

RECRUITMENT OF HISPANIC HUNTERS

*A case-study approach to learning more
about hunting among Hispanics and improving
recruitment and retention of other hunters*



*A joint project of the McGraw Center for Conservation
Leadership and the National Shooting Sports Foundation.*



Summary

THIS PROJECT INTERVIEWED NEW HUNTERS OF HISPANIC DESCENT TO LEARN HOW THEY BECAME AND WERE RETAINED AS HUNTERS. The resulting recommendations will inform hunter recruitment efforts among Hispanics by illuminating what helped or hampered them as they began hunting. More broadly, this project shows how to use long-term license sales data and a case-study research approach to inform, refine and improve hunter recruitment, retention and reactivation, particularly among specific groups.

Background

STATE FISH AND WILDLIFE AGENCIES CONTINUOUSLY WORK TO RECRUIT, RETAIN AND REACTIVATE HUNTERS – PROGRAMS CALLED “R3.” In recent years, states have spent nearly \$25 million a year on R3 and more than \$35 million annually on programs for hunter education.⁽¹⁾



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Many agencies and outdoor retailers want to recruit very specific demographic groups and minorities into hunting and fishing — in particular Hispanics, the fastest-growing demographic group in the country but one that is disproportionately underrepresented among hunters and anglers.

Encouraging new hunters and anglers is critical to the financing of conservation in America. License sales, user fees and taxes on firearms, ammunition and other equipment are among the major sources of revenue for wildlife management agencies across the country. As current hunters age and their ranks dwindle, so do those funds.

Wildlife and human dimensions professionals have organized a systematic national approach called the Outdoor Recreation Adoption Model⁽²⁾ as a template to better predict how people become hunters.

State agencies often host targeted R3 events to engage specific user groups in an effort to increase hunting participation. With the current and projected growth of the Hispanic population in the U.S.⁽³⁾ many States hope to better engage Hispanics and recruit them into outdoor pursuits, including hunting and angling⁽⁴⁾.

A case-study research approach was used for this project in hopes of illuminating cultural variables that set Hispanics apart from other demographic groups. Using a case study research design can illuminate key cultural variables regarding processes within the R3 Adoption Model and better define how R3 programing can be improved for any specific group of potential hunters.

For case studies to be a useful tool for outreach development, they must be very focused in the parameters that define the study subjects and adhere to strict replication in the processes that identify, screen, and ultimately interview participating individuals.^{(5), (6)}

