

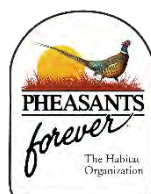
One but Not Done: Providing the Next Steps to Female Hunters, Shooters, and Archers



Photo: Pheasants Forever / Colby Kerber

2024

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ONE BUT NOT DONE: PROVIDING THE NEXT STEPS TO FEMALE HUNTERS, SHOOTERS, AND ARCHERS

EVALUATING PARTICIPATION IN AND EFFECTIVENESS OF R3 PROGRAMS FOR WOMEN

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The views expressed in this report may not be those of the U.S. Fish and Wildlife Service or the Association of Fish and Wildlife Agencies; rather, they are the responsibility of the study partners based on the research.

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INTRODUCTION

There has been a clear trend observed since the 1990s that more women are participating in hunting and sport shooting. Although the number of women who hunt remains a small percentage of the overall hunting population, the percentage of female hunters nearly doubled between 1980 and 1990; this growth was even more dramatic when compared to a 16% decline in men's hunting participation during the same time period.¹ Today, 10% to 15% of all hunters are women.

Likewise, women have been sport shooting in substantial numbers. Upwards of 15 million women participate in some type of recreational shooting activity, which includes archery, in the United States today. In 2009, women accounted for 26% of all sport shooting participants; in 2022, that number was 32%. This corresponds to an overall surge in sport shooting activity since 2010.

However, despite these encouraging trends, a major challenge affecting the industry's recruitment, retention, and reactivation (R3) efforts is that many hunting, sport shooting, and archery programs have been held as "one and done" events. Women participating in these programs often continue to lack the confidence and skills needed to become self-identified hunters, shooters, or archers after these singular recruitment efforts. In addition, women are much less avid participants than men, and the churn rate of women in hunting and shooting sports is much higher than that of their male counterparts.

In 2021, the California Waterfowl Association spearheaded a major national study to identify the R3 opportunities and constraints of female hunters, shooters, and archers.² That study was conducted with coordination from Christine Thomas (founder of the Becoming an Outdoors-Woman program), the National Wild Turkey Federation, and the Arizona Game and Fish Department. The data collection built on the Outdoor Recreation Adoption Model (ORAM) specifically as it related to women (ORAM is explained in Appendix A of this report), and it is critical to retain these women engaged in outdoor recreation by providing them with the next steps according to their experience and interest levels.

This overall effort has the goal of building on the previous research by taking the dataset of over 10,000 female hunters, sport shooters, archers, and R3 program participants and providing them with the next steps to become independent outdoorswomen. The project also seeks to learn more about the wants and needs of women in R3 programming.

¹ All of the findings discussed in these first three paragraphs were reported in the following: Responsive Management. 2023. *Firearm Ownership and Sport Shooting Participation in the United States*. Harrisonburg, VA. Study conducted for the National Shooting Sports Foundation. (This is the eighth survey Responsive Management has conducted on this topic for the National Shooting Sports Foundation.)

² California Waterfowl Association and Responsive Management. 2022. *Exploring the R3 Needs and Opportunities of Female Hunters, Sport Shooters, and Archers*. Funded by the U.S. Fish and Wildlife Service under the Multistate Conservation Grant Program, Grant Number F20AP12247.

This grant had 3 primary objectives:

1. Host a national, virtual women's R3-focused workshop for R3 practitioners and partners.
2. Coordinate and develop a list of events through organizations and participants across the country to move participants through the ORAM continuum.
3. Evaluate the follow-up opportunities and progression of retained female hunters, sport shooters, and archers.

HOSTING A NATIONAL, VIRTUAL WOMEN'S R3-FOCUSED WORKSHOP

The webinar opened with the Maine Department of Inland Fisheries and Wildlife Director, Judy Camuso, who described the goals of the current grant, the purpose of the webinar, and the format of the webinar. The main purpose of the webinar was to present the findings of the first grant, *Exploring the R3 Needs and Opportunities of Female Hunters, Sport Shooters, and Archers*. The webinar had women's R3 program specialists on a panel to discuss their success stories and what they learned from their experience programming for women. A moderator reviewed and responded to webinar participant questions in the chat both during and after the webinar. The agenda for the webinar is included as Appendix B of this report.

