

# Public Opportunities

Millions of Americans enjoyed fishing, hunting and sport shooting as new or returning participants in 2020. Through the Wildlife and Sport Fish Restoration Program, grant funds have focused on retention efforts to keep these anglers, hunters and shooters participating and engaged. Since 2019, Pittman-Robertson and Dingell-Johnson funds have supported over 134 R3 projects across the country including grants for targeted marketing campaigns and improving state license data.

Recently funded studies are further supporting R3 community efforts by helping states and industry partners understand the backgrounds, opinions, and attitudes of the individuals who participate in these outdoor activities.



These projects are supported by the Wildlife & Sport Fish Restoration program. To learn more, visit

<https://partnerwithapayer.org/>



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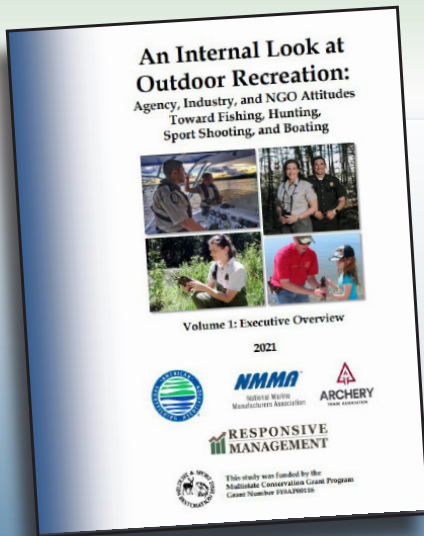
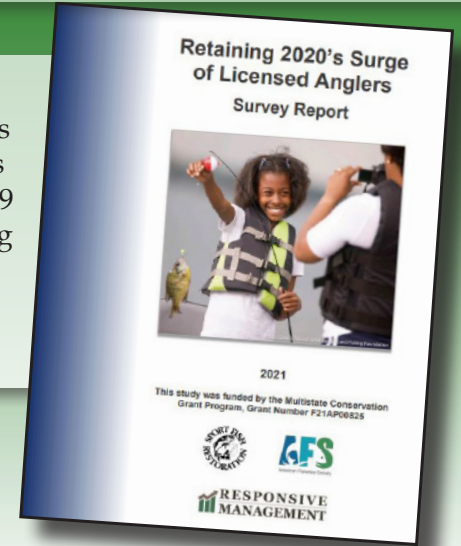
Last Updated January 2024

# Public Engagement

## Angling



In 2021, the American Fisheries Society through a series of surveys helped states better understand how to retain anglers who took up fishing during the Covid-19 pandemic. The data revealed that among active anglers, 80% fish in freshwater, 63% fish from a boat, and 38% fish in saltwater.



In 2021, a survey conducted by the American Sportfishing Association, National Marine Manufacturers Association, and the Archery Trade Association concluded that about 14% of the general population have participated in recreational freshwater fishing within the past 12 months in the United States, compared to 3% participating in saltwater fishing.



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# Multi-State Conservation Grants

## Hunting & Shooting

A study conducted in 2021 showed that 47% of hunters rated access to lands for hunting in their state as excellent or good, compared to 56% who gave these ratings in 2010. It is important to recognize that providing access and promoting this access is considered a continuous, ongoing effort.



### Assessing the Quality and Availability of Hunting and Shooting Access in the United States



This study was funded by the Multistate Conservation Grant Program Grant Number F21AP02255-00

**RESPONSIVE MANAGEMENT**  
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The Firearm Industry Trade Association

### Exploring the R3 Needs and Opportunities of Female Hunters, Sport Shooters, and Archers



2022

This study was funded by the Multistate Conservation Grant Program Grant Number F20AP12247

**CALIFORNIA WATERFOWL**  
**RESPONSIVE MANAGEMENT**  
**WILDLIFE RESTORATION**



In 2022, California Waterfowl conducted a survey to determine how comfortable women hunters and sport shooters were with hunting/shooting alone or without an experienced hunter/shooter. A slight majority (52%) of women hunters are comfortable with doing so, which means almost half are not. Likewise, 43% of women sport shooters are not comfortable participating alone.

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# Public Engagement

These projects are supported by  
Wildlife and Sport Fish Restoration funds



Photo Credit: NEAFWA

In 2019, Idaho Fish and Game developed a campaign to increase the number of millennial anglers (ages 18-37) which resulted in a 2% increase from the previous year.

To determine audience priorities based on license data and research of 2020 hunting and shooting sports participant trends, a survey was sent out to better understand which audiences and scenarios should be the focus of R3 marketing. The results reaffirmed the need for a greater representation and focus on racial, gender and age diversity.



Photo Credit: Brad Mellema

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