

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 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 related to hunter education.



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.

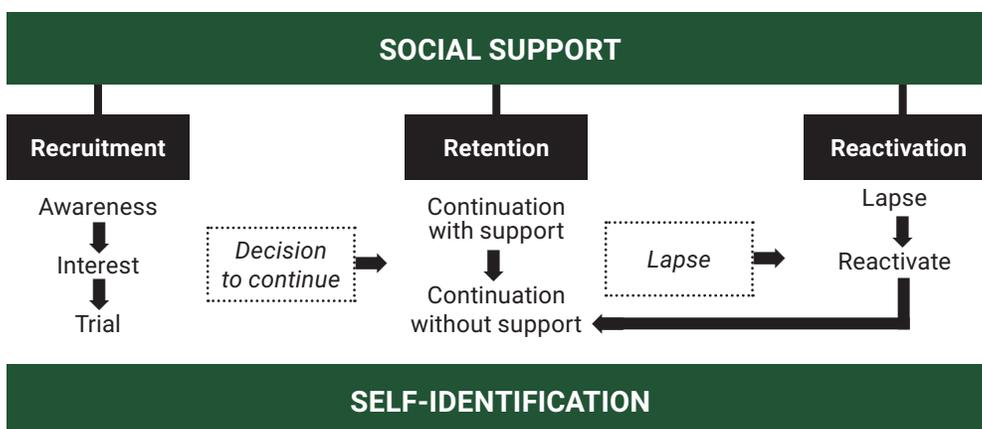
A case-study research approach was used for this project in hopes of illuminating cultural variables that distinguish Hispanics from other demographic groups. This is also a way to learn how to target programming for any specific group of potential hunters.

Encouraging potential hunters is crucial 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.

Scope of Work

This study used the Outdoor Recreation Adoption Model as the theoretical basis for determining how Hispanic hunters began hunting and whether any specific barriers unique to Hispanics discouraged participation.

OUTDOOR RECREATION ADOPTION MODEL



PROGRAM 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 their 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

Improved Methodology

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. 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 lists that were further screened to ensure that interviews were conducted only within a very targeted subset of Hispanic hunters. The breakdown by state follows:

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. 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 programs.

FINDINGS THAT MAY BE UNIQUE TO NEWER HISPANIC HUNTERS

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 and are interested in hunting have difficulty finding mentors, as well as 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 are:

- 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.

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.



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