COORDINATING AND DEVELOPING A LIST OF EVENTS AND SENDING PROGRAM INVITATIONS

The grant's second objective was to create a master database and inventory of R3 programs that included hunting, sport shooting, or archery for adults. This database would be used to coordinate the invitations being sent out. The section below describes the process by which this was accomplished.

Developing an R3 Program Inventory and Calendar

For inventorying current R3 programs focusing on archery, sport shooting, and/or hunting, the researchers first developed a list of hunting and sport shooting R3 coordinators in the state agencies and additional non-governmental organizations such as Pheasants Forever, the Boone and Crockett Club, Rocky Mountain Elk Foundation, Becoming an Outdoors Women, and Women in the Outdoors. The research team attempted to contact all R3 coordinators about the grant goals including a request to send the team a list of upcoming programs and events that included a component on hunting, shooting, or archery. The programs and events could be for male or female adults and did not have to be for women only.

The process of establishing the correct state R3 coordinator contact person and following up for clarifications, event details, and event additions was a lengthy 9-month process. R3 programs require extensive planning and resources, and the research team discovered that most state coordinators plan about 3 to 4 months in advance for programs. Because states only plan a few months in advance for upcoming programs, research staff needed to reach out several times throughout the year to obtain program information or continually check back to websites and resources in search of upcoming programs or program details to add to the rolling program inventory, online calendar, and to include in invitations being sent out.

The study team made the decision to expand the inventory of R3 programs to include events hosted by private companies as well. This decision was made based on feedback from the online webinar that the study team conducted in January 2023 where the previous research study on women's R3 programming was presented. The webinar had over 600 audience members who wanted to learn more about the former and current women's R3 study and were interested in increasing female participation in hunting, sport shooting, and archery. There were state agency personnel, non-governmental groups, and private businesses in attendance, all of whom were contacted and asked about their upcoming programs that could be included in the program inventory.

An online calendar of upcoming programs was created based on the program information that was collected via emails that the research team had received or by performing searches online to find the information. This calendar was developed using a Google form. The researchers inputted the inventory of events into the form, and the form automatically posted the events to a Google calendar. This Google form could be used by R3 coordinators to enter any upcoming R3 event using a link that was provided to them. Their program would then be posted to the online calendar.

The calendar could be embedded on a website, and the information, therefore, could be shared to a wider audience. The calendar that was developed will need to be hosted and maintained by an organization if it is to be used in the future as a shared resource for learning about upcoming programs. The screenshot on the next page shows how the embedded calendar would appear on a website, and it can be made larger when in a web browser. When a user clicks on a program link, a box appears with the relevant information.



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National R3 Event Calendar

National R3 Events Calendar
 Today ◀ ▶ December 2023

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28 7pm Deer Hunting B	29	30	Dec 1	2 6am Deer Hunting W
3	4	5	6 7pm Getting Started	7	8 (12:00pm) Antlerless Deer Hunt – M/L	9 (11:00am) PFQF A (3:00pm) Wande.
10 Antlerless Deer H PFQF Women on I Wander Woman, 9:30am PFQF 2023 F	11	12	13	14 (8:00pm) Wander Woman, Wild Bird Hunt (Kansas) 7pm Learning to Hunt	15 (5:00pm) Minority Outdoor Alliance, A	16 (2:00pm) Wande.
17 Wander Woman, Minority Outdoor Wander Woman,	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Jan 1	2	3	4	5 (2:00pm) Wander Woman, Ladies Bew	6

10
Antlerless Deer H
PFQF Women on I

11

12

13

14
(8:00pm) Wander Woman, Wild
7pm Learning to Hunt (5:00pm) F

PFQF Women on the Wing, December 2023 Ladies Hunt (North Carolina)

When Sat, December 9, 2023, 11am – Sun, December 10, 2023, 12pm

Description Women-only or coed: Women-only
 Max # of participants: 6
 Location: Poplar Springs Farm / 2026 Vick Wilson Rd Shelby, North Carolina 28152
 Cost: \$325 - \$360
 Registration: <https://pfmfmyeventscenter.com/event/Nc-Women-On-The-Wing-December-2023-Ladies-Hunt-85138>

