons that these respondents opposed introducing family/friends/guests to hunting/fishing/gun shooting/bow shooting are shown in the graph below.

**Q40. Why do you oppose the idea of introducing friends, family and special guests to hunting/ fishing/sport shooting with a gun/target shooting with a bow?
 (asked of those who oppose the Step Outside program)**



Large majorities of each activity group (including 100% of gun shooters) supported the idea of introducing friends/family/guests to hunting/fishing/gun shooting/bow shooting so that these people can personally learn the enjoyment that the activities bring.

Q42. Do you support or oppose the idea of introducing friends, family and special guests to hunting/fishing/sport shooting with a gun/target shooting with a bow so that they can personally learn the enjoyment that this activity brings a person?



Testing Messages That Encourage Respondents to Invite Another to Hunt/Fish/Shoot with a Gun or Bow

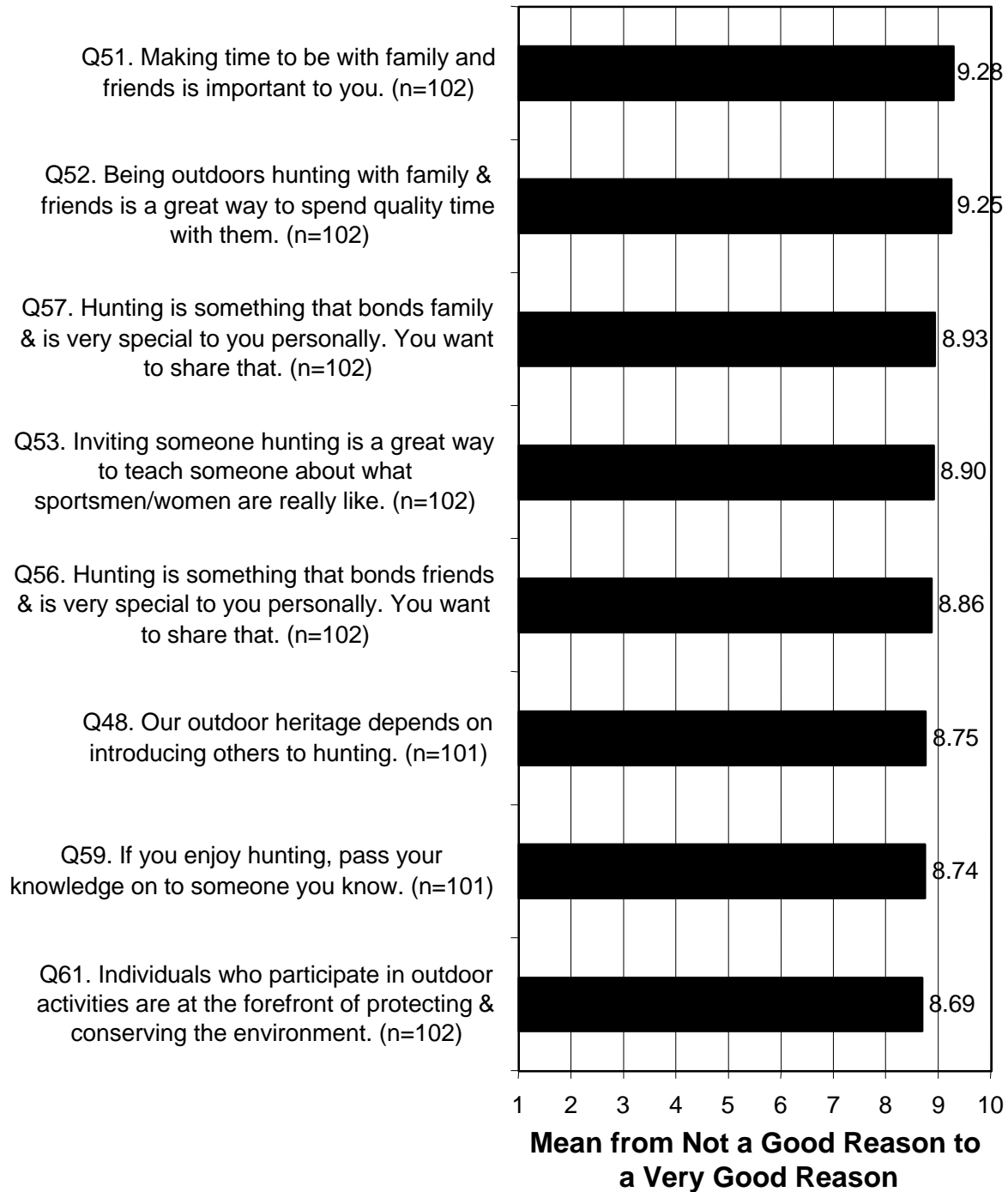
Questions 45 through 61 tested messages to determine how well each message would encourage respondents to ask somebody to engage in their activity with them. The graphs that follow show the mean of the rating for each message (respondents were asked to rate each message on a scale of 1 to 10, with 1 being “not at all a good reason” and 10 being a “very good reason” to encourage the respondents to ask someone to engage in their activity with them). The tabulation below shows the five highest rated messages for each activity group. Following the tabulation, there are two graphs for each activity group showing all the tested messages.

Hunters	Anglers	Gun Shooters	Archers
Making time to be with family and friends is important to you.	Being outdoors fishing with family and friends is a great way to spend quality time with them.	Inviting someone (gun) shooting is a great way to teach someone about what sportsmen/women are really like.	Making time to be with family and friends is important to you.
Being outdoors hunting with family and friends is a great way to spend quality time with them.	Making time to be with family and friends is important to you.	Being outdoors (gun) shooting with family and friends is a great way to spend quality time with them.	Being outdoors (bow) shooting with family and friends is a great way to spend quality time with them.
Hunting is something that bonds family and is very special to you personally. You want to share that.	Fishing is something that bonds family and is very special to you personally. You want to share that.	Making time to be with family and friends is important to you.	Individuals who participate in outdoor activities are at the forefront of protecting and conserving the environment.
Inviting someone hunting is a great way to teach someone about what sportsmen/women are really like.	Individuals who participate in outdoor activities are at the forefront of protecting and conserving the environment.	It is personally gratifying to share your knowledge of (gun) shooting and introduce someone to an experience you enjoy.	Inviting someone (bow) shooting is a great way to teach someone about what sportsmen/women are really like.
Hunting is something that bonds friends and is very special to you personally. You want to share that.	Inviting someone to go fishing is personally fun for you.	Our outdoor heritage depends on introducing others to (gun) shooting.	Inviting someone to go (bow) shooting gives you time to relax and forget about the hectic world we live in.

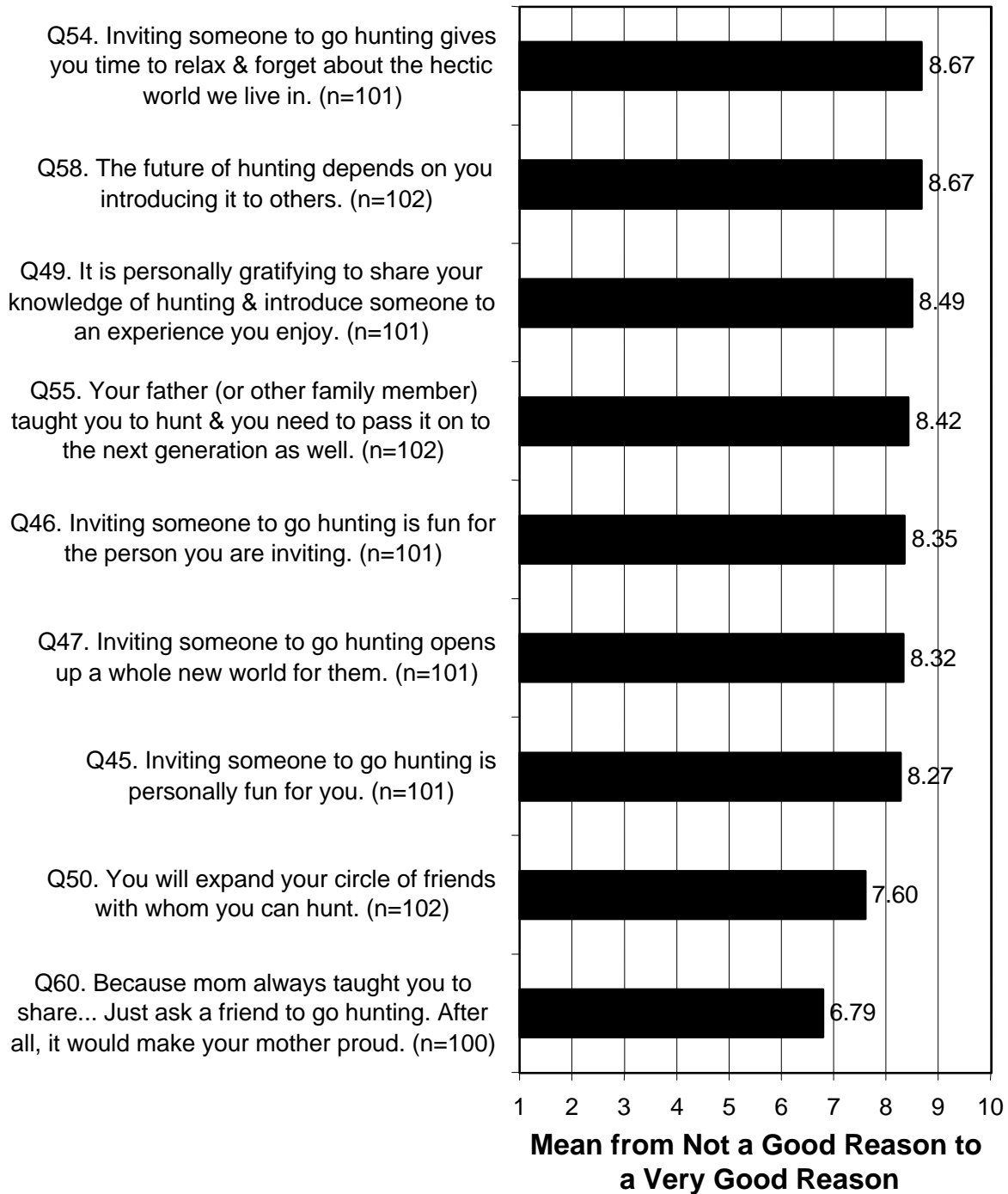
All of the tested messages had fairly high ratings among hunters, with the exception of “You will expand your circle of friends with whom you can hunt,” and “Because Mom always taught you to share.... Just ask a friend to go hunting. After all, it would make your mother proud.” The former message had a mean of 7.60, and the latter message received the lowest rating among hunters, with a mean of 6.79. All other messages had means above 8.00.

The graphs for these message tests among hunters appear on the following pages.

Rating of Statements that Would Encourage Respondents to Ask Someone to Go Hunting (Hunters) Part 1



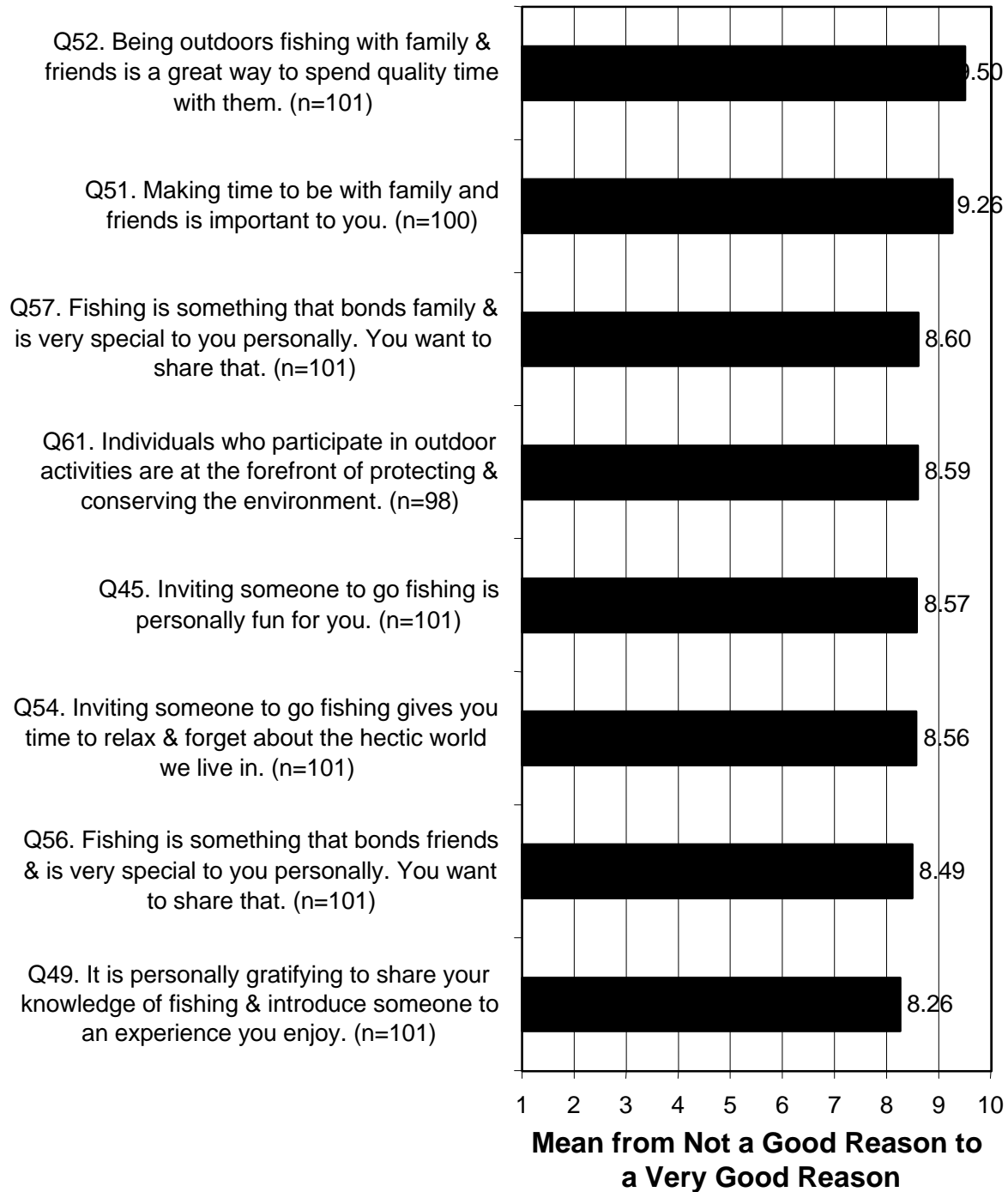
Rating of Statements that Would Encourage Respondents to Ask Someone to Go Hunting (Hunters) Part 2



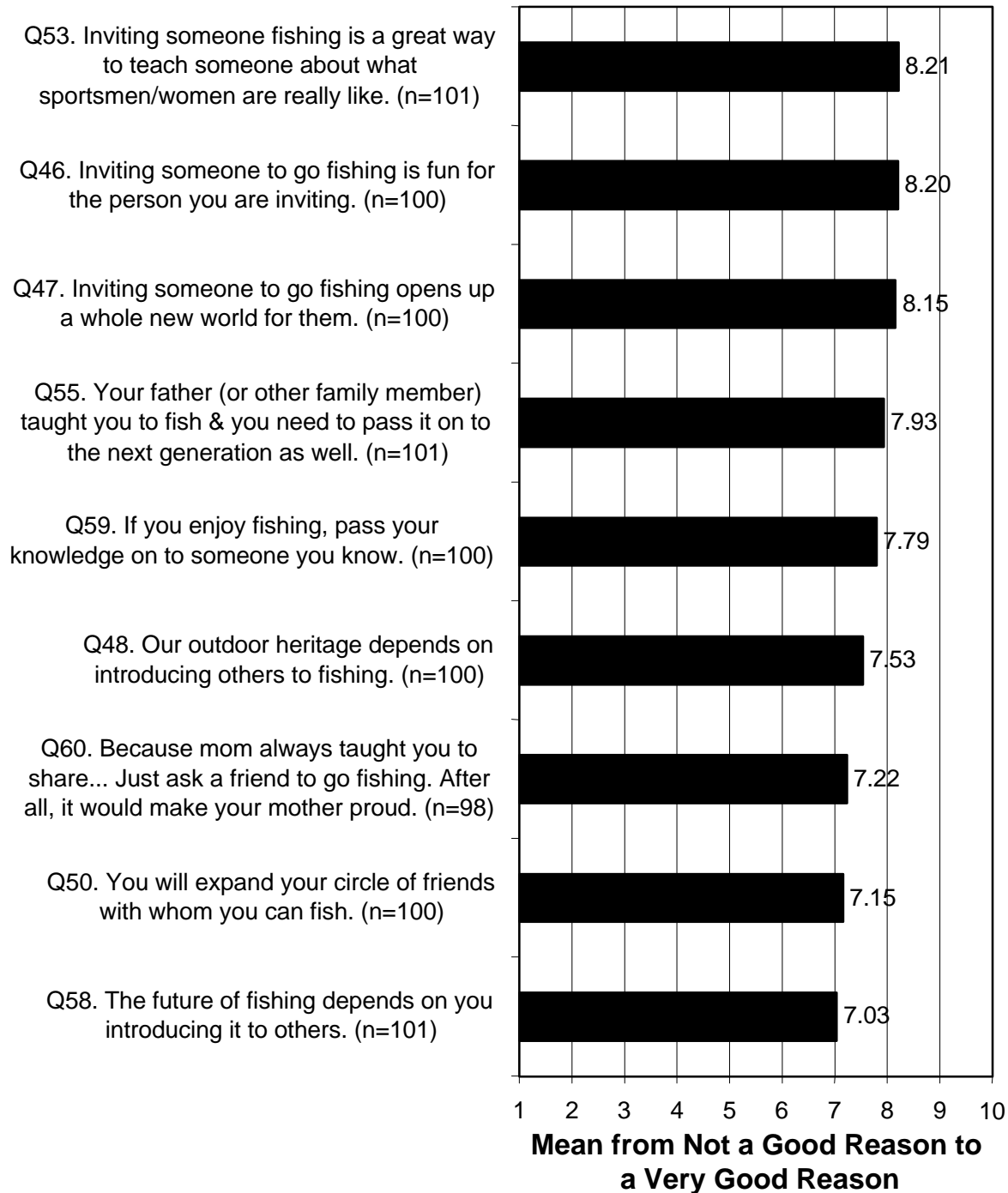
Anglers did not rate the messages as high as hunters typically did. Anglers had six messages that had means lower than 8.00. In particular, three messages received relatively low ratings:

“Because Mom always taught you to share.... Just ask a friend to go fishing. After all, it would make your mother proud” (mean of 7.22), “You will expand your circle of friends with whom you can fish” (mean of 7.15), and “The future of fishing depends on you introducing it to others” (mean of 7.03). These graphs appear on the following pages.

