Iowa R3 Summit

November 7-8, 2017

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CAHSS
Cultivating & Sustaining Our Community

CULTIVATING THE FUTURE OF OUTDOOR RECREATION IN IOWA

DNR

COUNCIL TO ADVANCE HUNTING AND THE SHOOTING SPORTS
Where, or rather, who are we?
The Orange Man Group
14 million

- 89% male / 11% female
- 33.7 Billion in spending
- 94% Caucasian
- >50% “middle-aged”
- 53% 1 or more years of college
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Recruited Hunters by Gender

79%  21%
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The Blue Man Group
46 million

73% male / 27% female
41.8 Billion in spending
86% Caucasian
>50% “middle-aged”
57% 1 or more years of college
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Target shooting participation in the U.S. is on the rise -- up 25% from 40.8 million Americans in 2012 to 51.2 million Americans in 2014.

New target shooters are leading the way!

THE CHANGING FACE OF TODAY’S TARGET SHOOTER

Established Target Shooters (More than 5 years of experience) vs. New Target Shooters in 2014 (5 years or less of experience)

- Average Age: Established 43, New 32
- Female: Established 26%, New 50%
- Live in Urban/Suburban Area: Established 37%, New 56%
- Hunted in 2014: Established 51%, New 19%
- Got Started Older Than Age 18: Established 19%, New 73%


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Where are we going?
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Peak Sales 2012

[Graph showing sales trends with peaks in 2012]
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![Graph showing age distribution of licensed angler population for years 2004 and 2013.](image_url)
Looking Forward

Projected U.S. Population Growth From 2010 to 2050

- Total: +42%
- White Non-Hispanic: +1%
- Black: +56%
- Asian*: +142%
- Hispanic: +167%

*Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander
Source: U.S. Census Bureau Population Projections
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Why is this important?
Cultivating Outdoor Recreation in Iowa
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How are we doing?
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How are we doing?
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Hunter Churn by Gender

25%

37%
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LUGARES DE PESCA Y NAVEGACIÓN EN TU ÁREA

 LICENCIA DE PESCA

 REGISTRA TU BOTE
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LOCAVORE
NOURISHING INTEREST IN HUNTING AND ANGLING

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And more to come....
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Cultivating the Future of Outdoor Recreation in Iowa

DNR

Wildlife Management Institute
Council to Advance Hunting and The Shooting Sports
Questions & Discussions
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