[more details»](#) [copy to my calendar»](#)

20

21

27

28

3

4
(2:00pm)

Sending Program Invitations

Several conditions had to be met before invitations to R3 programs could be sent to potential participants. The research team sent program invitations to those in the study sample whose state had a hunting, sport shooting, or archery program to which to invite them and whose programs were not full before the invitations were sent. Other states did not have upcoming R3 program events with hunting, sport shooting, or archery for adults (or events that the researchers had learned about in time). Some states had programs that occurred before the grant began or that were discovered with not enough lead time to invite potential participants, and a few states had R3 programs that were filled with participants before invitations could be extended.

The nine states that were sent program invitations for hunting, sport shooting, and/or archery programs were Kansas, Massachusetts, Missouri, New Jersey, North Carolina, Oklahoma, Texas, Virginia, and Wisconsin. Of the nine states, six states were sent invitations for programs at least once, and three states were sent two waves of invitations because programs were added and removed from the invitations throughout the year. Program invitations included the program name, dates and times, location, contact person, and/or registration link. The registration link oftentimes included additional event information such as what to wear, what to bring, and an event schedule. A copy of the invitation follows.

Hello!

Pheasants Forever and Responsive Management, a research firm specializing in natural resource and outdoor recreation issues, were recently awarded a Multistate Conservation Grant from the U.S. Fish and Wildlife Service and the Association of Fish and Wildlife Agencies to identify the most effective ways to increase female participation in hunting, target shooting, and archery.

As part of this project, we are inviting women across the country to hunting, target shooting, and archery programs and events to encourage their development in these activities.

As a Massachusetts hunter, you may be interested in some exciting event opportunities happening near you. If you would like to learn more or sign up, please contact the program coordinator.

Becoming an Outdoors-Woman Waterfowl Seminar

September 30 from 9:00AM to 1:00PM

To view classes and register: <https://massfishhunt.events.licensing.app/em/programs/58>

Becoming an Outdoors-Woman Deer Seminar

October 28 from 9:00AM to 4:00PM

To view classes and register: <https://massfishhunt.events.licensing.app/em/programs/58>

In addition to the Becoming an Outdoors-Woman Programs listed above, MassWildlife's Learn to Hunt Program is offering a variety of free classes. Space is limited. Please visit <https://www.mass.gov/learn-to-hunt> today to view classes and register.



This national survey follows up on the 2021 study, as well as the efforts discussed above, by evaluating women's participation in any events and programs related to hunting, sport shooting, and archery; their participation in these activities; their interest in future or continued participation; and encouragements and constraints to participation, among other topics. This survey was conducted under a grant from the U.S. Fish and Wildlife Service by Responsive Management, in partnership with Pheasants Forever, Christine Thomas, and 13 state fish and wildlife agencies across the nation.

METHODOLOGY

This survey was administered to three samples:

- Women who had taken the previous survey in 2021. (That survey was of women who had participated in hunting, sport shooting, or archery OR women who had taken an R3 program regardless of whether they had participated in the activity.)
- Women hunting license holders.
- Women who had participated in sport shooting or target archery but had not hunted within the previous 2 years.

In the survey design, all three samples could potentially include those who had participated in R3 programs. The survey's data collection was multimodal, which included online surveys and phone surveys. The use of online surveys, in particular, helps ensure that groups that are more difficult to reach by phone, such as younger or urban residents, are included in the data collection. The survey methods are fully explained below.

DESIGN OF SURVEY QUESTIONNAIRE

Responsive Management and Pheasants Forever collaboratively designed the survey questionnaire for both online and phone surveying, based in part on the survey conducted in 2021. There were minor differences between the online and phone versions of the survey to accommodate each survey mode, but otherwise the online and phone questionnaires were identical.

The questionnaire looked at how various program characteristics correlate with overall satisfaction in hunting, sport shooting, and archery. Additionally, the questionnaire looked at how various program characteristics correlate with actual and planned follow-up participation in hunting, sport shooting, and archery after the program (or after the conclusion of the most recent organization event that the respondent discussed in the survey).

