



# Conservation Leaders for Tomorrow

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## Hunting Awareness & Conservation Education

### **Motivations and Demographics of American Hunters**

**Goal:** To convey information regarding the demographics of hunters in the United States and explore the reasons for initial involvement, active participation, and abandonment of the sports.

**Objectives:** After this block of instruction the participant will be able to:

1. Discuss the economic, demographic, educational and actuarial profiles of hunters in the U.S.
2. List the major factor(s) that causes a person to become a hunter
3. List the factors that variously influence hunter abandonment and continuation of participation.
4. Discuss the diversity of hunter motivations. (These include, but are not limited to the recreational challenge, the game meat, being close to nature, time with family/friends, traditions, trophy challenge)

#### **Why This Is Important for a Natural Resource Professional**

Understanding the social and economic demographics of hunters allows professionals to better understand what roles hunters have regarding conservation and natural resources management. A more complete understanding of this demographic allows professionals to better structure programs that enhance their appeal and/or minimize the impact a regulatory change may have on this constituency. Doing so will, generally, enhance support for the agency and its programs. Additionally, understanding the economic contributions that hunters make to the agency, conservation, and economies of their communities can be an important political strategy for the agency and assist in developing long-term funding strategies. Understanding hunters can also assist non-governmental organization professionals in developing collaborative programs with hunters to improve conservation efforts.

#### **Additional Resources:**

- [National Survey of Hunting, Fishing, and Wildlife-Associated Recreation, US Fish & Wildlife Service, 2016](#) (From here, you may access earlier surveys, as well.) This report, published by the U.S. Fish and Wildlife Service, provides information on outdoor recreation, including hunting and fishing. Extensive demographic data is provided including information on race, gender, age, household income, and education. In addition to these data, information on the economic impact that

hunting has is provided. The information provided in the report is considered the most comprehensive and complete report available and serves as a valuable tool to resource managers. The report is prepared every five years and available for download from the USFWS website.

- Quick Facts: National Survey of Hunting, Fishing, and Wildlife-Associated Recreation, US Fish & Wildlife Service, 2016 (This is a quick, pamphlet style brochure with graphics.)
- America's Wildlife Values, WAFWA, Colorado State, Ohio State, Responsive Management This study explores the values, attitudes, and beliefs of residents across the U.S. in relationship to fish and wildlife management.
- American's Attitudes Towards Hunting, Fishing, Sport Shooting and Trapping, NSSF, Responsive Management This study was conducted to assess trends in American's attitudes towards hunting, fishing, sport shooting and trapping.
- Annual Appropriations of Pittman-Robertson Wildlife Restoration Funds, USFWS The U.S. Fish and Wildlife Service releases this annual report on the final appropriations of the Pittman-Robertson Wildlife Restoration Act. The funds, derived from an excise tax on hunting and shooting equipment, are distributed to states annually based on the number of hunting licenses sold. The money supports hunter education and wildlife restoration efforts in each state.
- Covid-19 and Hunting License Sales. Southwick and Associates and Council to Advance Hunting and Shooting Sports. 2021
- Economic Impact of Firearm and Ammunition Industry. National Shooting Sports Foundation (NSSF). 2021
- Fishing and Hunting Recruitment and Retention in the U.S. from 1990 to 2010, U.S. Fish & Wildlife Service, 2011
- New Facts to Help Us Retain Our Hunting Customers, National Shooting Sports Foundation, 2015
- Paths to participation. Southwick and Associates and NSSF. 2017
- The Future of Hunting and Fishing. Council to Advance Hunting and the Shooting Sports. 2017. Chase and Chase Consulting
- The Nature of Americans, Disconnection and Recommendations for Reconnection, DJ Case & Associates This report provides information on the disconnection to nature by adults and children. It discusses reasons as well as recommendations for

reconnection. This is not a “hunting” study but provides information on Americans’ involvement in nature and outdoor activities.

- U.S. Angler Population: Who Comes and Who Goes. American Sportfishing Association. 2015

Decker, D.J. and K.G. Purdy. 1986. Becoming a hunter: identifying stages of hunting involvement for improving hunter education programs. *Wildlife Society Bulletin* 14(4):474-479.

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Organ, J.F. and E.K. Fritzell. 2000. Trends in consumptive recreation and the wildlife profession. *Wildlife Society Bulletin* 28(4): 780-787.

Wildlife Management Institute. 1992. *Placing Hunting in Perspective*. Wildlife Management Institute, Washington DC, USA.