

# Planning R3 Efforts: How to Get Started & Measure Success

Presented by Kristen Black

Manager of Communications and Human Dimensions  
Council to Advance Hunting and the Shooting Sports



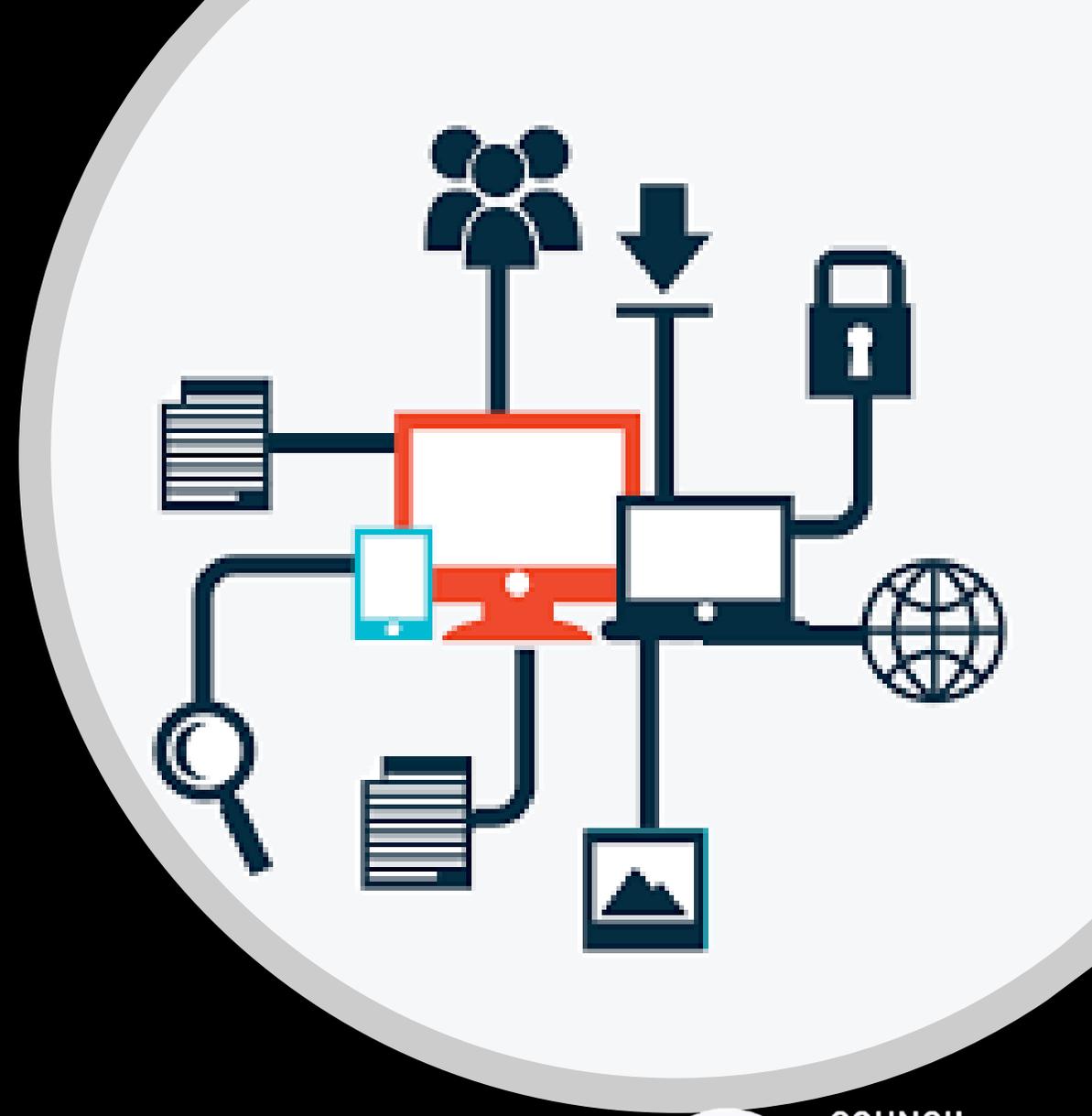
Recruit | Retain | Reactivate



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS

# Importance of Data

- Set baseline demographics
- Determine event protocols
- Compare answers before and after workshop
- Assess efficacy of workshops
- Collect location information
- Direct marketing efforts



Recruit | Retain | Reactivate



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS

# Data Needs

- Who is interested?
- Where are they located?
- Why do they want to participate?
- What do they need?
  