In this survey, as well as in the writeup of results, bowhunting is included under the "hunting" umbrella; the archery section of the survey pertains to target archery.

The online questionnaire was coded in an online platform. The phone questionnaire was coded for integration with Responsive Management's computer-assisted telephone interviewing (CATI) system. An important aspect of the CATI system is that the computer controls which questions are asked and allows for immediate data entry, but the phone surveys are administered by live Responsive Management interviewers with extensive experience conducting surveys about conservation and outdoor recreation. Responsive Management conducted pre-tests of the online and phone questionnaires to ensure proper wording, flow, and logic in the surveys.

Note that the same survey was used for all three samples.

SURVEY SAMPLES

As indicated previously, there were three samples used in this survey: 2021 survey respondents (being recontacted in follow-up), hunting license holders, and women who had participated in sport shooting or archery but had not hunted within the previous 2 years. These samples are described in more detail below.

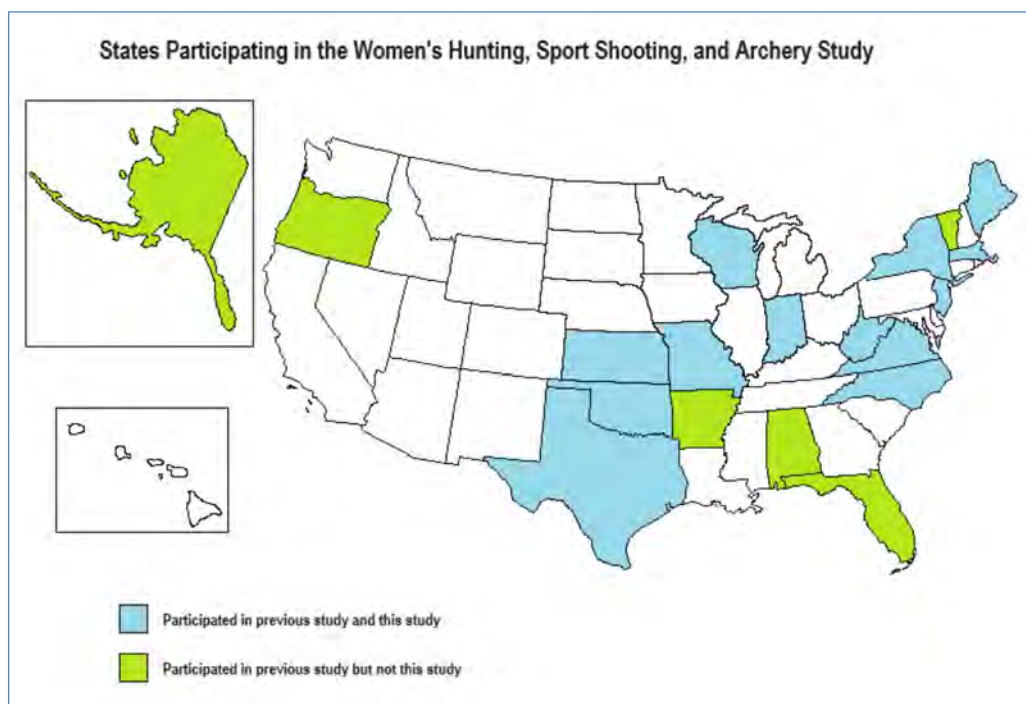
All women who participated in the 2021 survey were recontacted with invitations to participate in this follow-up evaluation survey. These were women who had participated in hunting, sport shooting, or target archery OR women who had taken an R3 program regardless of whether they had participated in the activity. The following states were included in that previous survey:

- Alabama
- Alaska
- Arkansas
- Florida
- Indiana
- Kansas
- Maine
- Massachusetts
- Missouri
- New Jersey
- New York
- North Carolina
- Oklahoma
- Oregon
- Texas
- Vermont
- Virginia
- West Virginia
- Wisconsin

Hunting license holders were also surveyed. The sample was obtained from the hunting license databases provided by state fish and wildlife agencies (these databases were used only for this survey). The following 13 states participated in this survey.