Rating of Statements that Would Encourage Respondents to Ask Someone to Go Fishing (Anglers) Part 1

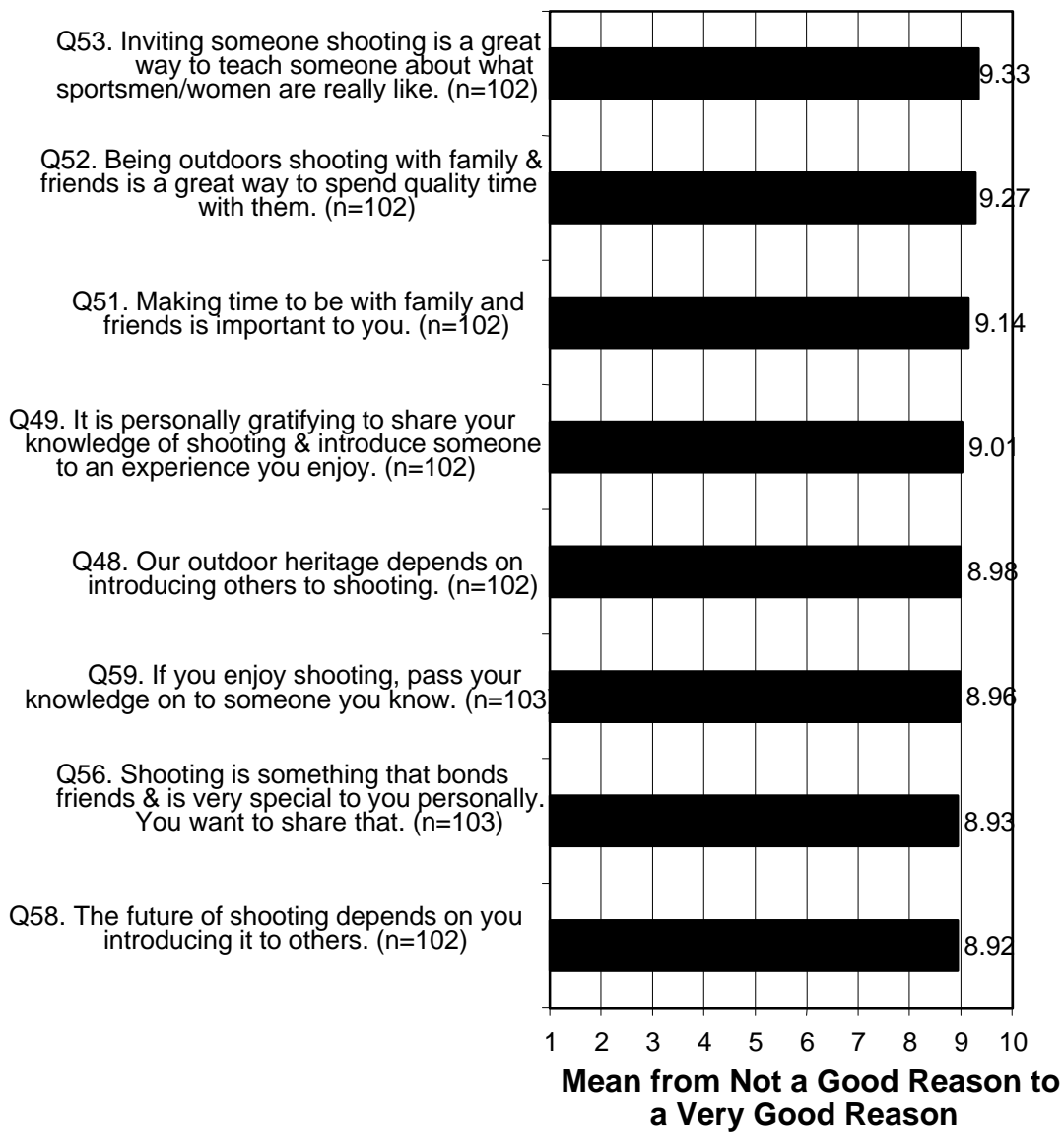


Rating of Statements that Would Encourage Respondents to Ask Someone to Go Fishing (Anglers) Part 2

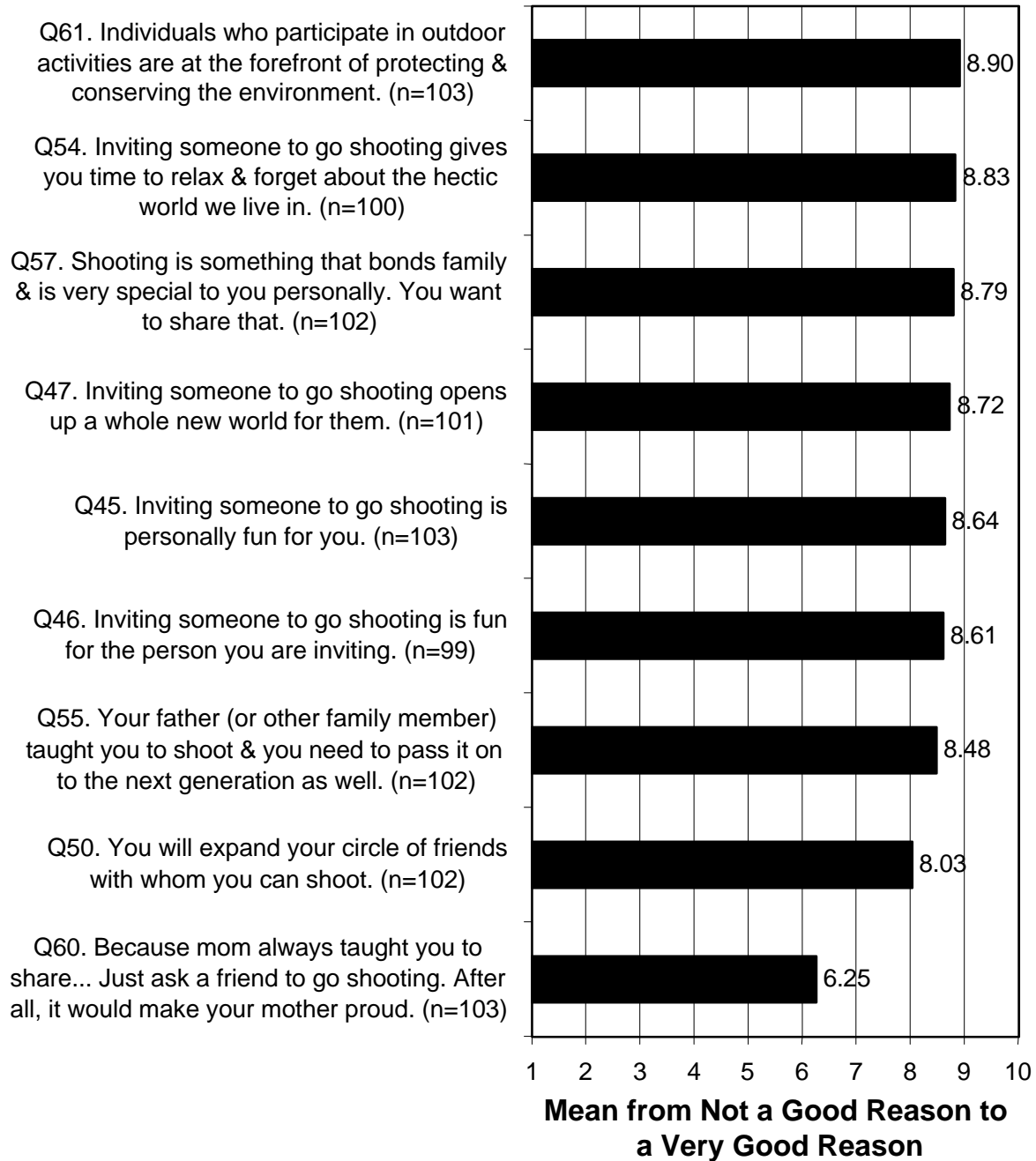


Gun shooters rated all of the messages fairly high except for, “Because Mom always taught you to share.... Just ask a friend to go shooting. After all, it would make your mother proud.” This latter message had a rating mean of 6.25.

Rating of Statements that Would Encourage Respondents to Ask Someone to Go Sport Shooting with a Gun (Sport Shooters - Gun) Part 1

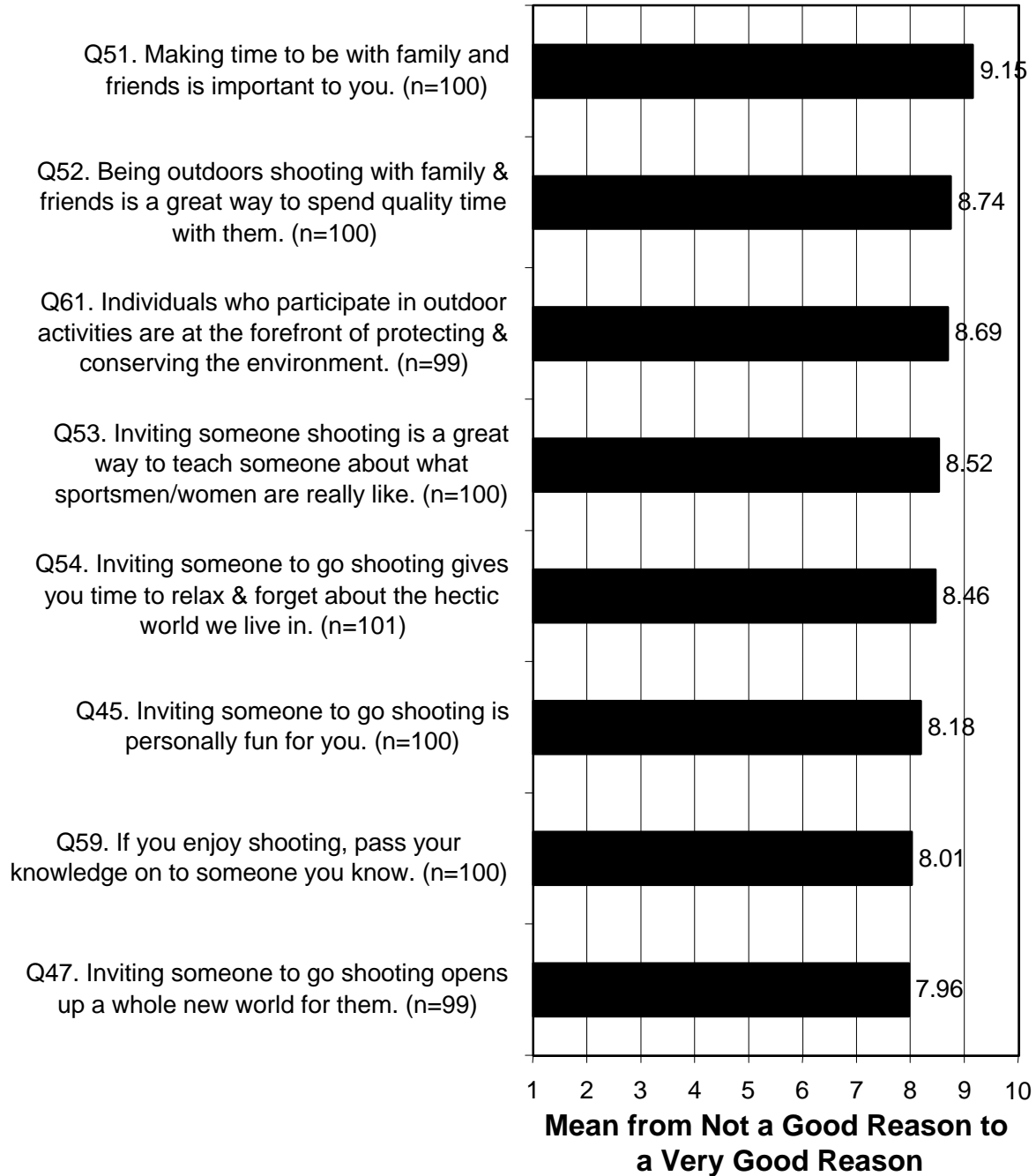


Rating of Statements that Would Encourage Respondents to Ask Someone to Go Sport Shooting with a Gun (Sport Shooters - Gun) Part 2

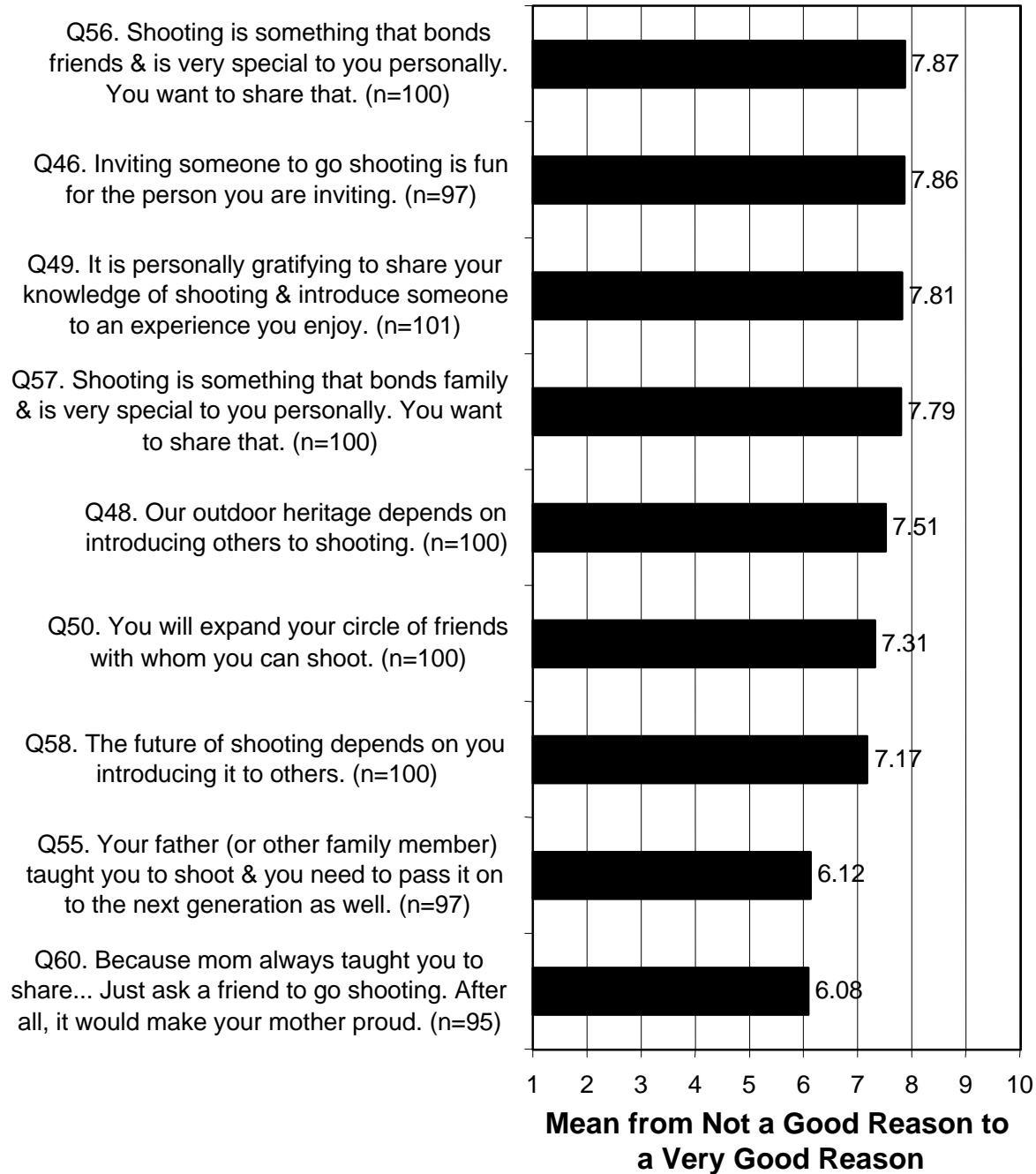


In general, archers gave the messages the lowest ratings overall, with ten messages with rating means of less than 8.00. In particular, though, two messages tested quite poorly: “Your father (or other family member) taught you to shoot, and you need to pass it on to the next generation as well” (mean of 6.12) and “Because Mom always taught you to share.... Just ask a friend to go shooting. After all, it would make your mother proud” (mean of 6.08). These graphs appear on the following pages.

Rating of Statements that Would Encourage Respondents to Ask Someone to Go Target Shooting with a Bow (Sport Shooters - Bow) Part 1



Rating of Statements that Would Encourage Respondents to Ask Someone to Go Target Shooting with a Bow (Sport Shooters - Bow) Part 2



Respondents were asked to indicate which one message would most motivate them to invite someone to engage in their activity with them. For hunters, anglers, and archers, the top message was, “Making time to be with family and friends is important to you.” For gun shooters, the top message was, “Our outdoor heritage depends on introducing others to the sport.”

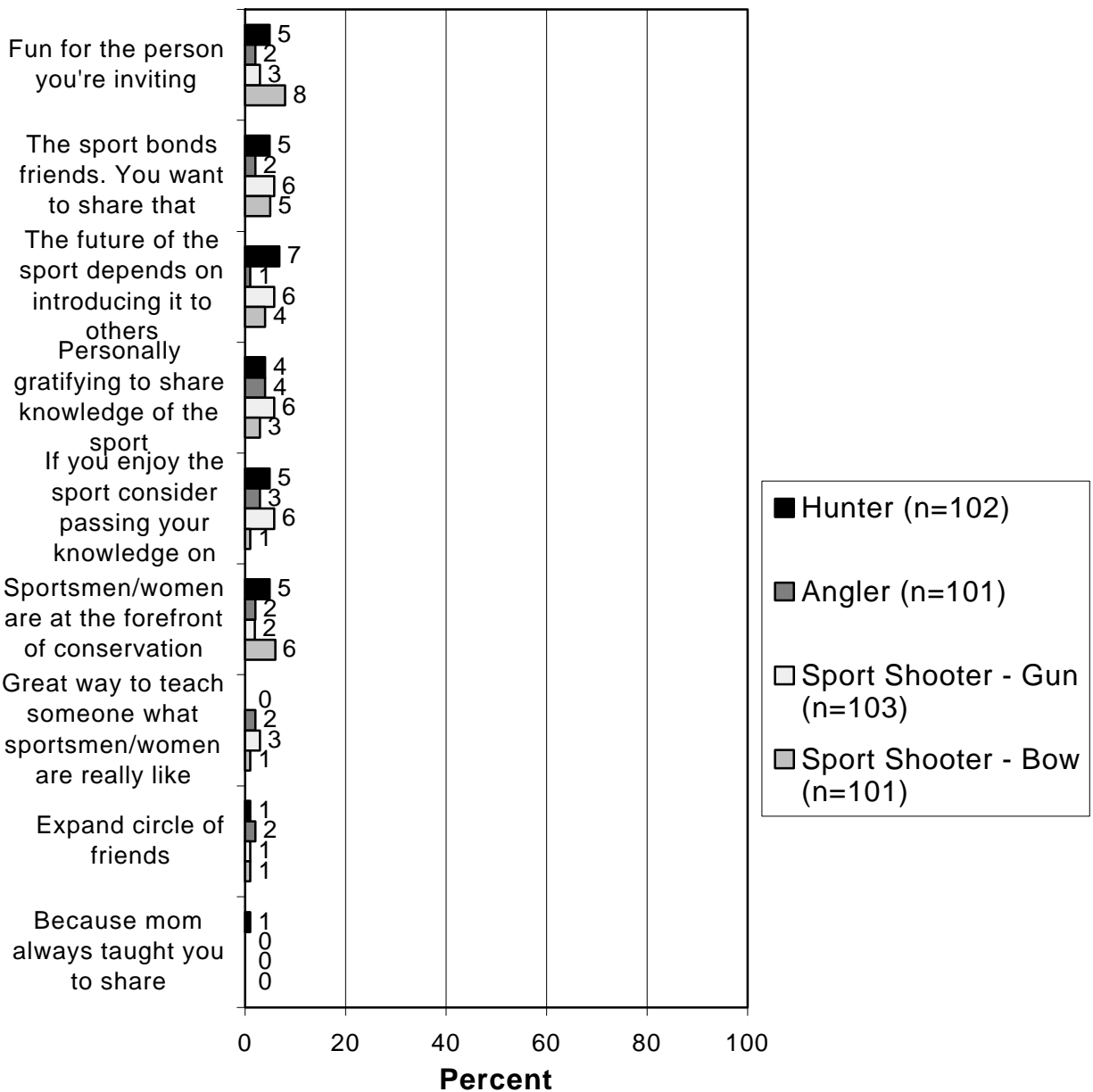
The message that had the lowest rating was, “Because mom always taught you to share.... Just ask a friend to go hunting/fishing/gun shooting/bow shooting. After all, it would make your mother proud.”