- **How can we use this information to conduct successful R3 efforts?**



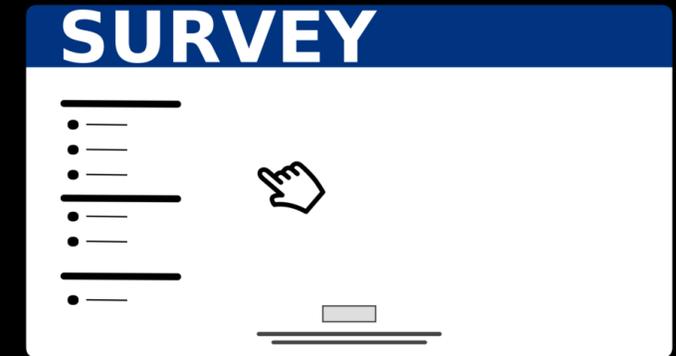
Recruit | Retain | Reactivate



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS

# Collecting Data

- 3-stage survey
  - Pre-event
  - Post-event
  - Follow-up



- Collection Method
  - Paper (immediate, 100% response rate, manual entry, lots of paper)
  - Online (recall bias, <100% response rate, auto-entry, no paper)



# Data to Collect in the Pre- event Survey

---

How did you learn about this workshop?

---

Why do you want to attend this workshop?

---

What barriers to participation do you face?

---

Zip code (target marketing)

---

Demographics (age & gender)

# Data to Collect in the Post- event Survey

As a result of attending this workshop...

---

Do you feel confident enough to  
participate by yourself?

---

Will you purchase a hunting/fishing  
license?

---

Will you purchase equipment related to  
participating?

---

What barriers do you still face?

---

Are you interested in attending another  
event?

# Data to Collect in the Follow- up Survey

---

How much did you participate in the last 12 months?

---

Did you participate by yourself or with someone else?

---

Did you purchase equipment?

---

Will you continue to participate in the next 12 months?

---

What barriers do you still face?

---

# Case Study

---

ILLINOIS

LEARN *to* HUNT



CONSERVATION - FRIENDS - NATURAL FOOD - FAMILY



# LtH Year 1

---

- Fall 2017
- Structure:
  - Planned 20, 2-day workshops
  - 10 terrestrial, 10 waterfowl
  - Day 1: classroom and target shooting
  - Day 2: hunt and butcher
- Number of participants: 79

# LtH Feedback Fall 2017

## What worked:

- Hands-on approach
- Level of information
- Target shooting

## What didn't:

- 2-day structure
- Hunt
- Marketing techniques
- Lack of next steps options
- Terrestrial events covered too much information

# LtH Revision

- 1-day field-oriented workshops
  - No classroom
  - No hunt
  - Species-specific events
- 3-hour evening seminars
  - Focused on precise skill development
  - Aimed at increasing retention and support for new hunters
  - 90% of participants interested in taking advanced courses



Recruit | Retain | Reactivate



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS

# LtH Feedback 2018

- 125 participants (243 in the following segment)
- Likelihood of performing certain activities (% likely):
  - Recommend this workshop to someone else: 100%
  - Take another Illinois Learn to Hunt workshop: 99%
  - Take an advanced Learn to Hunt course: 97%
  - Go hunting sometime in the future: 96%
  - Seek a mentor to take you hunting: 81%
  - Join a hunting club or organization: 74%
  - Purchase a firearm in the next year: 72%
  - Introduce someone new to hunting: 71%



Recruit | Retain | Reactivate



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS

# LtH Data

- 79 participants (Fall 2017) → 125 participants (Spring 2018)  
→ 243 (2018-2019)
- 1 Year Follow-up (34% response rate):
  - 65% purchased hunting license
  - 52% hunted
  - 66% purchased new equipment
  - 29% joined a hunting organization
  - 39% attended multiple LtH events