- Indiana
- Kansas
- Maine
- Massachusetts
- Missouri
- New Jersey
- New York
- North Carolina
- Oklahoma
- Wisconsin
- Texas
- Virginia
- West Virginia

The states that were included in the first two samples are shown in the accompanying map.



The third source for the surveying effort consists of an online sample of women who had participated in sport shooting or archery but had not hunted within the previous 2 years. Note that they may have hunted prior to that time, as the time parameter was set at 2 years.

MULTIMODAL SURVEY ADMINISTRATION

The previous survey respondents were first contacted by email if an email address was available, with reminder emails also sent. Next, phone contacts were attempted if an email address was not available, if an invalid email address bounced back after the initial contact attempt, or if they had not responded to the email invitation (and a phone number was available).

The initial email invitation was followed by a reminder email sent to nonrespondents approximately a week after the initial invitation. A second reminder was sent approximately a week after the first reminder (if the potential respondent had not completed the survey), for a total of three emails, if needed. A copy of this initial email invitation is shown below.

Email Invitation to Take the Online Survey

Dear [Name],

We are conducting a study among women in the U.S. under a grant from the [U.S. Fish and Wildlife Service \(USFWS\)](#) to better understand women's participation and interest in outdoor recreation, including hunting, sport shooting, and archery.

The results of this study will help develop and improve hunting, sport shooting, and archery programs and opportunities specifically for women in the U.S. As a recently licensed hunter, your input and insight is especially important to us for better understanding what is needed to improve and enhance women's outdoor recreation experiences.

[Click Here to Start the Survey](#)

In partnership with [Pheasants Forever](#) and in cooperation with multiple state fish and wildlife agencies across the nation, research firm Responsive Management is conducting this study as a follow-up to an earlier study within the past 2 years. As a licensed hunter, it is possible you received a survey on women's participation in outdoor activities within the past 2 years. If so, we appreciate your response if you participated in the previous study. This new study is exploring some results of that first study more in-depth, particularly regarding participation in outdoor programs for women and different factors that affect both participation and satisfaction with the outdoor activities. We would really appreciate your response to this survey to help us continue to work toward improving hunting, sport shooting, and archery opportunities for women. Even if you have not participated in any of the activities recently or in any programs at all, we can still really use your input.

[Click Here to Start the Survey](#)

(or copy and paste this link into a browser: [\[invite\(survey_link\)\]](#))

Please respond by Friday, November 17.

To ensure that results truly represent women who have obtained a hunting license, it is important that we hear from you. Your answers will be kept completely confidential and will not be associated with your name or license in any way.

Thank you in advance for your time and participation in this study. We hope to provide women with the programs and opportunities they need to support their hunting, sport shooting, and archery interest and activities.

If you have questions or need assistance with this survey, please contact Responsive Management at research@responsivemanagement.com.

Sincerely,
U.S. Fish & Wildlife Service
Association of Fish and Wildlife Agencies
Pheasants Forever
Responsive Management

For the online surveys of previous survey respondents, as shown in the above example, a support email address to Responsive Management was provided for email recipients who needed assistance. Any potential respondents who had reached out to the technical assistance email contact were offered the opportunity to take the survey by phone if they preferred that mode. There was some crossover between phone and online sampling because of this.

For the phone contacts of previous survey respondents, phone interviews were conducted Monday through Friday from noon to 9:00 p.m. and Saturday from noon to 7:00 p.m., local time, using interviewers with experience conducting computer-assisted surveys about conservation and outdoor recreation. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by phone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted at the time of initial contact, or a callback time was set that was more convenient for the respondent.

To further boost the response rate, those with a cellular number who could not be reached after five attempts were sent a text message inviting them to participate in the survey online. Those who did not respond to the text were called at least one more time, and then a reminder text was sent to nonrespondents a week after the initial text invitation. The text message provided a link to the online survey featuring an introduction with more information and instructions to begin the survey; the text and online survey introduction are shown on the following page.

Text Message

Hi [name]. My name is Amanda with Responsive Management. Under a grant from the U.S. Fish and Wildlife Service, we would like to know more about your archery, sport shooting, and hunting to help improve access to opportunities. Please consider participating in this brief survey [survey link].

