

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USA Spending.gov.

Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

Applicant Name

Outdoor Stewards of Conservation Foundation, Inc.

Descriptive Title of Applicant's Project

FY2023 MSCGP - Three R3 Research Insights: Attitudes, Reactivation, Participation

Project Abstract

Award Purpose: A key objective for this grant project is to support agencies, industry, and the R3 community's business and recruitment efforts with quality, reliable and timely research insights. The main purpose of this project is to provide new data on three essential R3 topics that have been measured in separate studies previously. The value of this project is in combining these topics into a single study that will result in actionable, current data on all three topics. Not only will this approach allow for significant cost savings in the data collection, analysis, and reporting, but it will also ensure more timely dissemination of the findings and their implications to the R3 community and hunting and sport shooting industry. The overarching project purpose is to provide R3 specialists and hunting and sport shooting program managers with the data they need to effectively design and implement programs; this will be accomplished through a new data collection effort that employs a highly rigorous and dependable survey methodology approach to guarantee accurate, reliable results.

Activities to be performed: Regarding the specific aspects of the proposed research project, the purpose is threefold: 1) assess trends in Americans' attitudes toward hunting, fishing, sport shooting, and trapping; 2) identify ways to encourage more shooting participation among those in firearm households who are not currently shooting; and 3) assess hunters' motivations for hunting and their use of various types of firearms for hunting, as well as how motivations and specific types of firearms correlate with certain demographic characteristics.

Expected deliverables or outcomes: This project will update and expand three major studies that provide critical data to agencies, industry, and the R3 community. Crucially, the proposed project will ensure significant cost savings by conducting the three studies simultaneously—rather than as three separate projects.

First, the project team will update the longest running and most utilized trend study regarding Americans' attitudes toward hunting, fishing, sport shooting, and trapping. Beginning in 1995, Responsive Management has surveyed Americans to determine their attitudes toward these activities and their opinions on related topics. Second, the team will expand research focused on reactivation to assist with identifying the most effective ways to encourage shooting participation among millions of inactive firearm owners, diverse and underserved markets, and those in firearm households who are not currently shooting. Third, the team will obtain new data regarding hunters' participation and motivations, as well as their use of various firearm types for different kinds of hunting.

Intended Beneficiaries: R3 Program and outdoor industry stakeholders (including businesses, agencies, and NGOs) who must continue to track and understand Americans' current attitudes and the needs of core R3 groups.

Subrecipient activities: The bulk of the project cost (83%) is for contractual support for survey design, fielding of national survey, analyzing data and developing reports.