These data are shown in the two-part graph on the following pages.

Q62. Of all the reasons communicated in the above messages, which one would most motivate you to invite someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow?
Part 1



Q62. Of all the reasons communicated in the above messages, which one would most motivate you to invite someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow?
Part 2



Main-effect results of one-way analysis of variance: significant findings (bolded with asterisk) indicate that there are significant differences in the ratings of the message statements depending on activity group. The post-hoc analyses of these findings listed on the following pages show which of the groups differ significantly from the other groups for each statement.

Messages Ranked By Performance Among All Respondents						Main Effect	
Message	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow	Total	p	F
Q51. Making time to be with family and friends is important to you.	9.28	9.26	9.14	9.15	9.21	0.89	0.21
Q52. Being outdoors hunting/fishing/sport shooting with a gun/target shooting with a bow with family and friends is a great way to spend quality time with them.*	9.25	9.50	9.27	8.74	9.19	0.00	4.43
Q53. Inviting someone hunting/fishing/sport shooting with a gun/target shooting with a bow is a great way to teach someone about what sportsmen and sportswomen are really like.*	8.90	8.21	9.33	8.52	8.74	0.00	7.56
Q61. Individuals who participate in outdoor activities are at the forefront of protecting and conserving the environment.	8.69	8.59	8.90	8.69	8.72	0.70	0.48
Q54. Inviting someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow gives you time to relax and forget about the hectic world we live in.	8.67	8.56	8.83	8.46	8.63	0.62	0.59
Q56. Hunting/fishing/sport shooting with a gun/target shooting with a bow is something that bonds friends and is very special to you personally. You want to share that.*	8.86	8.49	8.93	7.87	8.54	0.00	6.04
Q57. Hunting/fishing/sport shooting with a gun/target shooting with a bow is something that bonds family and is very special to you personally. You want to share that.*	8.93	8.60	8.79	7.79	8.53	0.00	6.75
Q45. Inviting someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow is personally fun for you.	8.27	8.57	8.64	8.18	8.42	0.29	1.26
Q49. It is personally gratifying to share your knowledge of hunting/fishing/sport shooting with a gun/target shooting with a bow and introduce someone to an experience you enjoy.*	8.49	8.26	9.01	7.81	8.39	0.00	6.43
Q59. If you enjoy hunting/fishing/sport shooting with a gun/target shooting with a bow, pass your knowledge on to someone you know.*	8.74	7.79	8.96	8.01	8.38	0.00	7.16
Q47. Inviting someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow opens up a whole new world for them.*	8.32	8.15	8.72	7.96	8.29	0.04	2.80
Q46. Inviting someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow is fun for the person you are inviting.*	8.35	8.20	8.61	7.86	8.25	0.05	2.67

Messages Ranked By Performance Among All Respondents						Main Effect	
Message	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow	Total	p	F
Q48. Our outdoor heritage depends on introducing others to hunting/fishing/sport shooting with a gun/target shooting with a bow.*	8.75	7.53	8.98	7.51	8.20	0.00	12.21
Q58. The future of hunting/fishing/sport shooting with a gun/target shooting with a bow depends on you introducing it to others.*	8.67	7.03	8.92	7.17	7.95	0.00	16.83
Q55. Your father (or other family member) taught you to hunt/fish/sport shoot with a gun/target shoot with a bow and you need to pass it on to the next generation as well.*	8.42	7.93	8.48	6.12	7.76	0.00	13.61
Q50. You will expand your circle of friends with whom you can hunt/fish/sport shoot with a gun/target shoot with a bow.	7.60	7.15	8.03	7.31	7.52	0.06	2.55
Q60. Because mom always taught you to share. Sharing your passion for the outdoors is simple. Just ask a friend to go hunting/fishing/sport shooting with a gun/target shooting with a bow. After all, it would make your mother proud.*	6.79	7.22	6.25	6.08	6.59	0.05	2.66

The rows that are not in bold with an asterisk indicate messages that were uniformly received across all activity types (i.e., there were no statistically significant differences among the activity groups). For instance, the first message (Q51. Making time to be with family and friends is important to you.) was uniformly well received by all groups. Those messages in bold with an asterisk were not uniformly received (i.e., there was a statistically significant difference among activity groups). For instance, the second message (Q52. Being outdoors hunting/ fishing/sport shooting with a gun/target shooting with a bow with family and friends is a great way to spend quality time with them.) was not as highly received by archers, and difference between the archers and the other groups is statistically significant.

Post-hoc (Tukey) results: the group in the far-left column always has a larger mean value than the group listed in the column headers. Only those messages with significant main effects were analyzed (i.e., the messages in the above table that were in bold with an asterisk). Statement Q60 has a main effect but no significant univariate effects and, therefore, has not been reported in the post-hoc tables.

Q52. Being outdoors hunting/fishing/sport shooting with a gun/target shooting with a bow with family and friends is a great way to spend quality time with them.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter				
Angler				x
Sport Shooter - Gun				
Sport Shooter - Bow				

- Anglers thought more highly of this message than did bow shooters.

Q53. Inviting someone hunting/fishing/sport shooting with a gun/target shooting with a bow is a great way to teach someone about what sportsmen and sportswomen are really like.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter		x		
Angler				
Sport Shooter - Gun		x		x
Sport Shooter - Bow				

- Gun shooters thought more highly of this message than did anglers or archers.
- Hunters thought more highly of this message than did anglers.

Q56. Hunting/ fishing/sport shooting with a gun/target shooting with a bow is something that bonds friends and is very special to you personally. You want to share that.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter				x
Angler				
Sport Shooter - Gun				x
Sport Shooter - Bow				

- Hunters and gun shooters thought more highly of this message than did archers.

Q57. Hunting/ fishing/sport shooting with a gun/target shooting with a bow is something that bonds family and is very special to you personally. You want to share that.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter				x
Angler				x
Sport Shooter - Gun				x
Sport Shooter - Bow				

- Hunters, anglers, and gun shooters thought more highly of this message than did archers.

Q49. It is personally gratifying to share your knowledge of hunting/fishing/sport shooting with a gun/target shooting with a bow and introduce someone to an experience you enjoy.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter				
Angler				
Sport Shooter - Gun		x		x
Sport Shooter - Bow				

- Gun shooters thought more highly of this message than did anglers or archers.

Q59. If you enjoy hunting/fishing/sport shooting with a gun/target shooting with a bow, pass your knowledge on to someone you know.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter		x		
Angler				
Sport Shooter - Gun		x		x
Sport Shooter - Bow				

- Hunters thought more highly of this message than did anglers.
- Gun shooters thought more highly of this message than did anglers or archers.

Q47. Inviting someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow opens up a whole new world for them.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter				
Angler				
Sport Shooter - Gun				x
Sport Shooter - Bow				

- Gun shooters thought more highly of this message than did archers.

Q46. Inviting someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow is fun for the person you are inviting.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter				
Angler				
Sport Shooter - Gun				x
Sport Shooter - Bow				

- Gun shooters thought more highly of this message than did archers.

Q48. Our outdoor heritage depends on introducing others to hunting/fishing/sport shooting with a gun/target shooting with a bow.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter		x		x
Angler				
Sport Shooter - Gun				
Sport Shooter - Bow				

- Hunters thought more highly of this message than did anglers or archers.

Q58. The future of hunting/fishing/sport shooting with a gun/target shooting with a bow depends on you introducing it to others.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter		x		x
Angler				
Sport Shooter - Gun		x		x
Sport Shooter - Bow				

- Hunters thought more highly of this message than did anglers or archers.
- Gun shooters thought more highly of this message than did anglers or archers.

Q55. Your father (or other family member) taught you to hunt/fish/sport shoot with a gun/target shoot with a bow and you need to pass it on to the next generation as well.	Hunter	Angler	Sport Shooter - Gun	Sport Shooter - Bow
Hunter				x
Angler				x
Sport Shooter - Gun				x
Sport Shooter - Bow				

- Hunters, anglers, and gun shooters thought more highly of this message than did archers.

An analyses of the messages found these results (based on scores of 9.0 or above are very well, 8.00 to 8.99 are moderately well, 7.50 to 7.99 are poor, and below 7.50 are very poor):

- Q51. “Making time to be with family and friends is important to you.” This message tested very well among all activity groups.
- Q52. “Being outdoors hunting/fishing/sport shooting with a gun/target shooting with a bow with family and friends is a great way to spend quality time with them.” This message tested very well among hunters, anglers, and gun shooters and moderately well among archers. In particular, anglers thought more highly of this message than did archers (the difference between these groups was statistically significant).
- Q53. “Inviting someone hunting/fishing/sport shooting with a gun/target shooting with a bow is a great way to teach someone about what sportsmen and sportswomen are really like.” This message tested very well among gun shooters and moderately well among hunters, anglers, and archers. In particular, gun shooters thought more highly of this message than did anglers or archers, and hunters thought more highly of this message than did anglers.
- Q61. “Individuals who participate in outdoor activities are at the forefront of protecting and conserving the environment.” This message tested moderately well among all activity groups.
- Q54. “Inviting someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow gives you time to relax and forget about the hectic world we live in.” This message tested moderately well among all activity groups.
- Q56. “Hunting/fishing/sport shooting with a gun/target shooting with a bow is something that bonds friends and is very special to you personally. You want to share that.” This message tested moderately well among hunters, anglers, and gun shooters, but tested poorly among archers. In particular, hunters and gun shooters thought more highly of this message than did archers.
- Q57. “Hunting/fishing/sport shooting with a gun/target shooting with a bow is something that bonds family and is very special to you personally. You want to share that.” This message tested moderately well among hunters, anglers, and gun shooters, but tested

poorly among archers. In particular, hunters, anglers, and gun shooters thought more highly of this message than did archers.

- Q45. “Inviting someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow is personally fun for you.” This message tested moderately well among all activity groups.
- Q49. “It is personally gratifying to share your knowledge of hunting/fishing/sport shooting with a gun/target shooting with a bow and introduce someone to an experience you enjoy.” This message tested very well among gun shooters, moderately well among hunters and anglers, but poorly among archers. In particular, gun shooters thought more highly of this message than did anglers or archers.
- Q59. “If you enjoy hunting/fishing/sport shooting with a gun/target shooting with a bow, pass your knowledge on to someone you know.” This message tested moderately well among hunters, gun shooters, and archers, but poorly among anglers. In particular, hunters thought more highly of this message than did anglers, and gun shooters thought more highly of this message than did anglers or archers.
- Q47. “Inviting someone to go hunting/fishing/ sport shooting with a gun/target shooting with a bow opens up a whole new world for them.” This message tested moderately well among hunters, anglers, and gun shooters, but poorly among archers. In particular, gun shooters thought more highly of this message than did archers.
- Q46. “Inviting someone to go hunting/fishing/ sport shooting with a gun/target shooting with a bow is fun for the person you are inviting.” This message tested moderately well among hunters, anglers, and gun shooters, but poorly among archers. In particular, gun shooters thought more highly of this message than did archers.
- Q48. “Our outdoor heritage depends on introducing others to hunting/fishing/sport shooting with a gun/target shooting with a bow.” This message tested moderately well among hunters and gun shooters, but poorly among anglers and archers. In particular, hunters thought more highly of this message than did anglers or archers.
- Q58. “The future of hunting/fishing/sport shooting with a gun/target shooting with a bow depends on you introducing it to others.” This message tested moderately well among hunters and gun shooters, but tested very poorly among anglers and archers. In

particular, hunters and gun shooters thought more highly of this message than did anglers or archers.

- Q55. “Your father (or other family member) taught you to hunt/fish/sport shoot with a gun/target shoot with a bow and you need to pass it on to the next generation as well.” This message tested moderately well among hunters and gun shooters, poorly among anglers, and very poorly among archers. In particular, hunters, anglers, and gun shooters thought more highly of this message than did archers.
- Q50. “You will expand your circle of friends with whom you can hunt/fish/sport shoot with a gun/target shoot with a bow.” This message tested moderately well among gun shooters, poorly among hunters, and very poorly among anglers and archers.
- Q60. “Because mom always taught you to share. Sharing your passion for the outdoors is simple. Just ask a friend to go hunting/fishing/ sport shooting with a gun/target shooting with a bow. After all, it would make your mother proud.” This message tested very poorly among all activity groups.

The messages that tested the highest emphasized bonding with family and/or friends, such as questions 51 and 52 (Q51. Making time to be with family and friends is important to you. Q52. Being outdoors hunting/fishing/sport shooting with a gun/target shooting with a bow with family and friends is a great way to spend quality time with them.). They also emphasized ethical behavior or a concern for the environment (Q53. Inviting someone hunting/fishing/sport shooting with a gun/target shooting with a bow is a great way to teach someone about what sportsmen and sportswomen are really like. Q61. Individuals who participate in outdoor activities are at the forefront of protecting and conserving the environment.).

The messages that tested the lowest try to impose goals and/or tasks that have negative consequences if they are not achieved (goals) or performed (tasks). For instance the messages in questions 48 and 58 (Q48. *Our outdoor heritage depends on introducing others to hunting/fishing/sport shooting with a gun/target shooting with a bow.* Q58. *The future of hunting/fishing/sport shooting with a gun/target shooting with a bow depends on you introducing it to others.*) set the goals of continuing our outdoor heritage and saving the future of the sport; the negative consequences if the goals are not achieved are that our outdoor heritage will suffer

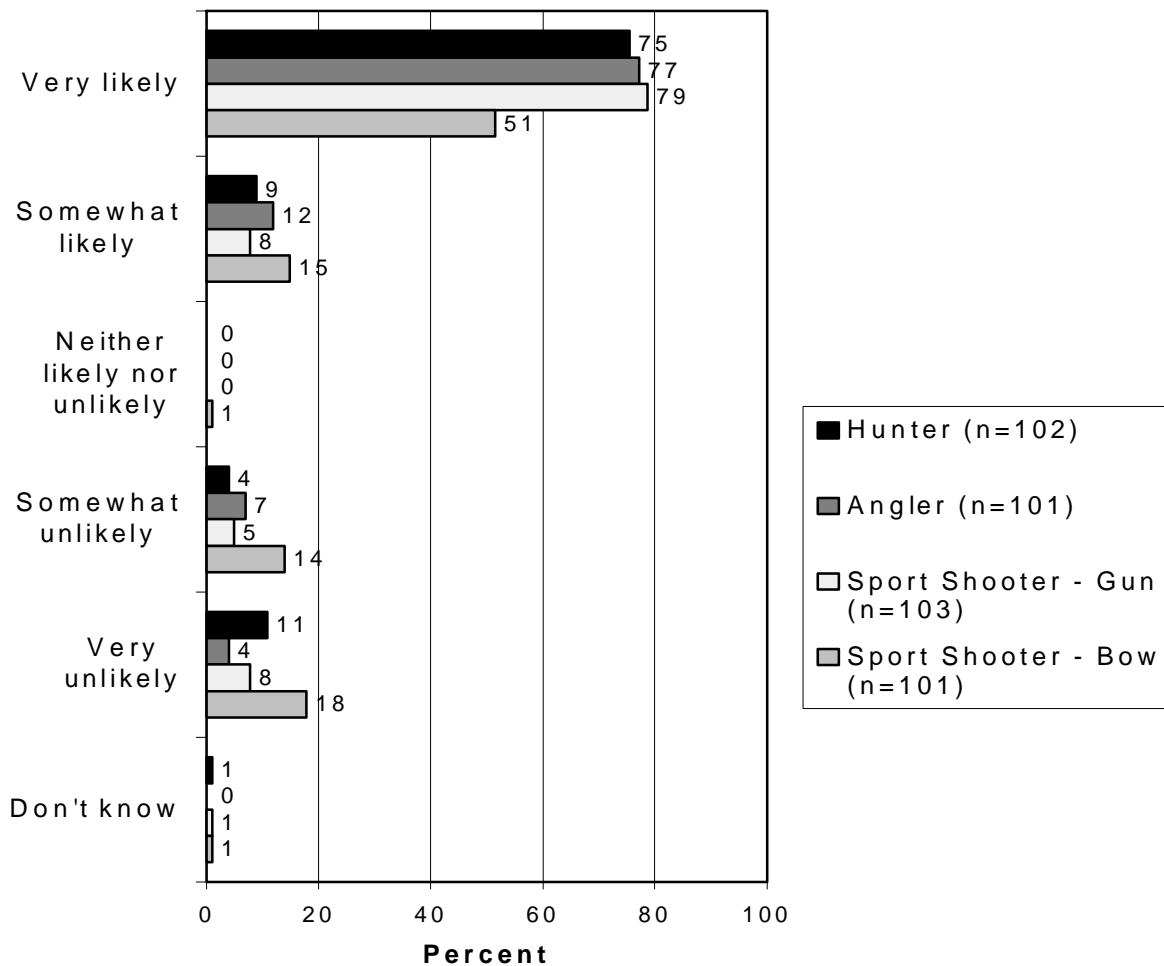
and the sport will have no future. Similarly, the messages in questions 55 and 60 (*Your father (or other family member) taught you to hunt/fish/sport shoot with a gun/target shoot with a bow, and you need to pass it on to the next generation as well. Q60. Because mom always taught you to share. Sharing your passion for the outdoors is simple. Just ask a friend to go hunting/fishing/ sport shooting with a gun/target shooting with a bow. After all, it would make your mother proud.*) set tasks that the audience must fulfill to avoid negative consequences.

Some research suggests that the setting of goals may decrease satisfaction (although at the same time, it may improve performance), until (and unless) the goals are attained. Because the goals in these messages may not be realistic (saving our outdoor heritage, saving the future of the sport), the overall message may decrease satisfaction; consequently, these messages may have tested poorly for this reason. (See *A Theory of Goal Setting and Task Performance* by Edwin A. Locke and Gary P. Latham, copyright 1990, Prentice Hall, Englewood Cliffs, New Jersey.)

