

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 USAspending.gov.

Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

Applicant Name

WESTERN ASSOCIATION OF FISH AND WILDLIFE AGENCIES

Descriptive Title of Applicant's Project

Update the "Stages/Phases" of Hunters and Target Shooters

Project Abstract

Many current R3 and hunter education efforts incorporate the five "stages" or "phases" that describe hunter evolution and their "lifetimes" as participants in the sport. However, these phases are based on a single study published 38 years ago (Jackson et al, 1984) that focused on male Wisconsin duck hunters. Hunting has undergone significant cultural, participatory, and communications shifts since 1984, and today these phases are likely quite different for women and other critical demographics, as well as other types of hunting. Additionally, little if any information exists regarding the evolutionary stages of target shooters. Basing today's R3 efforts on the experiences of localized duck hunters nearly 40 years ago is likely a flawed strategy. Led by subject experts, this project will take a fresh look to identify how today's hunters and target shooters' move through these stages throughout their sporting lifetimes. Results will be provided for a national cross-section of hunters and recreational shooters, with breakouts for women and other audiences, from entry-level to experienced participants and all stages in between. Building on recent NSSF/Southwick research, statistical consumer segmentation techniques will be employed to scientifically separate hunters and recreational shooters into lifetime phases based on participants' experience, motivations, and preferences. Results will be presented via a graphics based summary report, plus a detailed technical report that will be submitted for peer review and publishing. Distribution will include live and on-demand webinars, national and regional R3committee and conference presentations, and posting to the R3 Clearinghouse for unlimited future access.