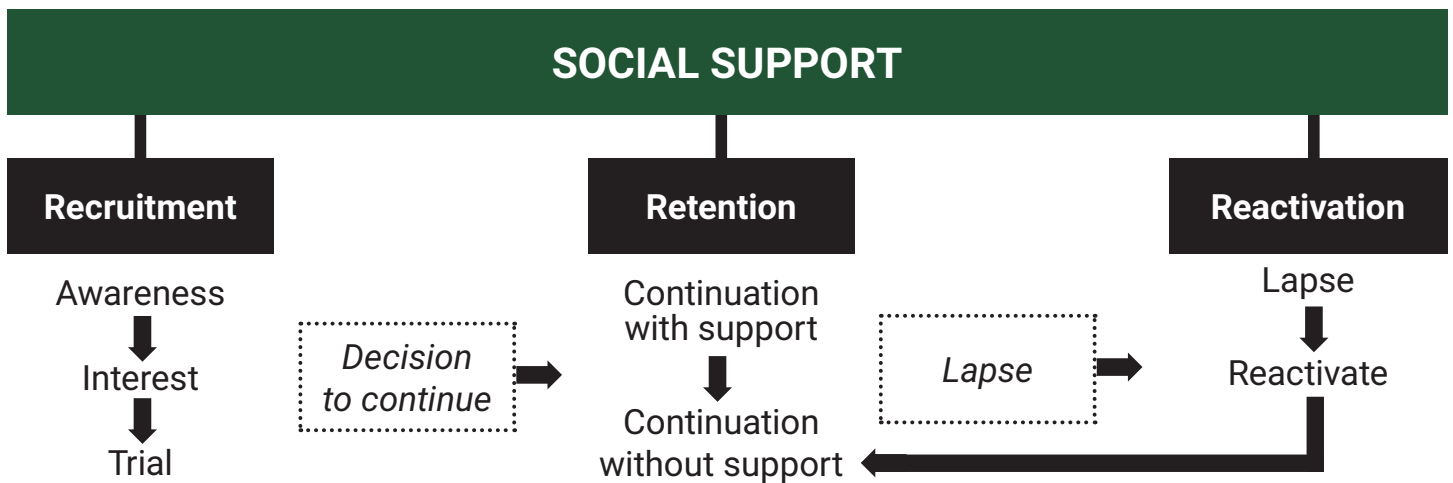
ACCESSIBLE PUBLIC CITATIONS

- (1) *State Wildlife Agencies Resources Allocation to Hunting and Shooting Sports Participant Recruitment, Retention, and Reactivation (R3) Efforts, 2015.* Council to Advance Hunting and Shooting Sports. Washington DC.
- (2) *R3 and the Outdoor Recreation Adoption Model.* 2017. *Industry Bulletin.* Council to Advance the Hunting and Shooting Sports. Washington DC.
- (3) *How the U.S. Hispanic population is changing, 2017.* Research Report. Pew Research Center. Washington DC.
- (4) *Engaging the Hispanic Audience: Insights to Actions, 2014.* Research Report. Recreational Boating and Fishing Foundation. Washington DC.
- (5) Yin, Robert K. *Case Study Research: Design and Methods.* 2003. Sage Publications. London.
- (6) *PREPARING A CASE STUDY: A Guide for Designing and Conducting a Case Study for Evaluation Input, 2006.* Tool Series. Pathfinder International. Watertown, MA.

Scope of Work

The National Survey of Fishing, Hunting and Wildlife Associated Recreation⁽⁷⁾ has consistently reported that Hispanics are under represented among hunters and anglers and many outdoor retailers and state and federal wildlife agencies seek to better engage this group. This study applied a case-study research approach to the processes of the Outdoor Recreation Adoption Model as the basis for determining how Hispanic hunters began hunting and whether any specific barriers unique to Hispanics discouraged participation.

OUTDOOR RECREATION ADOPTION MODEL



SELF-IDENTIFICATION



COVER AND ABOVE IMAGE BY HOWARD COMMUNICATIONS, INC.

PROJECT OBJECTIVES

- To use state hunting license purchase data to identify people of Hispanic descent who recently became hunters and record their responses to a set of structured interview questions regarding the motivations, challenges, and key events that led them to hunting
- To summarize Hispanic Hunters' experiences and link these responses to known variables and potential barriers within the R3 adoption model, with the goal of informing future R3 efforts
- To show how a pro-active case-study approach can improve recruitment and retention programs for any specified demographic

ACCESSIBLE PUBLIC CITATIONS

(7) National Survey of Fishing, Hunting, and Wildlife-Associated Recreation: National Overview, 2016. United States Fish and Wildlife Service Report. Washington DC.

Improved R3 Methodologies

SEVENTY-FIVE TELEPHONE INTERVIEWS WERE CONDUCTED IN FIVE STATES (Arizona, Texas, Florida, Utah and Michigan). These states were chosen because they have robust license databases that could easily identify potential interview subjects based on their surnames, age and license purchasing history (not all states can do this).

Participants were called, screened for qualifying specifics, and if appropriate, interviewed using a script (see full report of details). Fifteen 30- to 40-minute interviews were conducted with hunters in each state. One interview in Texas was discarded during analysis.

The interviews were the result of an intense and highly selective screening process based on lists of selection criteria, license buying trends and social demographics. Tens of thousands of license sales were initially analyzed to produce state-specific lists that were further screened to ensure that interviews were conducted only within a very targeted subset of Hispanic hunters.

BREAKDOWN BY STATE

| STEPS IN THE INTERVIEW SELECTION PROCESS | STATE'S LICENSE DATA ANALYZED | | | | | CUMULATIVE | |
|--|-------------------------------|---------|----------|-------|-------|------------|---------|
| | ARIZONA | FLORIDA | MICHIGAN | TEXAS | UTAH | TOTAL | AVERAGE |
| Individuals as identified by state's license sales | 365 | 4,324 | 279 | 365 | 1,836 | 7,169 | 1,433.8 |
| Attempted contacts to screen and interview | 70 | 119 | 160 | 125 | 80 | 554 | 110.8 |
| Resulting interviews (target was 15 per state) | 15 | 15 | 15 | 14 | 15 | 74 | 14.8 |