Likelihood of Inviting Another to Hunt/Fish/Shoot with a Gun or Bow

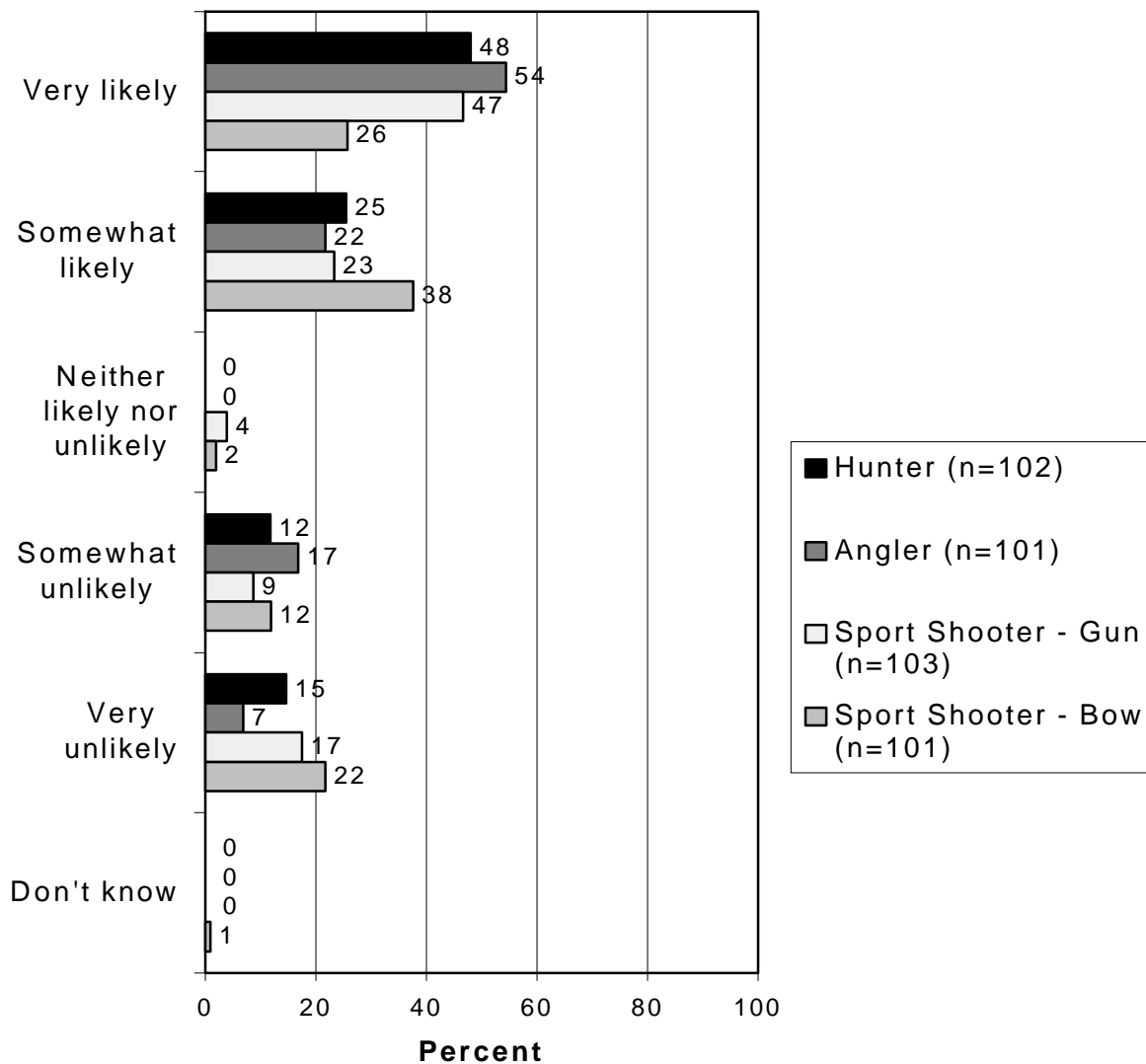
Strong majorities of respondents among all activity groups indicated that they would be likely to ask an immediate family member to go hunting/fishing/gun shooting/bow shooting: 84% of hunters, 89% of anglers, 87% of gun shooters, and 66% of archers. However, some archers (32%) said they would be unlikely to ask an immediate family member to go bow shooting.

Q64. Would you be likely or unlikely to ask an immediate family member to go hunting/fishing/sport shooting with a gun/target shooting with a bow?



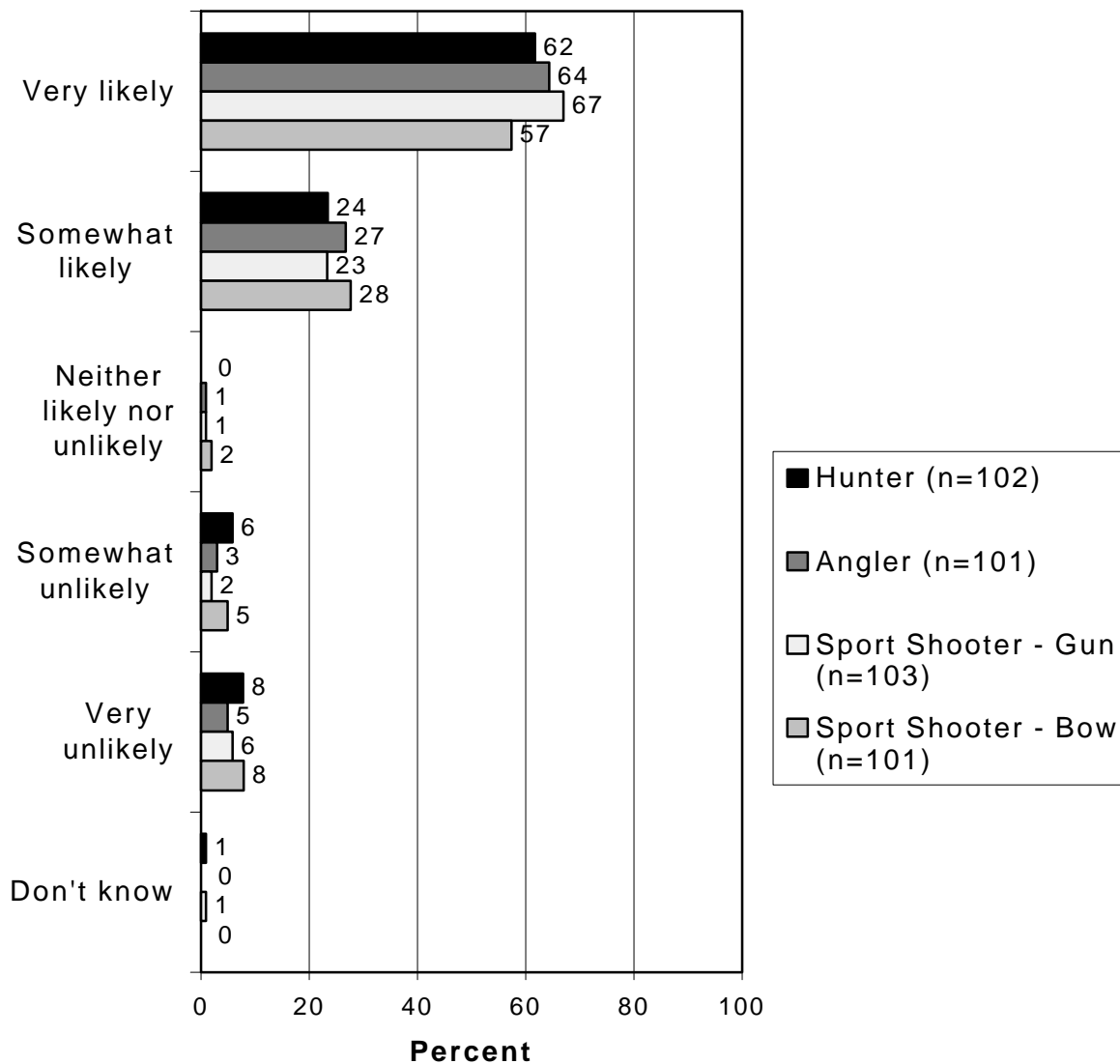
Majorities of respondents among all activity groups indicated that they would be likely to ask a relative who was not an immediate family member to go hunting/fishing/gun shooting/bow shooting: 73% of hunters, 76% of anglers, 70% of gun shooters, and 64% of archers.

Q65. Would you be likely or unlikely to ask a relative other than an immediate family member to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?



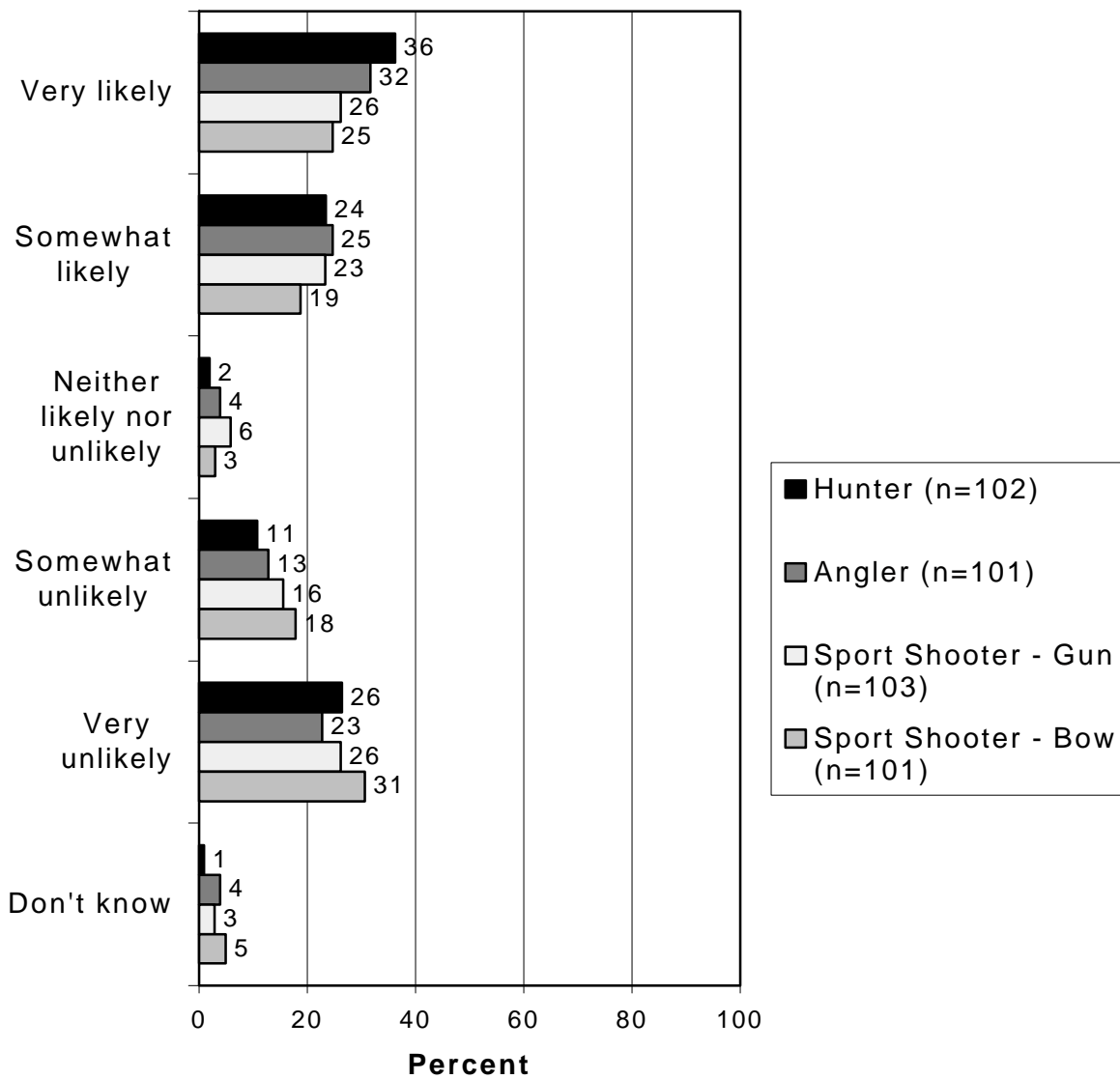
Overwhelming majorities of respondents among all activity groups indicated that they would be likely to ask a friend to go hunting/fishing/gun shooting/bow shooting: 86% of hunters, 91% of anglers, 90% of gun shooters, and 85% of archers.

Q66. Would you be likely or unlikely to ask a friend to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?



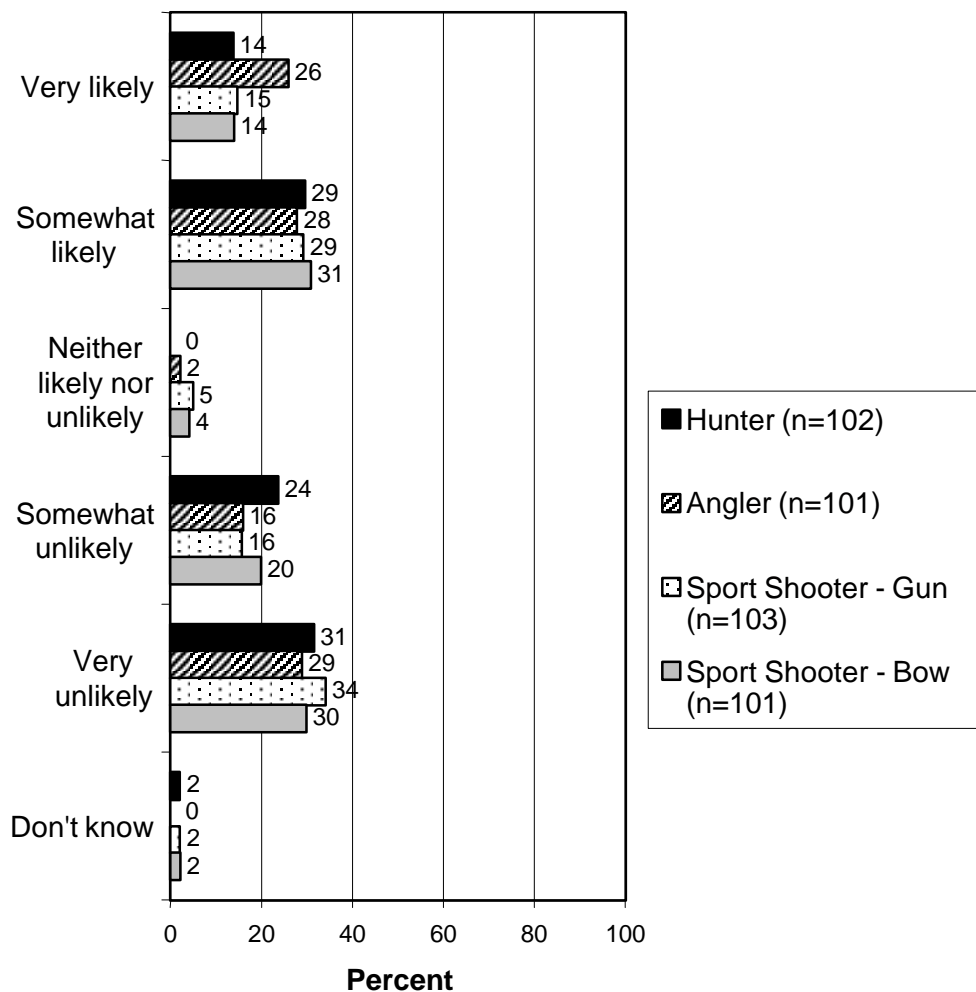
Slight majorities of hunters (60%) and anglers (57%) indicated that they would take someone from work with them hunting/fishing. However, slightly less than a majority of gun shooters (49%) and archers (44%) would take someone from work with them shooting.

Q67. Would you be likely or unlikely to ask someone from your work to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?



Only anglers had a majority saying that they would take fishing someone whom they met through a social organization but whom they did not previously know (54%). All other activity groups had slightly less than a majority (ranging from 43% to 45%) saying that they would take hunting/shooting someone whom they met through a social organization but whom they did not previously know.

Q68. Would you be likely or unlikely to ask someone whom you did not know, but whom you met through a social organization, group or association, to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?

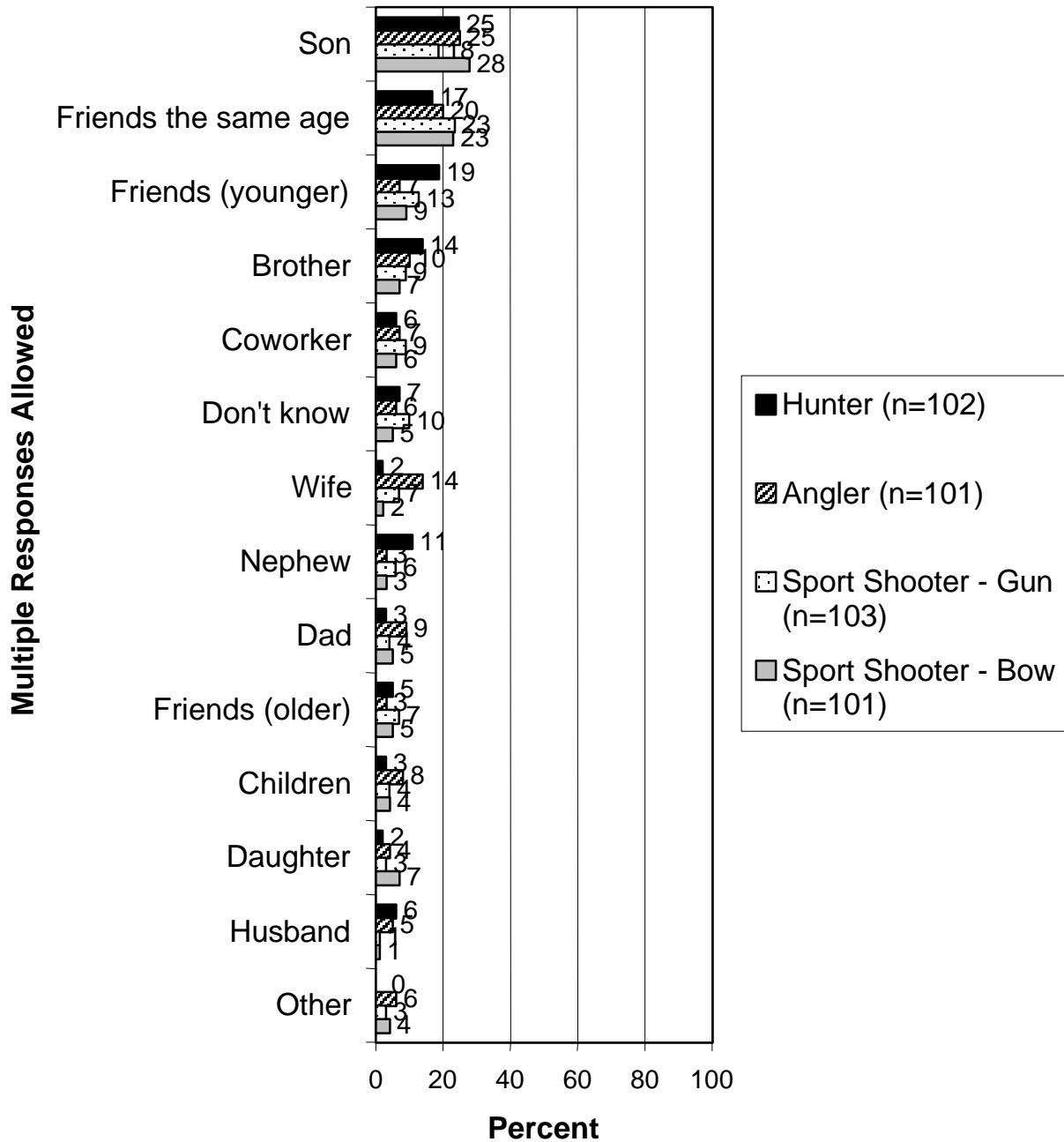


The following tabulation compares the percentages of each activity group who would be likely to invite the person named in the question to engage in the activity with them. “A friend” had the highest percentage among all activity groups, followed closely by an “immediate family member.” Next among all groups, with a strong majority, but lower than the first two choices, was a “relative other than immediate family member.”