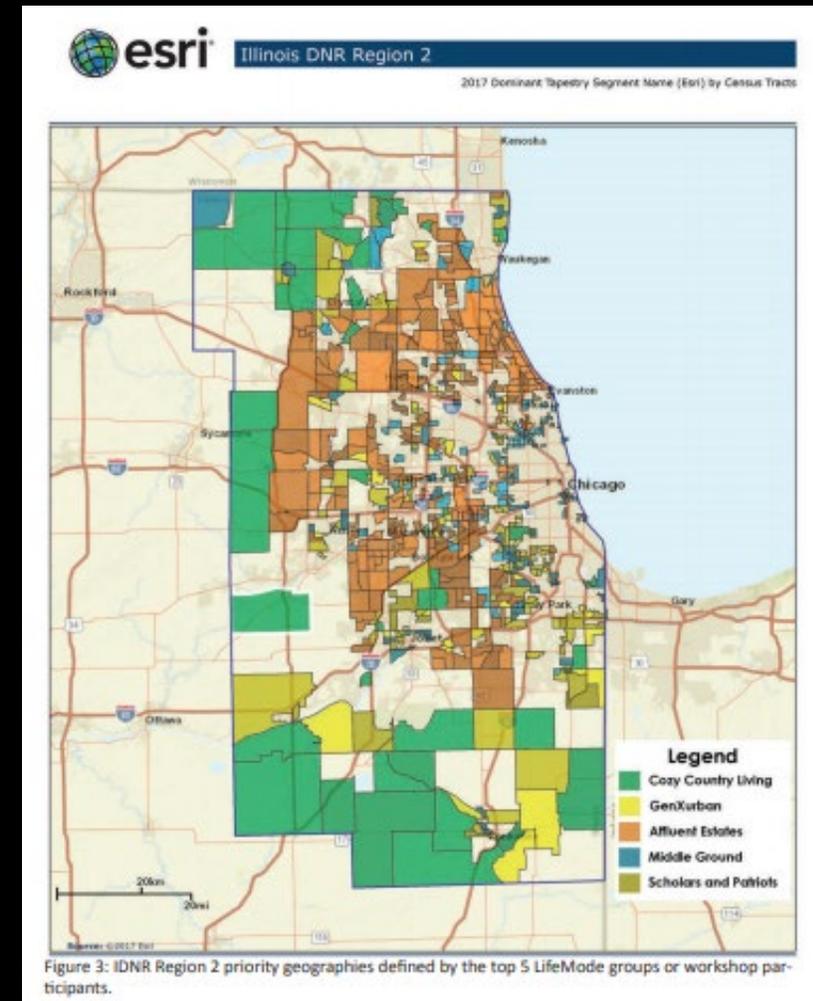


# Behind the Lth Scenes

- Surveys
- ESRI Tapestry Data
- Market segmentation/target markets

Table 3: Top 5 dominant LifeMode groups of Lth event participants.

LifeMode Group	# of Participants
Affluent Estates	30
GenXurban	25
Cozy Country Living	15
Middle Ground	14
Scholars and Patriots	18



# REGION 2

## LTH Market Profile

Region 2

Illinois Learn to Hunt Market Analysis



### Race and Ethnicity

The largest group: White Alone (62.56)

The smallest group: Pacific Islander Alone (0.04)

Indicator	Value	Difference
White Alone	62.56	-7.04
Black Alone	16.84	+2.58
American Indian/Alaska Native Alone	0.38	+0.03
Asian Alone	7.33	+1.71
Pacific Islander Alone	0.04	0
Other Race	10.02	+2.57
Two or More Races	2.84	+0.16
Hispanic Origin (Any Race)	23.44	+5.85

Bars show deviation from Illinois

### Tapestry Segments

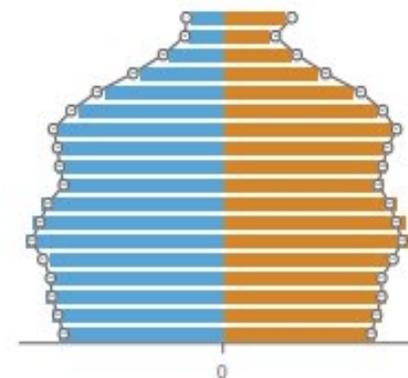
<b>1D Savvy Suburbanites</b> 180,831 households	<b>5.6%</b> of Households
<b>3B Metro Renters</b> 180,101 households	<b>5.6%</b> of Households
<b>2B Pleasantville</b> 175,576 households	<b>5.4%</b> of Households



### ANNUAL HOUSEHOLD SPENDING



### Age Pyramid



The largest group:  
2018 Male Population  
Age 25-29 (Esri)

The smallest group:  
2018 Male Population  
Age 85+ (Esri)

Dots show comparison to Illinois

### ECO-FRIENDLY



101

2017 Frequently buy natural prods for environ concern (Index)



110

2017 Am more environ conscious than most people (Index)



109

2017 Am interested in how to help the environment (Index)

### Outdoor Recreation



107

2017 Participated in hiking in last 12 months (Index)



93

2017 Went on overnight camping trip in last 12 months (Index)



109

2017 Hunting & Fishing Equipment (Index)

### INCOME



**\$68,366**

Median Household Income



**\$35,849**

Per Capita Income



**\$123,281**

Median Net Worth

# Next Steps



Recruit | Retain | Reactivate



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS

# LtH Contacts

- Principal Investigator: Dr. Craig Miller
- Program Lead: Daniel Stephens
- Grad Student: Lexi Ashbrook
- Intern: Adam Wojciechowski
- Website:  
<https://publish.illinois.edu/hunttrapillinois/>
- 2017-2018 Report:  
<http://publish.illinois.edu/hunttrapillinois/files/2018/07/Annual-Report-W.188.S.1-2018.pdf>
- 2018-2019 Report: coming soon



# • WEBINAR •

## USING SURVEYS TO GUIDE R3 MARKETING EFFORTS

FEATURING DR. CRAIG MILLER & DAN STEPHENS



MONDAY • SEPTEMBER 30<sup>TH</sup> • 2 PM EST

RSVP NOW >>



Recruit | Retain | Reactivate



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS

# Questions?



Recruit | Retain | Reactivate



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS