

# Project Abstract Summary

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\* Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

\* Applicant Name

BACKCOUNTRY HUNTERS AND ANGLERS

\* Descriptive Title of Applicant's Project

Harnessing the Explosion in 35-44 Year-Old Participation

\* Project Abstract

According to the Multi-State Grant-funded license sales dashboard ([www.asafishing.org/datadashboard](http://www.asafishing.org/datadashboard)), license sales only achieved a net 1% increase from 2016 through 2021. For nearly all age groups, license sales fell. Sales to 18-24 and 25-34-year-olds fell 4% and 3% respectively, while 45-54 years old purchased 5% fewer licenses. The real surprise is 35-44-year-olds whose license purchases grew 9%. This growth is organic as very few R3 efforts are systematically targeting the 35-44 age group. Why are sales growing among this generally Gen Y/Millennial age group? Is this growth related to factors faced by 35-44-year-olds today or were they exposed to the outdoors in their youth and now finally have the opportunity to go on their own? Can any reasons driving this growth be harnessed by R3 professionals to further expand participation? This project will connect with license buyers using qualitative and quantitative methods to identify reasons for this spike. Investigators will develop recommendations for actions and strategies R3 professionals can implement to fuel further growth within this demographic. Failure to learn why the growth in Gen Y participation could cause the R3 community to miss a potential valuable growth opportunity.

Work would begin with interviews of the targeted audiences. Simultaneously, we will request feedback from R3 practitioners regarding efforts that have targeted this group, including hunter education coordinators, and will then conduct a quantitative assessment to better understand motivations as licensed buyers, and distribute findings to the R3 community.

R3 professionals can use these insights to encourage even greater growth. To do so, this project will connect with license buyers to gain these insights. The investigators will then develop recommendations for actions and strategies R3 professionals can implement to better support 35–44-year-old participants and to encourage more to engage as license buyers and active participants.