Person to Be Invited	Percent of Hunters Who Would Invite the Person Hunting	Percent of Anglers Who Would Invite the Person Fishing	Percent of Gun Shooters Who Would Invite the Person Shooting	Percent of Archers Who Would Invite the Person Bow Shooting
Immediate family member	84	89	87	66
Relative other than immediate family member	73	76	70	64
Friend	86	91	90	85
Someone from work	60	57	49	44
Someone you met through a social organization but whom you did not previously know	43	54	44	45

The survey asked respondents to indicate whom they would invite, if the respondent were to invite someone in the next 12 months to go hunting/fishing/gun shooting/bow shooting, and the most popular answer among hunters, anglers, and archers was “son.” The most popular answer among gun shooters was “friends the same age.” In general, the most popular answers were “son,” “friends the same age,” “friends younger,” and “brother.” Note that there is a gender component to these answers for each activity group, as the male gender usually comes in the list before the female counterpart (“son” comes before “daughter,” “brother” before “sister,” “nephew” before “niece,” “dad” before “mom,” and “grandson” before “granddaughter”). This two-part graph appears on the following pages.

Q70. If you were to ask someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you in the next 12 months, whom would that person be?
Part 1

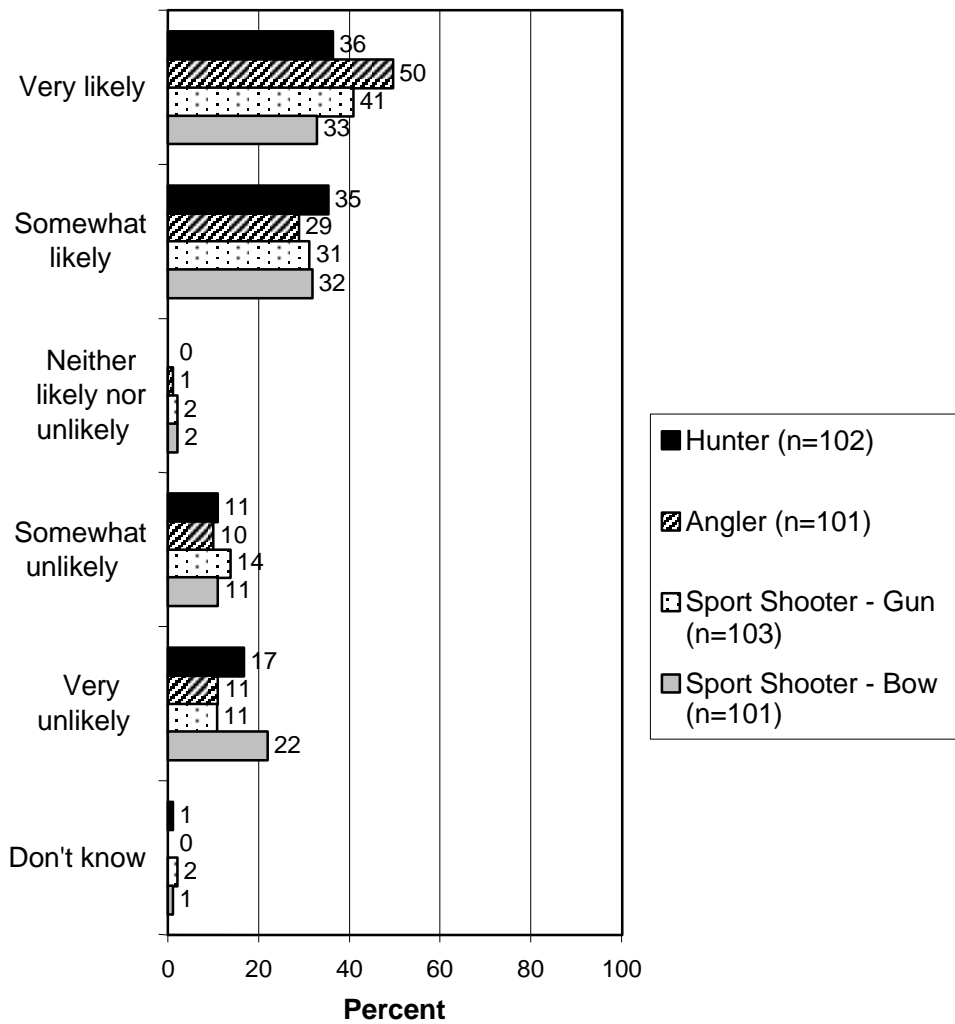


Q70. If you were to ask someone to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you in the next 12 months, whom would that person be?
Part 2



A majority of respondents among all activity groups (ranging from 65% to 79%) indicated that they would be likely to ask people who had *never* been hunting/fishing/gun shooting/bow shooting to go hunting/fishing/shooting so that they could introduce the sport to them. Nonetheless, substantial percentages (ranging from 21% to 33%) indicated that they would be unlikely to do so.

Q72. Would you be likely or unlikely to ask people who have never been hunting/fishing/sport shooting with a gun/target shooting with a bow to go with you so you could introduce them to the sport?

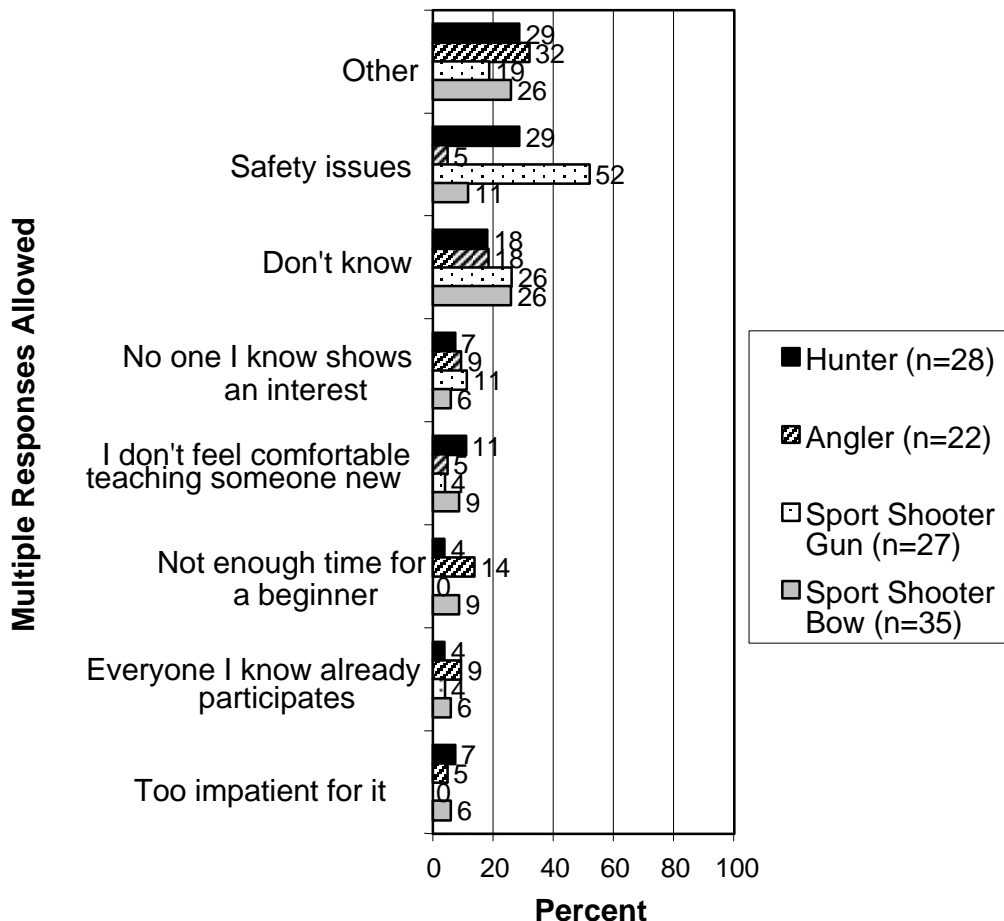


The reasons that the respondents would *not* ask people who had *never* been hunting/fishing/gun shooting/bow shooting to do so is primarily because of safety concerns, because nobody the respondent knows shows an interest, the respondent does not feel comfortable teaching somebody new, or because the respondent does not have enough time to teach a beginner.

Q74. What are the main reasons you would not ask someone who has never been hunting/fishing/sport shooting with a gun/target shooting with a bow to go with you?

(asked of those who indicated that they would be unlikely to ask a person who has never engaged in the activity to go hunting/fishing/sport shooting with a gun/target shooting with a bow)

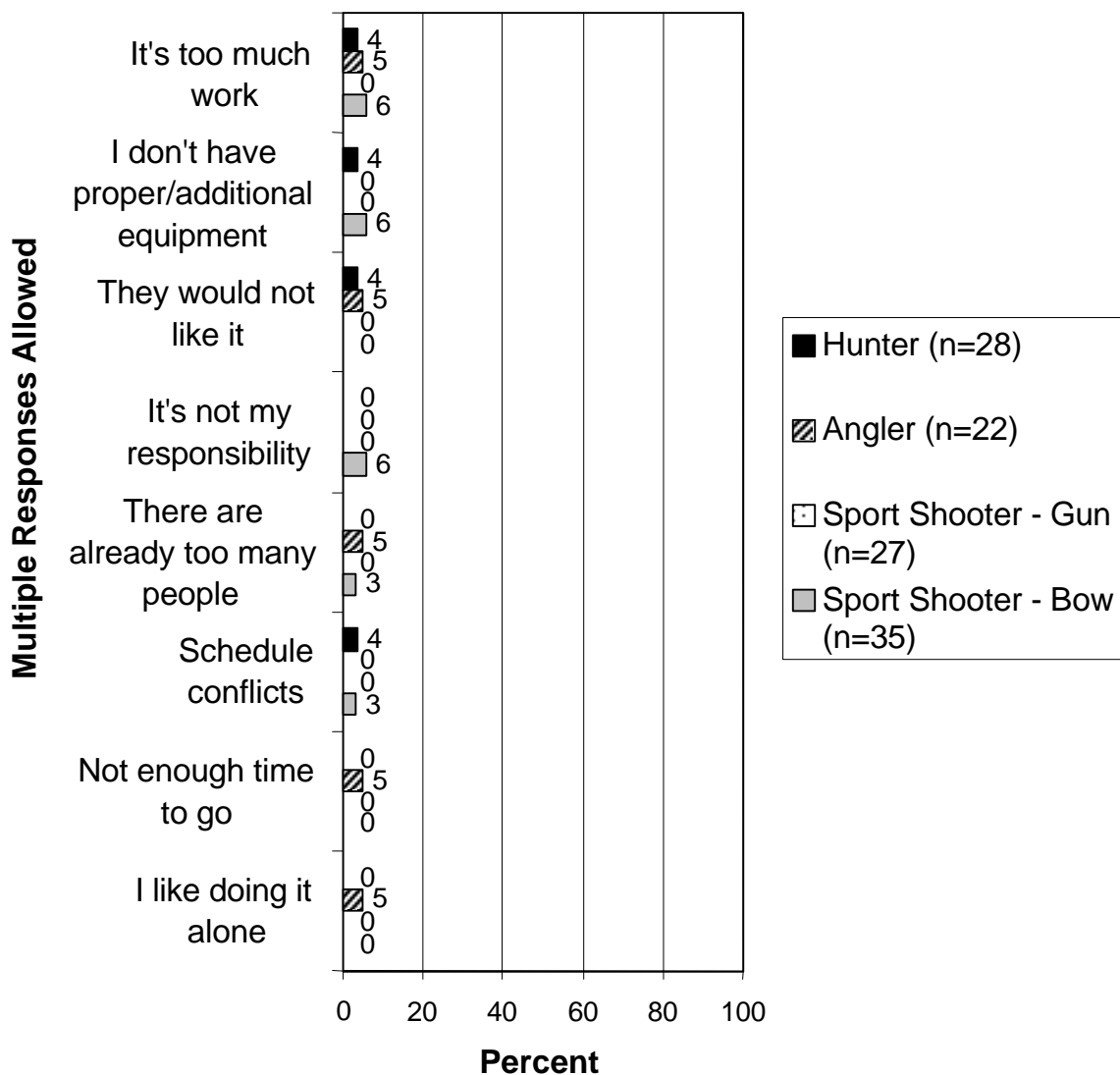
Part 1



Q74. What are the main reasons you would not ask someone who has never been hunting/fishing/sport shooting with a gun/target shooting with a bow to go with you?

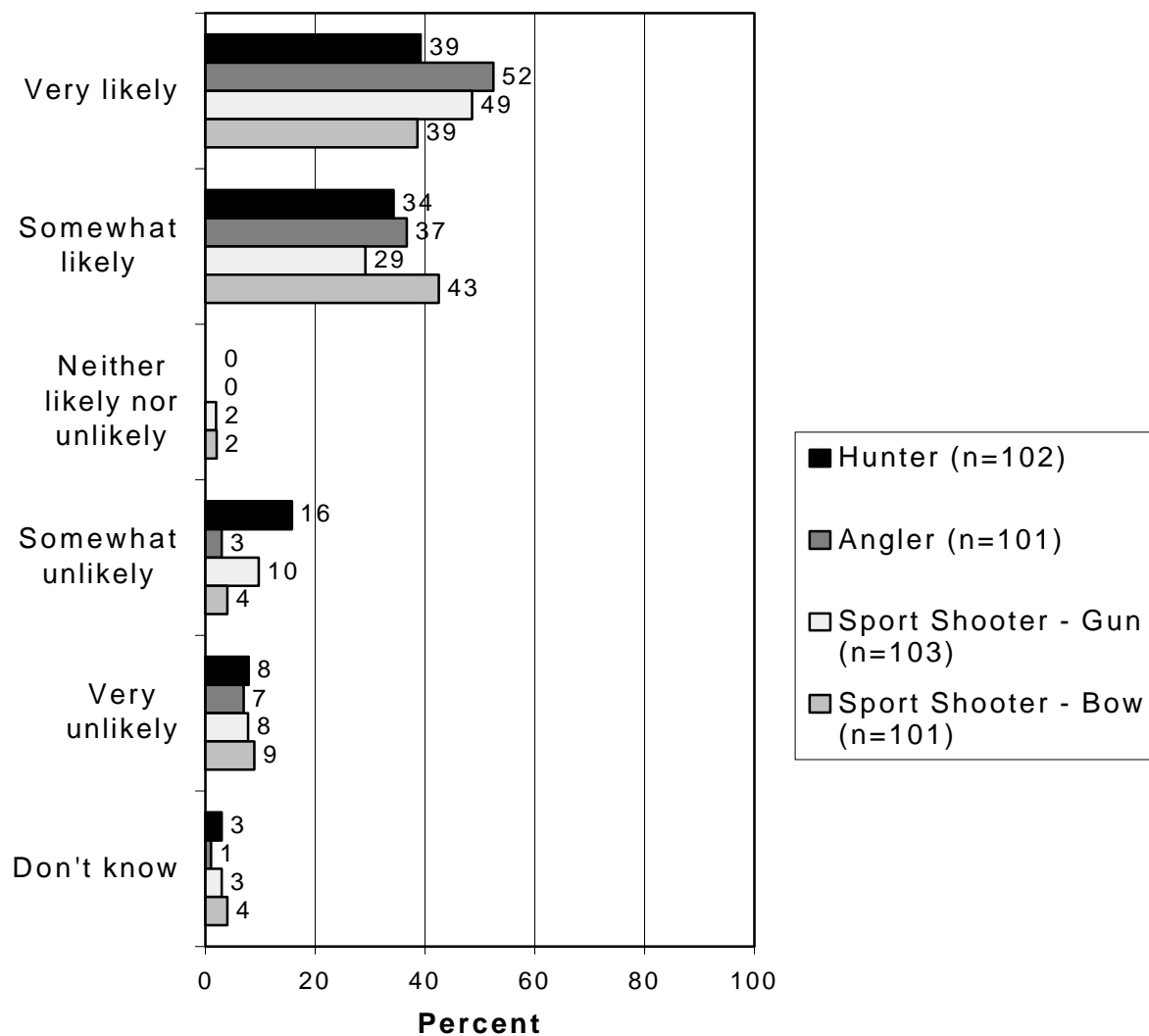
(asked of those who indicated that they would be unlikely to ask a person who has never engaged in the activity to go hunting/fishing/sport shooting with a gun/target shooting with a bow)

Part 2



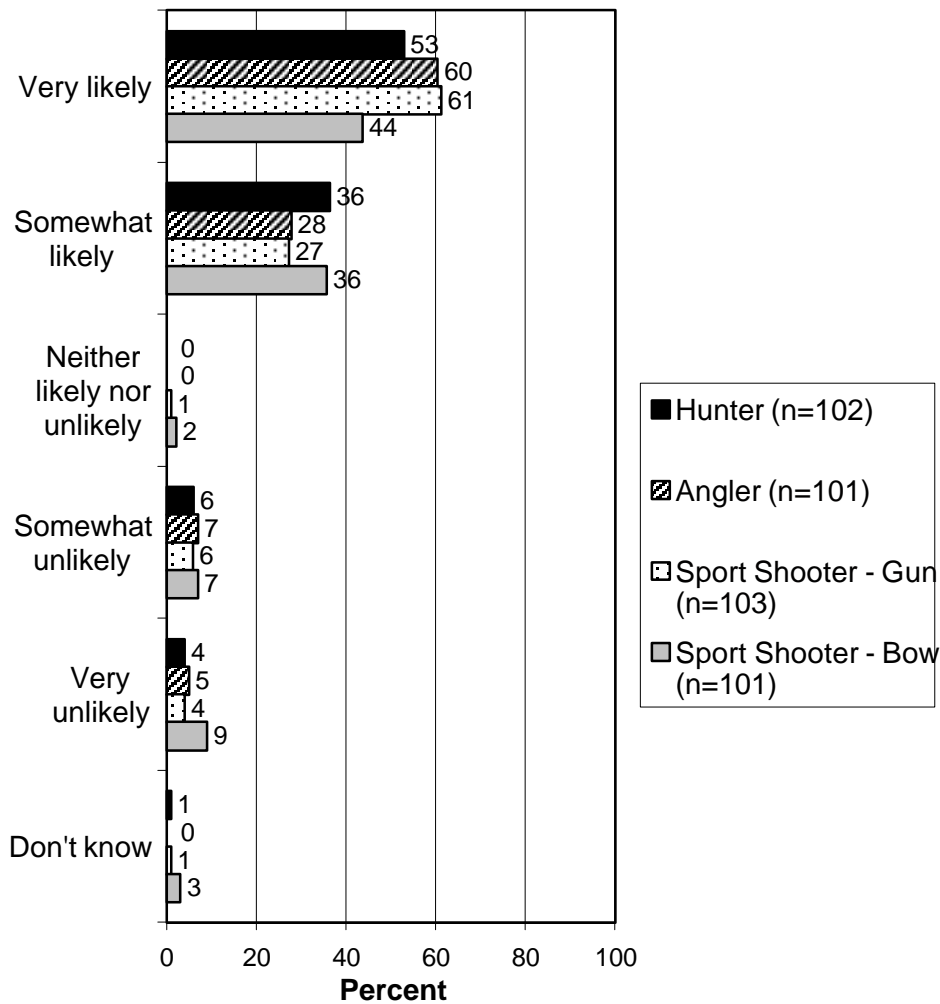
Strong majorities of all activity groups indicated that they would be likely to ask people with little experience hunting/fishing/gun shooting/bow shooting, but who go occasionally, to go with them: 89% of anglers, 82% of archers, 78% of gun shooters, and 73% of hunters.