Survey Introduction and Instructions Linked to the Text

This study is being conducted under a grant from the [U.S. Fish and Wildlife Service \(USFWS\)](#), in partnership with [Pheasants Forever](#) and in cooperation with multiple state fish and wildlife agencies across the nation. The purpose of this study is to assess and improve hunting, sport shooting, and archery programs and opportunities specifically for women in the U.S.

You are among the hunting license holders in your state randomly chosen to participate in this study. To ensure that results truly represent women who have obtained a hunting license, it is important that we hear from you. Your answers will be kept completely confidential and will not be associated with your name or license in any way.

Responsive Management, an independent research firm that specializes in natural resource and outdoor recreation issues, is conducting this survey in partnership with Pheasants Forever under the U.S. Fish and Wildlife Service grant. If you need technical assistance with the survey, please contact Responsive Management via email at research@responsivemanagement.com.

Thank you for your time and willingness to participate.

Please click "Next" below to begin the survey.

The phone and online survey of previous respondents was conducted from October 2023 through January 2024, and Responsive Management obtained 2,513 completed questionnaires of previous survey respondents. The table that follows shows the number of completed questionnaires of previous survey respondents; in this case, the state denotes the state in which the program was offered, not the state of residence (although the overwhelming majority of respondents lived in the same state in which the program was offered).

Completed Surveys of Previous Respondents by State

State	Completed Interviews	State	Completed Interviews
Alaska	6	New York	433
Arkansas	2	North Carolina	387
Delaware	1	Ohio	1
Florida	2	Oklahoma	191
Indiana	144	Oregon	94
Kansas	160	Pennsylvania	5
Louisiana	1	Rhode Island	1
Maine	227	South Carolina	1
Maryland	2	South Dakota	1
Massachusetts	60	Texas	1
Michigan	2	Vermont	4
Minnesota	1	Virginia	306
Missouri	166	West Virginia	193
New Jersey	121	Total	2,513

For the survey of license holders, potential respondents who had no email address in the databases were contacted by phone. The standard phone procedures discussed above (such as making up to five callbacks) were used. However, no text messages were sent to license holders if they had not responded to the phone contact.

Those in the license databases with email addresses were contacted by email, using the same email previously shown. They also were sent reminder emails, as discussed previously.

The phone and online survey of hunting license holders was conducted from October 2023 through January 2024, and Responsive Management obtained 3,037 completed questionnaires of the given state's hunting license holders. The table that follows shows the number of completed questionnaires of hunting license holders from each state; in this case, the state denotes the state from which the license holder purchased the license, not the state of residence (because some of the license databases that were provided to the research team included nonresident license holders).

Completed Surveys of Hunting License Holders by State

State	Completed Interviews	State	Completed Interviews
Indiana	307	North Carolina	238
Kansas	394	Oklahoma	249
Maine	269	Texas	16
Massachusetts	173	Virginia	224
Missouri	85	West Virginia	220
New Jersey	243	Wisconsin	285
New York	334	Total	3,037

Finally, the online survey of women who had participated in sport shooting or archery but had not hunted in the previous 2 years was administered in January 2024. This was a nationwide sample within these parameters. This survey obtained 251 completed questionnaires among sport shooters who had not hunted and 253 completed questionnaires among target archery participants who had not hunted.

SURVEY QUALITY CONTROL

The online and phone questionnaires were programmed to branch based on previous responses to ensure the integrity and consistency of the data collection. The survey questionnaires also contained error checkers and computation statements to ensure quality and consistent data.

For quality control, Survey Center managers monitored the phone interviews in real time and provided feedback to the interviewers. To ensure the integrity of the phone survey data, Responsive Management has interviewers who have been trained according to the highest industry standards of the American Association for Public Opinion Research. Methods of instruction included lecture and role-playing. The Survey Center managers and other professional staff conducted briefings with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation,

interviewer instructions within the survey questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaire.