Notable Observations

ELECTRONIC LICENSE SALES RECORDS ARE A POWERFUL DATASET WHEN TRACKED AND ANALYZED OVER TIME. But as of 2015, fewer than half the states had adequate databases to conduct this sort of study. We strongly recommend that states' license-sales data quickly be amended to include demographic data with fields for gender, race, age, and multiple points of contact. These types of data are essential and standard tools used in effective marketing and communication campaigns among many other businesses. State agencies are only just beginning to realize the power of this information and additional work is needed to develop a standard "national database" for hunting, angling, and trapping licenses.

As more states develop and maintain robust and multi-year data sets, this case-study approach should prove to be a useful and cost-efficient way to explore license-buying trends and user demographics, allowing participants to tell their own stories about their path to becoming hunters or anglers.

In the end, this approach can improve the structure of R3 by building future programs based on the analytics of those who have successfully become hunters.

The selection/screening of individuals who enter a case study is very important and needs to be consistently administered across the study group. When done properly, a case-study approach allowed participants to "tell their stories" of how they became hunters and describe what barriers they may have encountered. This creates a unique and highly informative data set that can improve how future R3 programming is structured. It is imperative that R3 practitioners link their chosen study design and interview script to desired outcomes and monitoring within the Adoption Model.

Findings That May Be Unique to Newer Hispanic Hunters

Participants of this case-study communicated the following sentiments and themes:

Many Hispanics aren't aware of the opportunities available to them, or how to get started.

RECOMMENDED ACTIONS

- Create simple, bilingual, summary(s) of the steps necessary and available to become a hunter, including clarity on regulations and agency function.

We need to improve the accessibility of hunter education courses to Hispanic communities.

RECOMMENDED ACTIONS

- Promote the use of Spanish versions of hunter education tests
- Provide hunter education materials in Spanish
- Provide hunter education courses in Spanish
- Provide hunter education in or near Hispanic communities

Many Hispanics are interested in going hunting.

RECOMMENDED ACTIONS

Encourage interest and motivation by promoting hunting within the community as a way to:

- Get outside
- Provide food for family
- Have fun with the family
- Learn new skills

Many Hispanics who don't have hunting traditions but are interested in it have difficulty finding mentors and information on how to hunt.

RECOMMENDED ACTIONS

- Create innovative Hispanic social support systems at the national, state and local levels
- Promote access to hunting information and agency engagement in Hispanic communities

Challenges

ALL NEW HUNTERS FACE A VARIETY OF CHALLENGES. For the Hispanics who participated in this case study, some of these challenges may loom larger, such as language barriers. Some participants identified the rate of acculturation, education, social background, and/or immigration status as important considerations (see full report for details). Additional obstacles that may limit participation by Hispanics were stated as:

- Expenses associated with buying equipment, travel to hunting areas, or acquiring a lease
- Having access to hunting equipment, or knowledge to purchase the correct equipment
- Access to or knowledge of places to hunt
- Fear of additional scrutiny by law enforcement personnel if they inadvertently violate a game law

Other research has found that some segments of the Hispanic community may have a fear of, or bias against, firearms ownership.⁽⁸⁾

Conclusions

THE PARTICIPANTS IN THIS STUDY SUGGEST THAT THERE ARE LIKELY TO BE MANY HISPANICS WHO MAY BE INTERESTED IN HUNTING. While Hispanic hunters appear to navigate through the adoption model much like other new hunters, facing similar challenges and motivations, some need assistance in understanding state laws and requirements, as well as steps necessary to become a hunter.

Specific marketing and awareness efforts focused on the Hispanic community would improve awareness of hunting opportunities and the agencies' role in wildlife management, and would help overcome many perceived barriers to participation.

ACCESSIBLE PUBLIC CITATIONS

(8) *A Hispanic Market Study of Firearms & Shooting Sports*. 2015. National Shooting Sports Foundation. Newtown, CT.

About This Research

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FULL REPORT AND SUGGESTED CITATION

Recruitment of Hispanic Hunters: Using a Case Studies approach to gain insights into Hispanic values toward wildlife, and motivations and participation in hunting

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http://mcgrawconservation.org/wp-content/uploads/1980450-Hispanic_Hunter_Case_Study.pdf



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