Q76. Would you be likely or unlikely to ask someone who has little experience hunting/fishing/sport shooting with a gun/target shooting with a bow, and only goes now and then, to go with you?



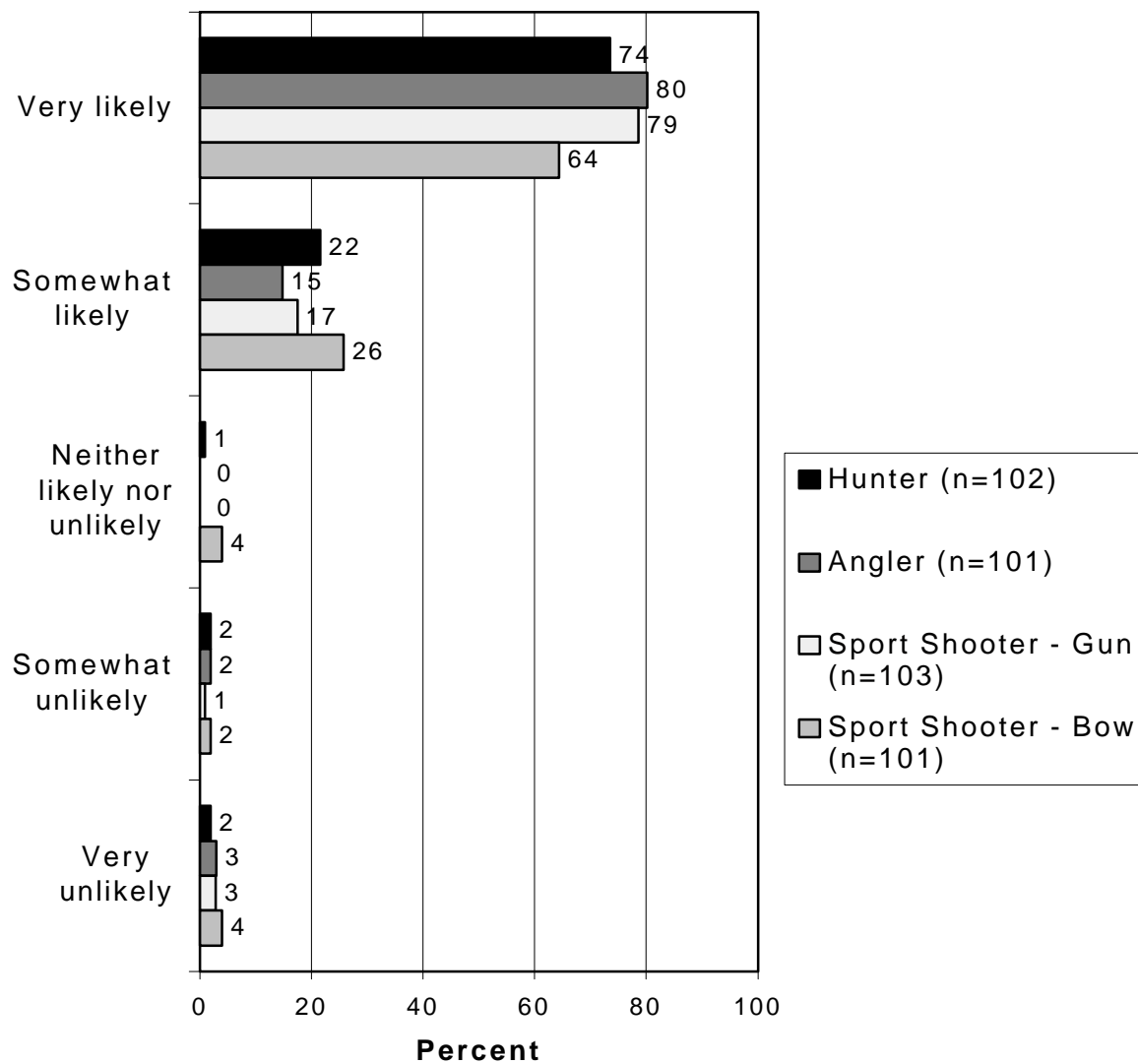
Very strong majorities of all activity groups indicated that they would be likely to ask people who are experienced, but who had not engaged in the activity for several years, to go hunting/fishing/gun shooting/bow shooting with them: 89% of hunters, 88% of anglers and gun shooters, and 80% of archers.

Q77. Would you be likely or unlikely to ask someone who is experienced hunting/fishing/sport shooting with a gun/target shooting with a bow, but who has not been for several years, to go with you?



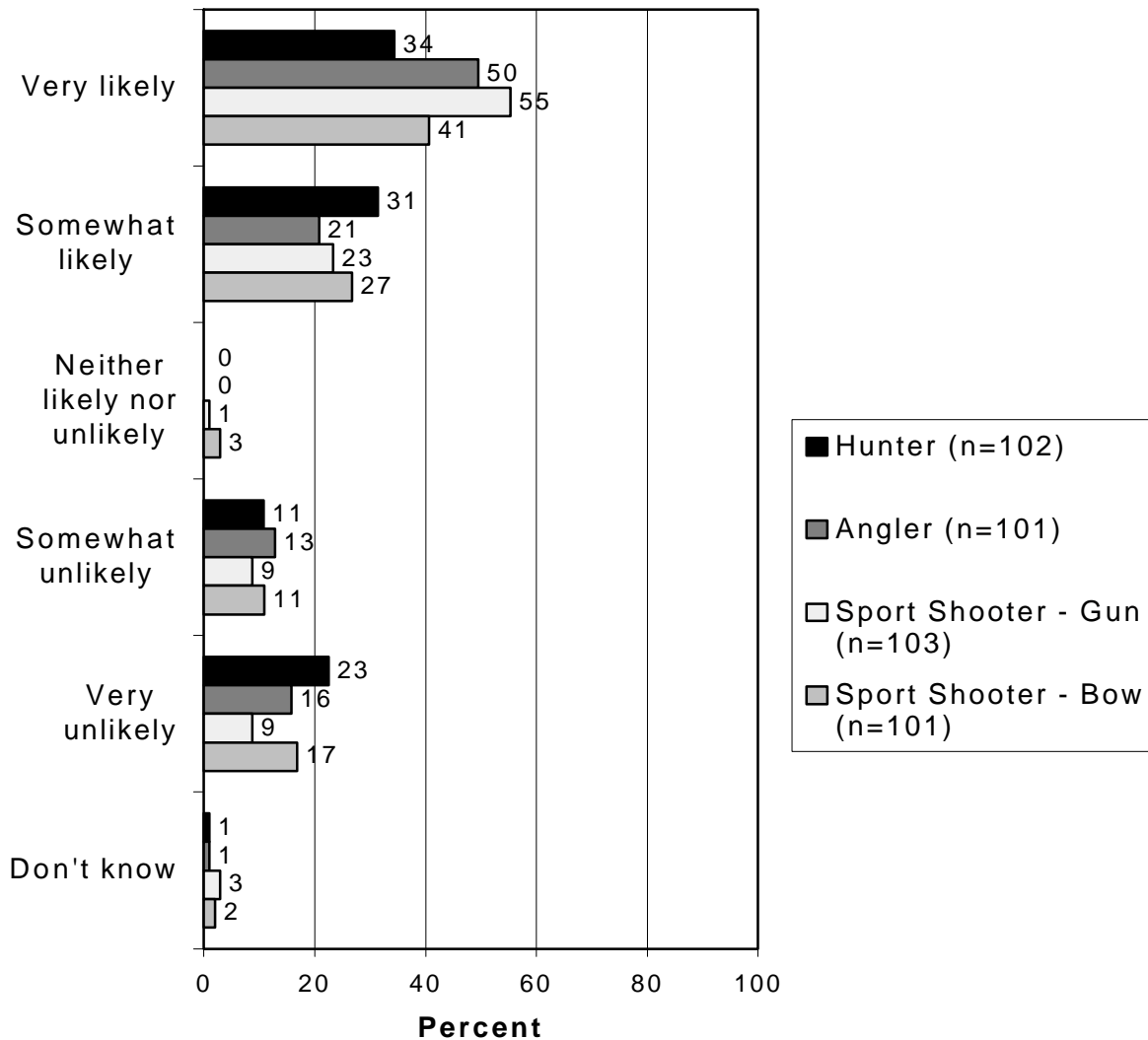
Very strong majorities of all activity groups indicated that they would be likely to ask a person of the same sex to go hunting/fishing/gun shooting/bow shooting with them, ranging from 90% of archers to 96% of hunters and gun shooters.

Q78. Would you be likely or unlikely to ask someone who is the same sex as you to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?



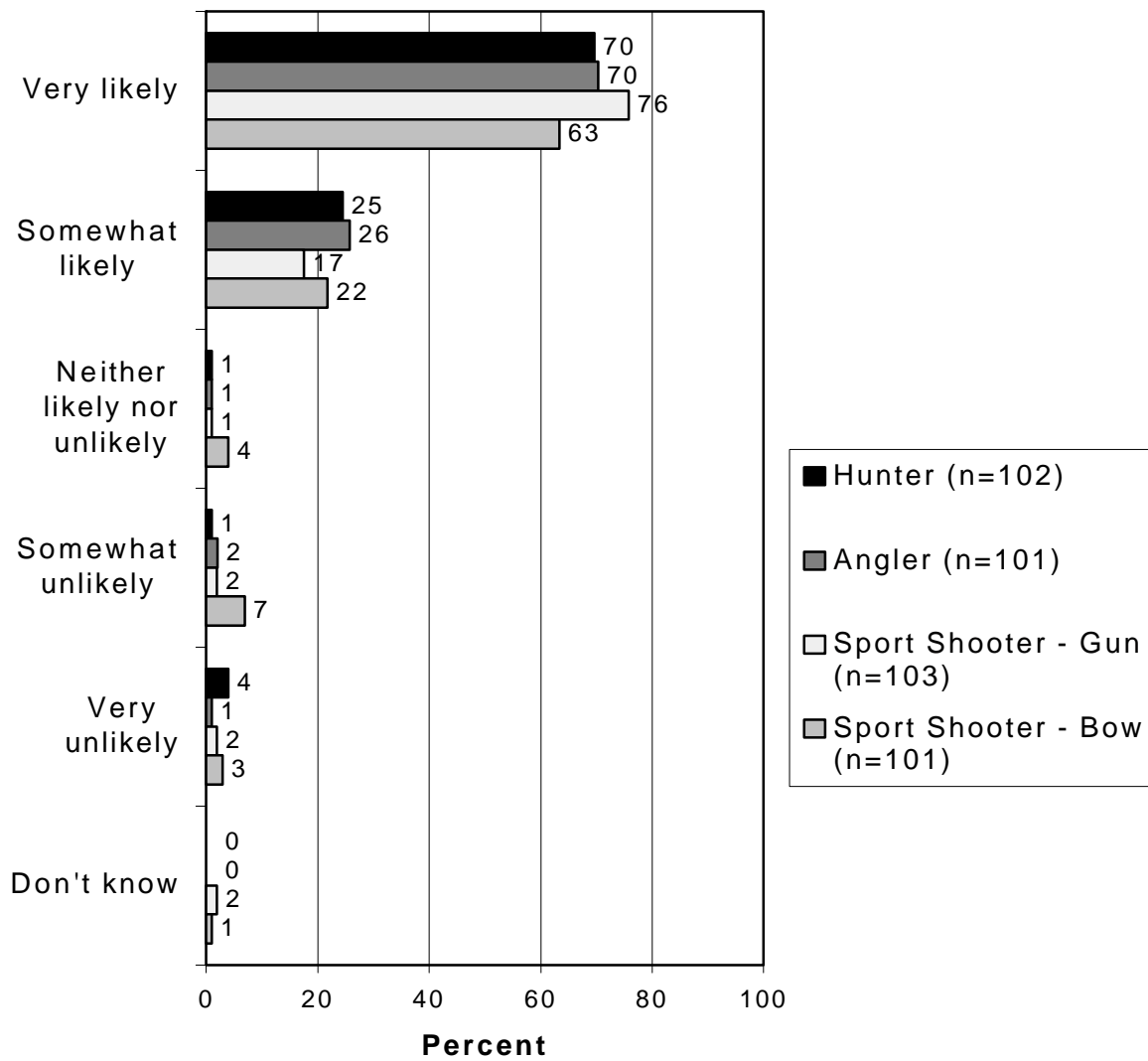
Majorities of all activity groups indicated that they would be likely to ask a person of the opposite sex to go hunting/fishing/gun shooting/bow shooting with them: 78% of gun shooters, 71% of anglers, 68% of archers, and 65% of hunters.

Q79. Would you be likely or unlikely to ask someone who is the opposite sex as you to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?



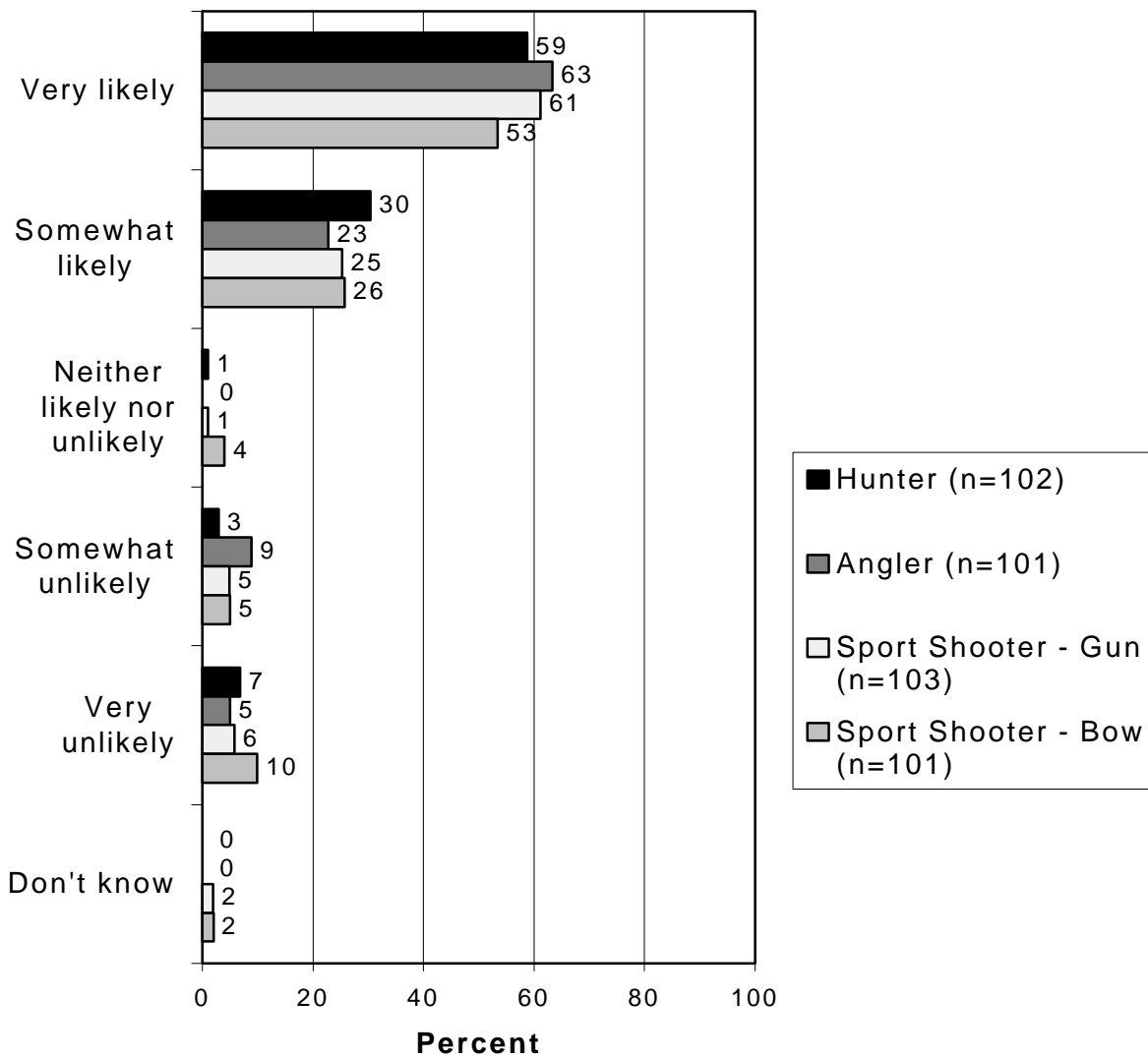
Overwhelming majorities of all activity groups indicated that they would be likely to ask a younger person to go hunting/fishing/gun shooting/bow shooting with them: 96% of anglers, 95% of hunters, 93% of gun shooters, and 85% of archers.

Q80. Would you be likely or unlikely to ask someone who is younger than you to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?



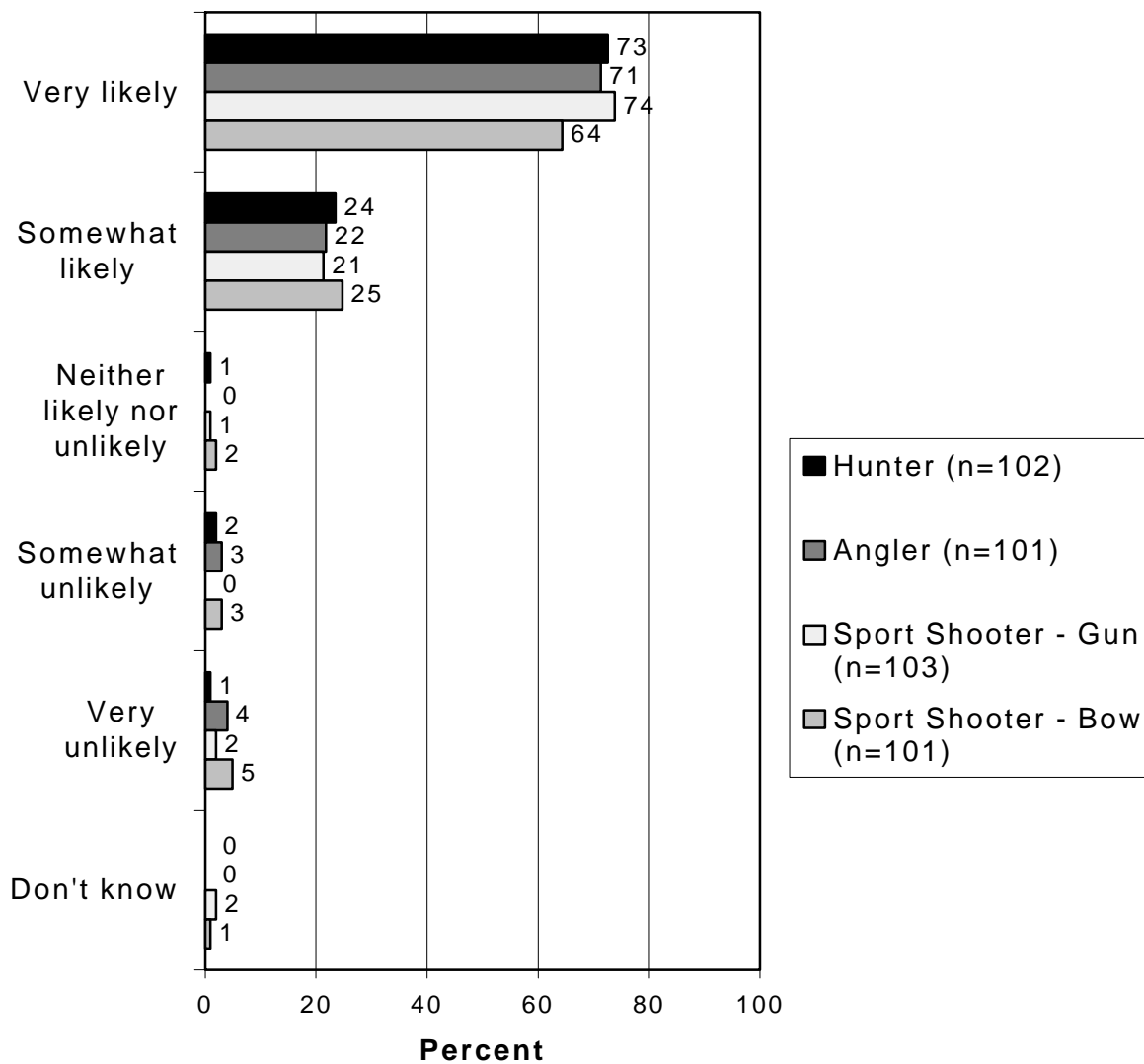
Strong majorities of all activity groups indicated that they would be likely to ask an older person to go hunting/fishing/gun shooting/bow shooting with them: 89% of hunters, 86% of anglers and gun shooters, and 79% of archers.

Q81. Would you be likely or unlikely to ask someone who is older than you to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?



Overwhelming majorities of all activity groups indicated that they would be likely to ask a person of the same age to go hunting/fishing/gun shooting/bow shooting with them: 97% of hunters, 95% of gun shooters, 93% of anglers, and 89% of archers.

Q82. Would you be likely or unlikely to ask someone who is about the same age as you to go hunting/fishing/sport shooting with a gun/target shooting with a bow with you?



The tabulations below show the type of people named in the previous six questions (numbers 76 through 82) and percentage of each activity group who were likely to take them hunting/fishing/gun shooting/bow shooting, ranked from highest percentage to lowest for each activity group. Within the top three answers for each activity group are (although in different orders for each activity type):

- person who is the same age as respondent,
- person who is the same sex as respondent, and
- person who is younger than respondent.

In last place for each activity group is a person of the opposite sex as the respondent.

Type of Person	Percentage of Hunters Who Would Be Likely to Take Them Hunting
Person who is same age as respondent	97
Person of the same sex as respondent	96
Person who is younger than respondent	95
Person who is experienced, but who had not engaged in the activity for several years	89
Person who is older than respondent	89
Person with little experience, but who occasionally engages in the activity	73
Person of the opposite sex as respondent	65

Type of Person	Percentage of Anglers Who Would Be Likely to Take Them Fishing
Person who is younger than respondent	96
Person of the same sex as respondent	95
Person who is same age as respondent	93
Person with little experience, but who occasionally engages in the activity	89
Person who is experienced, but who had not engaged in the activity for several years	88
Person who is older than respondent	86
Person of the opposite sex as respondent	71

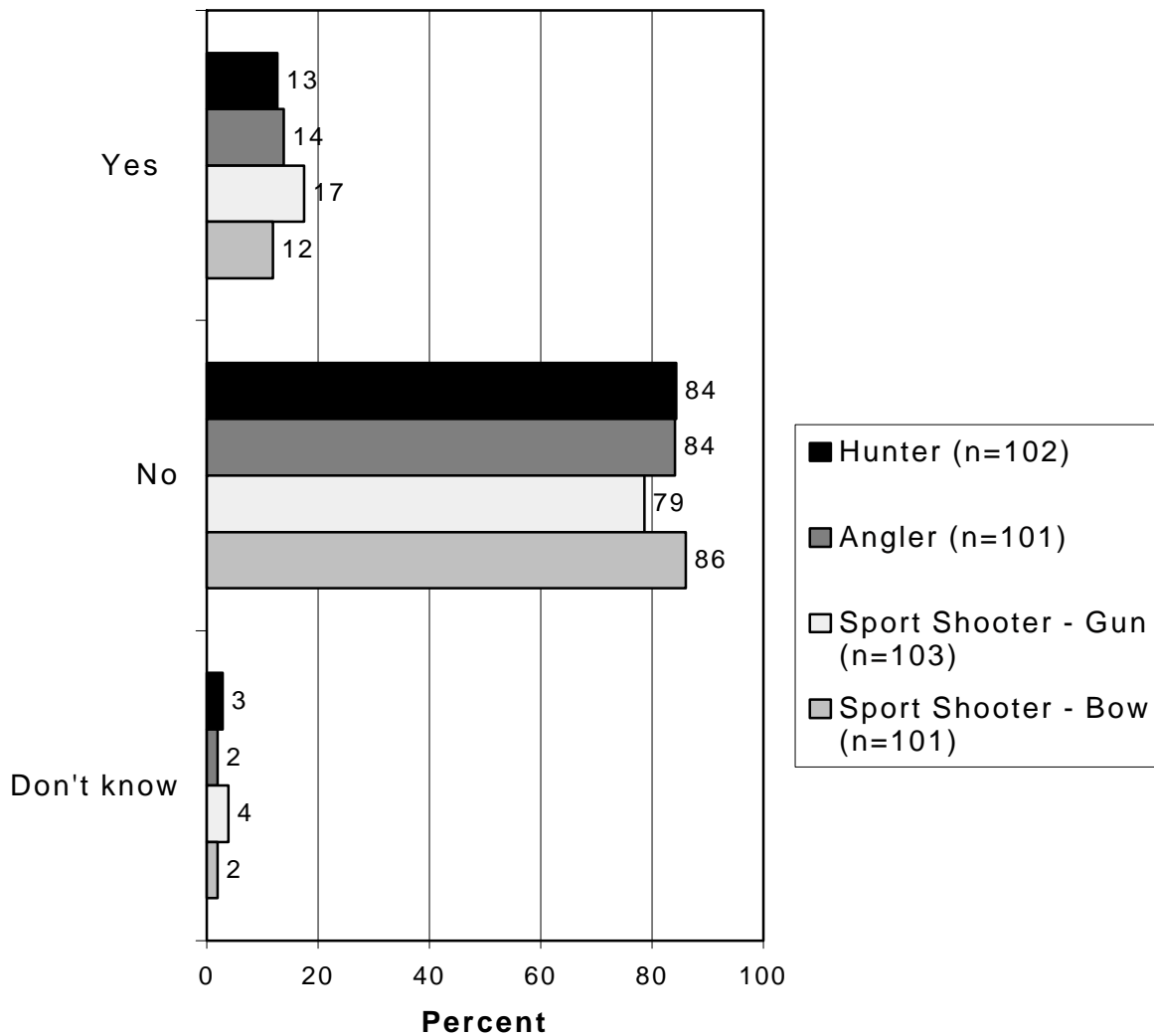
Type of Person	Percentage of Gun Shooters Who Would Be Likely to Take Them Gun Shooting
Person of the same sex as respondent	96
Person who is same age as respondent	95
Person who is younger than respondent	93
Person who is experienced, but who had not engaged in the activity for several years	88
Person who is older than respondent	86
Person with little experience, but who occasionally engages in the activity	78
Person of the opposite sex as respondent	78

Type of Person	Percentage of Archers Who Would Be Likely to Take Them Bow Shooting
Person of the same sex as respondent	90
Person who is same age as respondent	89
Person who is younger than respondent	85
Person with little experience, but who occasionally engages in the activity	82
Person who is experienced, but who had not engaged in the activity for several years	80
Person who is older than respondent	79
Person of the opposite sex as respondent	68

Hunting and Shooting Sports Heritage Fund

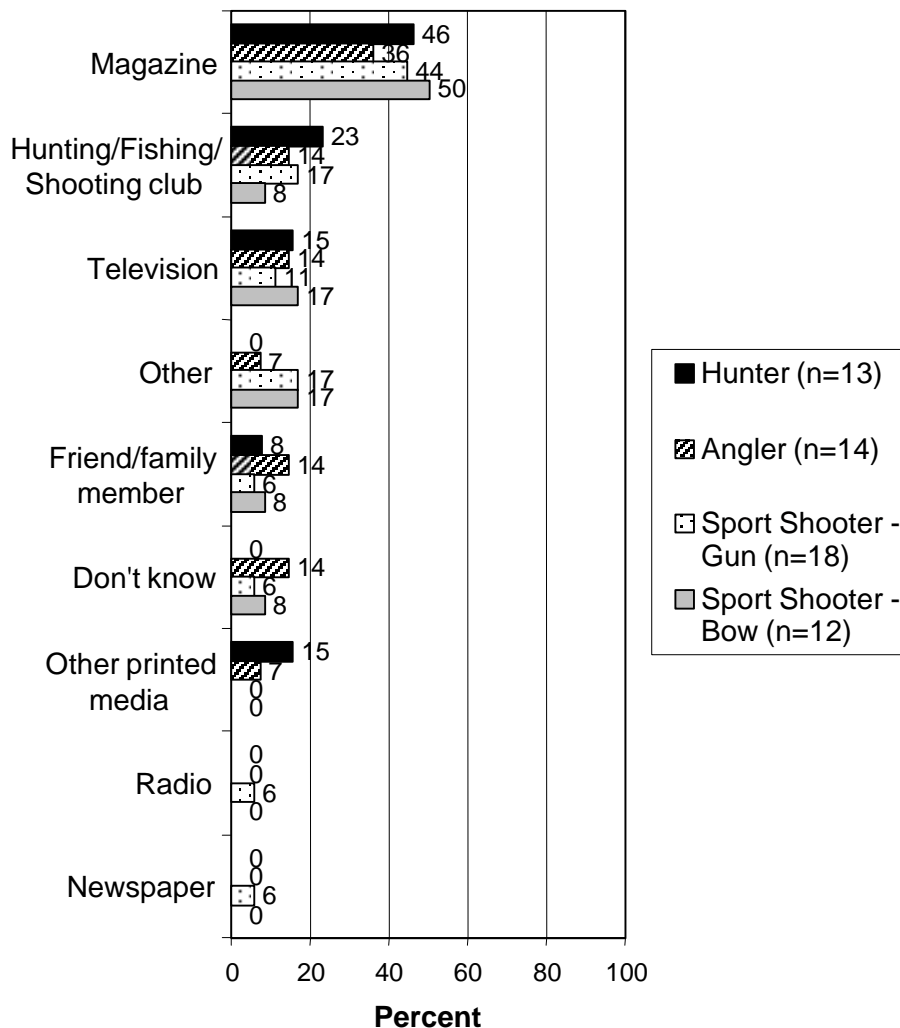
Before the survey, most sportsmen had not heard of the NSSF's Hunting and Shooting Sports Heritage Program.

Q83. Before this survey, had you ever heard of the National Shooting Sports Foundation's Hunting and Shooting Sports Heritage Program?



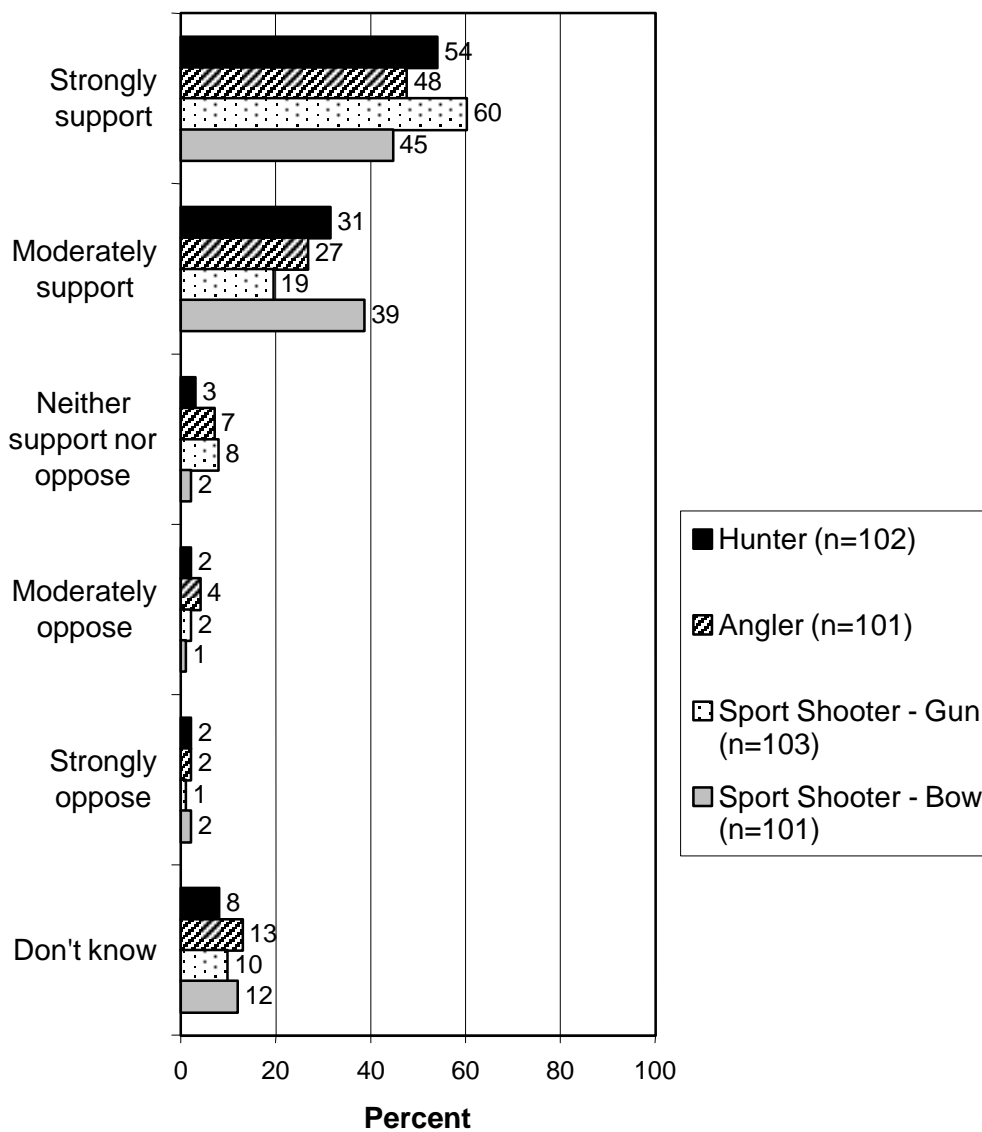
Of those in the previous question who had heard of the NSSF's Hunting and Shooting Sports Heritage Program, most commonly they had learned of the Program through magazines. Also important sources of information are hunting/fishing/shooting clubs and television.

**Q85. Where did you hear about this program?
(asked of those who reported hearing about the Hunting and Shooting Sports Heritage Program)**



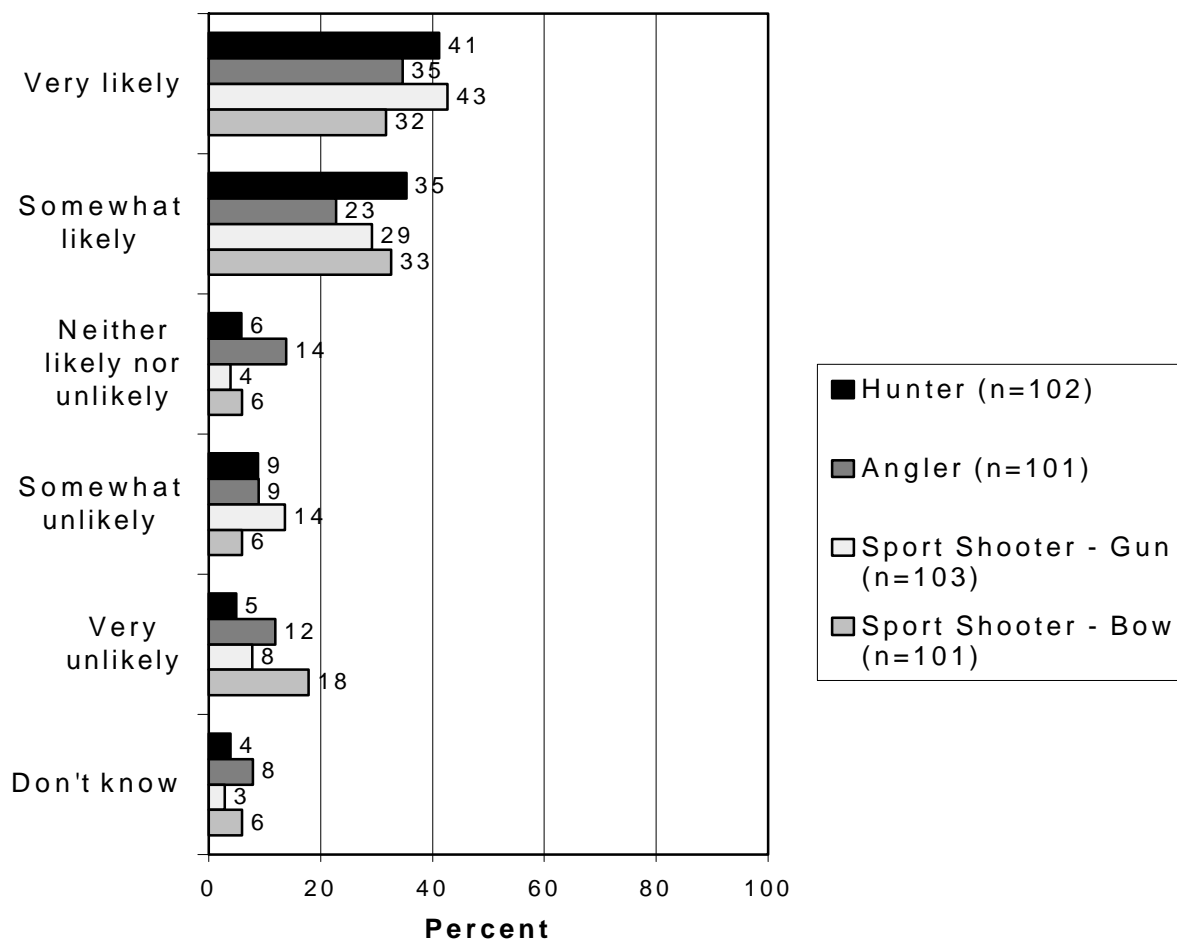
Strong majorities of all activity groups support the NSSF’s Hunting and Shooting Sports Heritage Program. Substantial percentages answered, “Don’t know,” greater than the percentages opposed.

Q87. Do you support or oppose the Hunting and Shooting Sports Heritage Program?



Finally, regarding the NSSF's Hunting and Shooting Sports Heritage Program, majorities of all activity groups indicated that they would be more likely to purchase one brand of sports equipment over another of equal quality and price, if the brand advertised that a portion of the purchase price went to the Hunting and Shooting Sports Heritage Program: 76% of hunters, 72% of gun shooters, 65% of archers, and 58% of anglers.

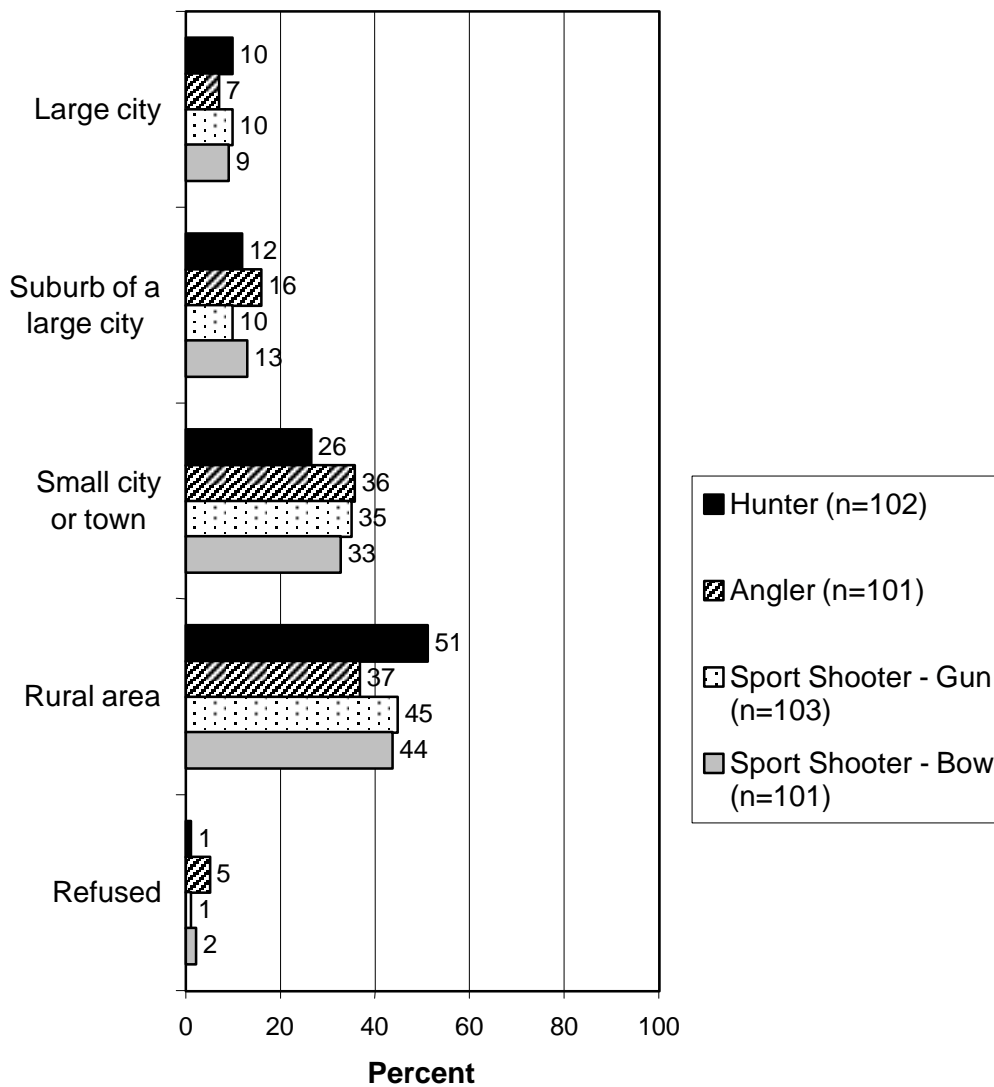
Q88. Would you be likely or unlikely to purchase one brand of hunting/fishing/sport shooting/archery equipment over another of equal quality and equal price if the brand advertised that a portion of your purchase went to the Hunting and Shooting Sports Heritage Fund?



Demographics

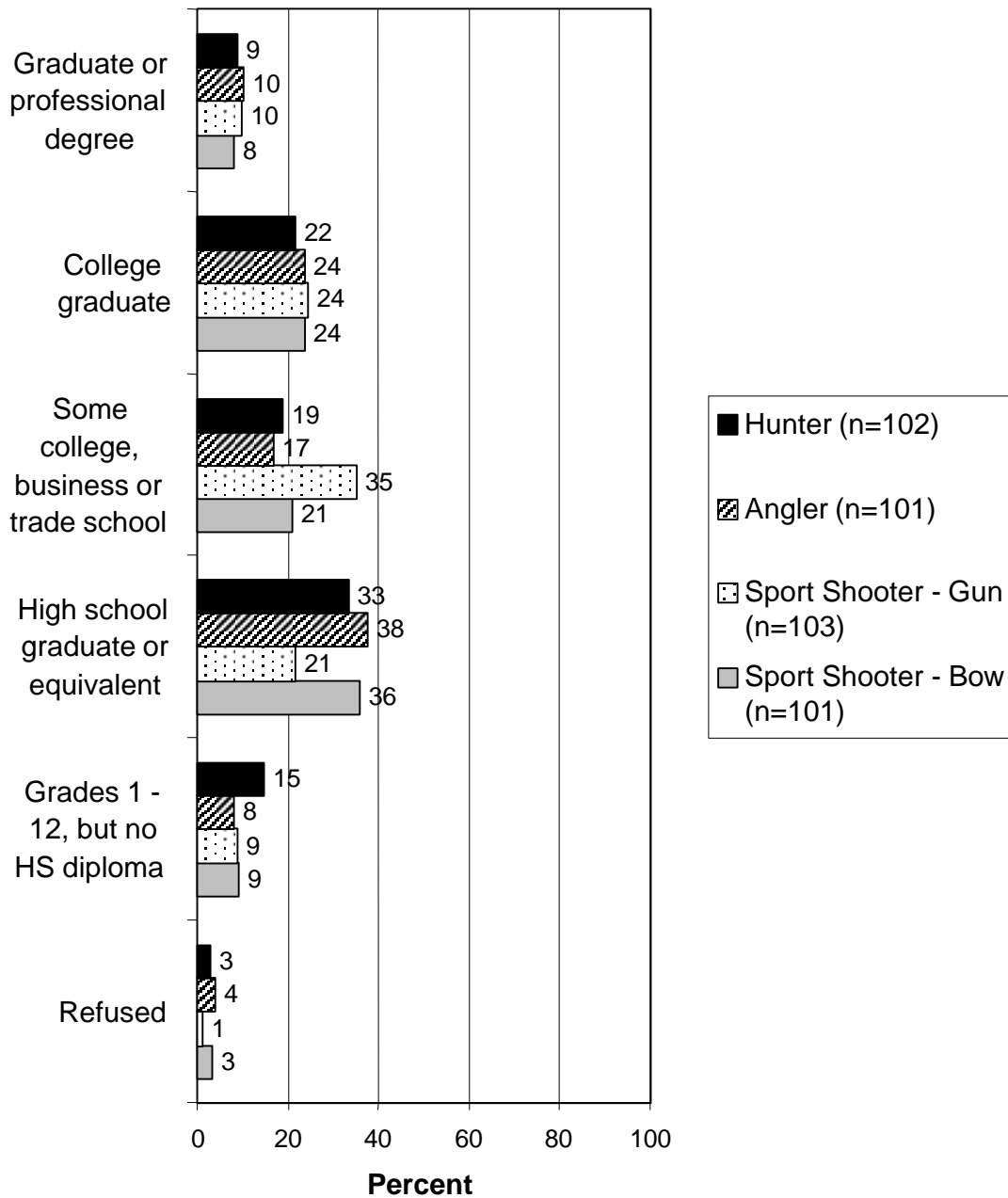
Responses among activity groups were largely similar regarding place of residence, although hunters had a slightly higher percentage of those indicating a rural residence than did the other activity groups.

Q90. Would you consider your place of residence to be a rural area, a small city or town, a suburb of a large city, or a large city?



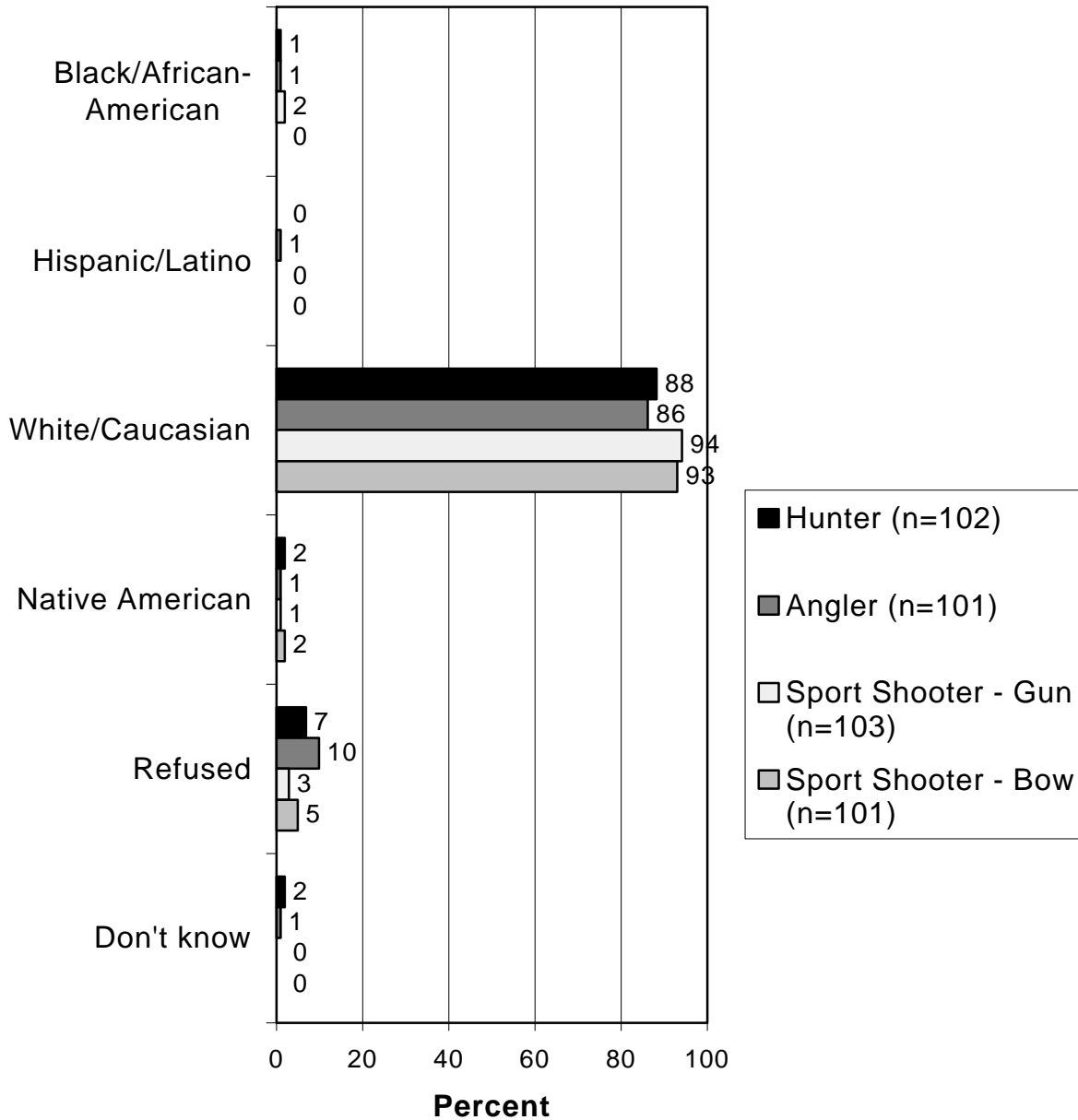
Gun shooters had a slightly higher percentage having been to some college or trade school than did the other activity groups. Otherwise, results among activity groups are quite similar.

Q91. What is the highest grade level you have completed in school?



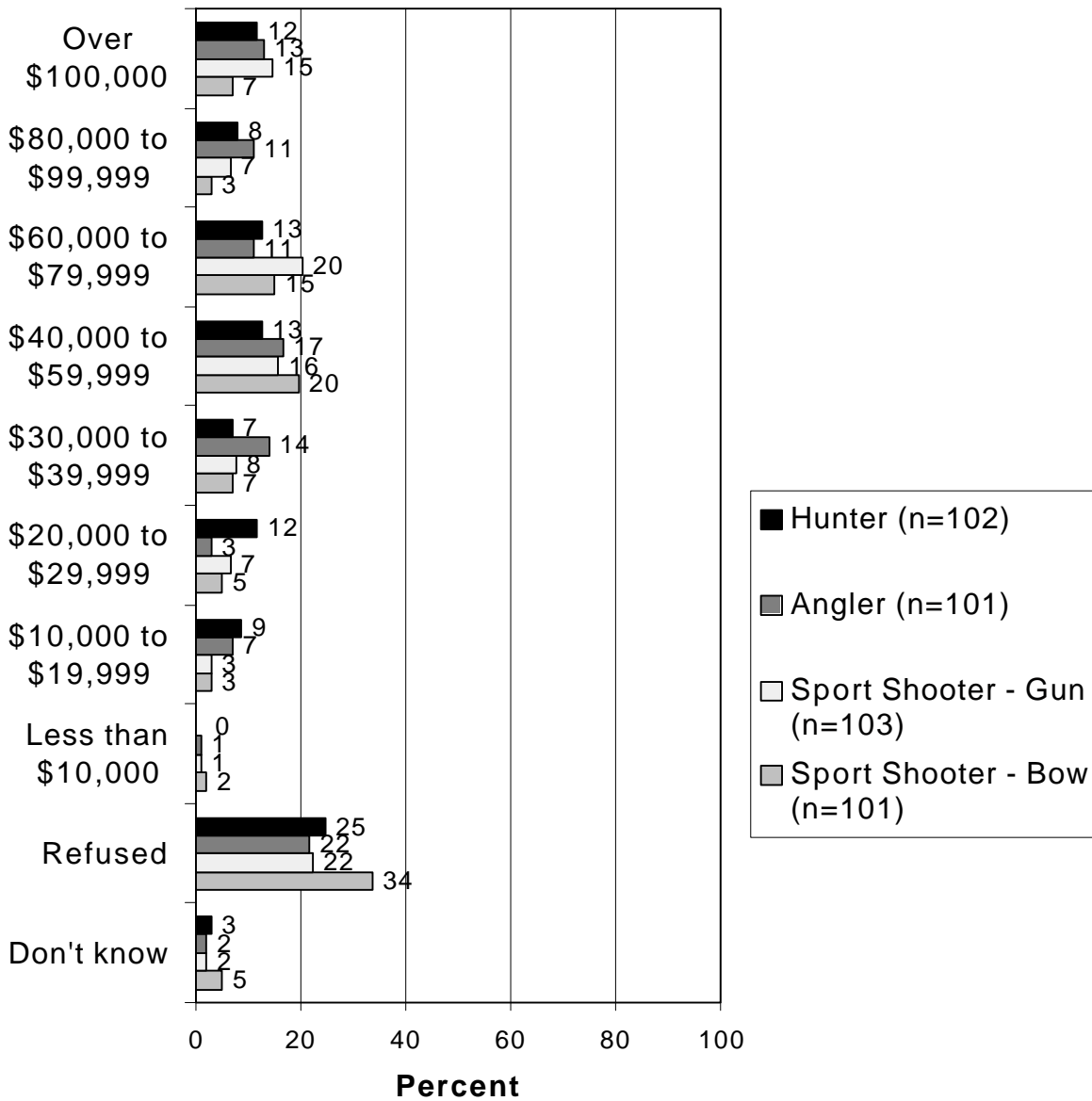
Respondents overwhelmingly identified themselves as being “white/Caucasian.”

Q92. What race or ethnic background do you consider yourself?



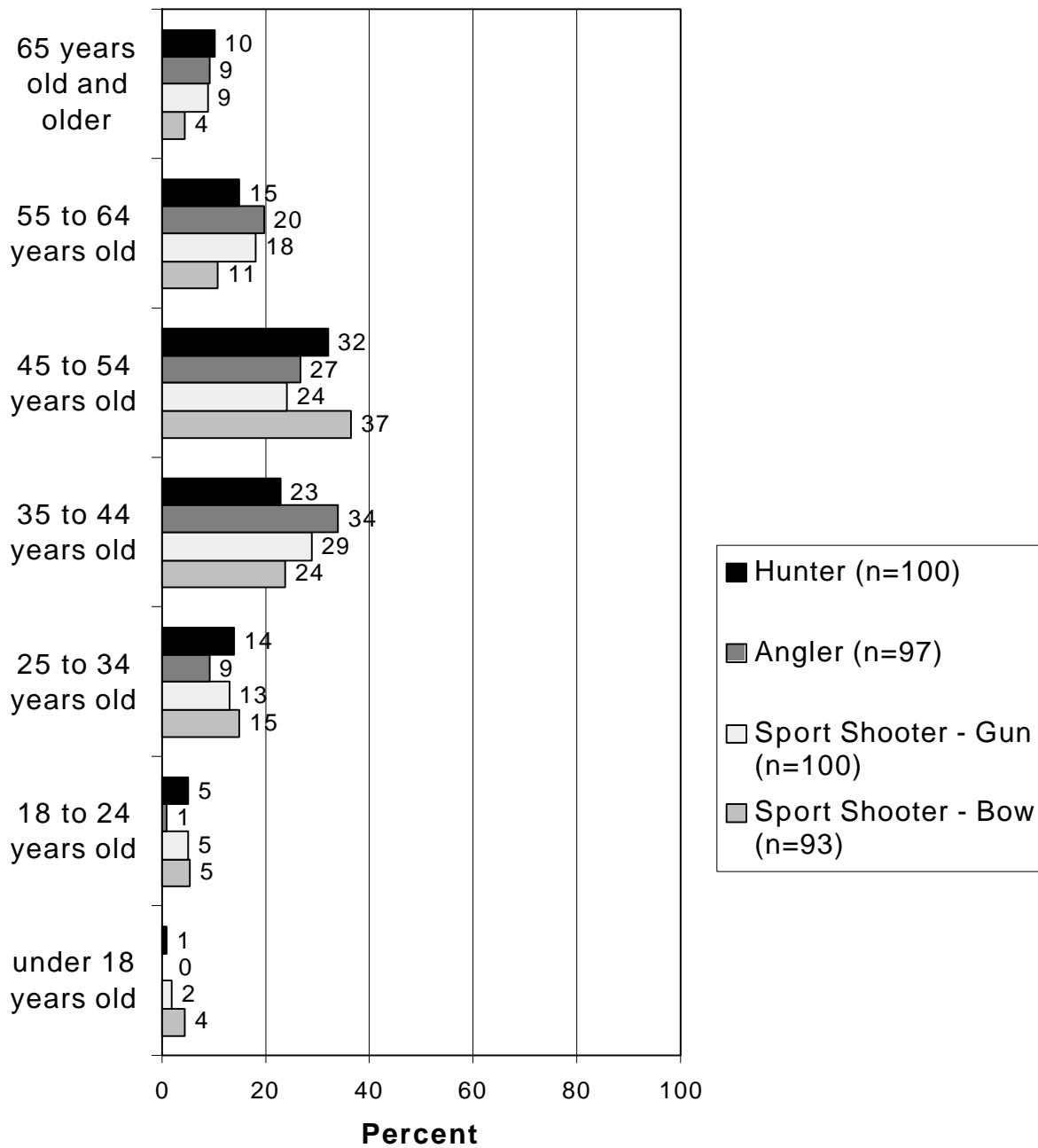
The incomes among activity groups is shown below. Although there is some variation among activity groups, no clear pattern emerged.

Q93. Which of these categories best describes your total household income from all sources during 2000?



Ages of respondents follow a classic bell curve, with a peak in the middle categories of “35 to 44 years old” and “45 to 54 years old.”

Q94. Age of Respondents



Respondents were overwhelmingly male.

Q96. Gender of Respondents (not asked, but recorded by interviewer)



Additional Comments

Continue to focus on legislative issues regarding hunting, especially UN/global potential regulation.

Doing a fantastic job.

I liked the survey.

I think it's a great program; keep it up.

I would want to read more about the hunting program before supporting it and buying the equipment.

Need to keep youth involved, introduced to shooting sports.

Problem in our area is lack of shooting ranges.

Appendix: Focus Group Report

(The PDF version of this document does not contain the Focus Group Report.)