After both the online and phone surveys were obtained, the Survey Center managers and statisticians checked each completed survey to ensure clarity and completeness. Additionally, analysts reviewed all individual survey responses to identify potentially invalid submittals, such as online surveys that were completed in an unrealistically brief timeframe, which suggests that respondents were clicking through responses without reading and evaluating the questions. Analysts also checked for the related issue of “straight-lining” of responses, which is when respondents select (for example) the first or same response options throughout the survey. Also, open-ended responses were used to identify invalid respondents. All completed surveys of questionable quality were removed prior to data analysis.

RESPONDENT CLASSIFICATIONS FOR THE SURVEY PATHS AND SUBSEQUENT ANALYSIS

The initial questions in the survey asked about respondents’ participation in any R3 programs related to hunting, sport shooting, or target archery, as well as their participation in the activities themselves. From the responses to these questions, survey respondents were placed into one of three categories:

- *Program participants.* These women attended a program or event related to hunting, sport shooting, and/or archery within the past 5 years.
- *Activity-only participants.* These women did not participate in an R3 program within the past 5 years, but they have participated in hunting, sport shooting, and/or archery.
- *Non-participants.* These women have never participated in hunting, sport shooting, or archery, but they expressed interest in participating in at least one of the activities over the next 2 years.

Note that non-participants had to express interest in one of the activities to remain in the survey. All non-participants who also did not express any interest in the activities were dropped from the survey.

All survey respondents took only one of the three survey paths:

- Hunting (including bowhunting)
- Sport shooting (with firearms)
- Target archery

Several factors were used to determine the survey path. First, for program participants, the activity path (hunting, shooting, or archery) was assigned based on the single primary activity for their most recent R3 program in the past 5 years. For activity-only participants, respondents who had participated in archery were assigned the archery path. Those who never participated in target archery but had participated in both hunting and shooting were randomly assigned the hunting or shooting path. For non-participants, those who expressed interest in participating in more than one of the activities were randomly assigned to a path. Archery does not receive preference for this group. Finally, in the sample of women who had not hunted but who had participated in sport shooting or archery, the paths were predetermined by the sample

provided: one portion of the sample was specifically of sport shooters and another portion of the sample was of archery participants. There was no survey logic for these respondents regarding survey path: the portion identified as sport shooters went down the shooting path, while the portion identified as archers went down the archery path. Note, however, that there might be some sport shooters in that latter sample who did target archery and vice versa, as there was no requirement that they had done only sport shooting or only archery. (Note that some of the path determinations here gave preference to archery participants to help ensure robust sample sizes for the archery questions.)

DATA ANALYSIS

The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management. The analyses include (and the results show) data runs of program participants, activity-only participants, and non-participants who expressed interest in an activity. On open-ended questions, after the data were obtained, analysts reviewed verbatim responses to assign them to the appropriate response categories. Overall, analysts assigned more than 11,000 verbatim responses into response categories to be quantified on the graphs.

PRESENTATION OF RESULTS

In examining the results, it is important to be aware that the survey questionnaire included several types of questions:

- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, "Multiple Responses Allowed."
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as a 0 to 10 scale.
- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some graphs may not sum to exactly 100% because of this rounding. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when "strongly agree" and "moderately agree" are summed to determine the total percentage who agree).

With three respondent classifications (program participants, activity-only participants, and non-participants) and three survey paths, there will be nine sets of graphs, identified as follows:

	Respondent Classification		
Survey Path	Program Participants	Activity-Only Participants	Non-Participants in Activity but Expressing Interest
Hunting	Hunting program participants	Hunting activity-only participants	Non-participants interested in hunting
Sport Shooting	Sport shooting program participants	Sport shooting activity-only participants	Non-participants interested in sport shooting
Archery	Archery program participants	Archery activity-only participants	Non-participants interested in archery

This results portion of this report starts with a section on participation in any of the activities and participation in programs. It then looks at each activity, and its accompanying survey path, in its own section in the following order: hunting, sport shooting, and archery. Within each activity section, the results are discussed in this order: program participants, activity-only participants, and non-participants who expressed interest in the activity (referred to as non-participants). Note that this latter group had a small sample size (because so few qualified for the group); nonetheless, the graphs of this group are shown.

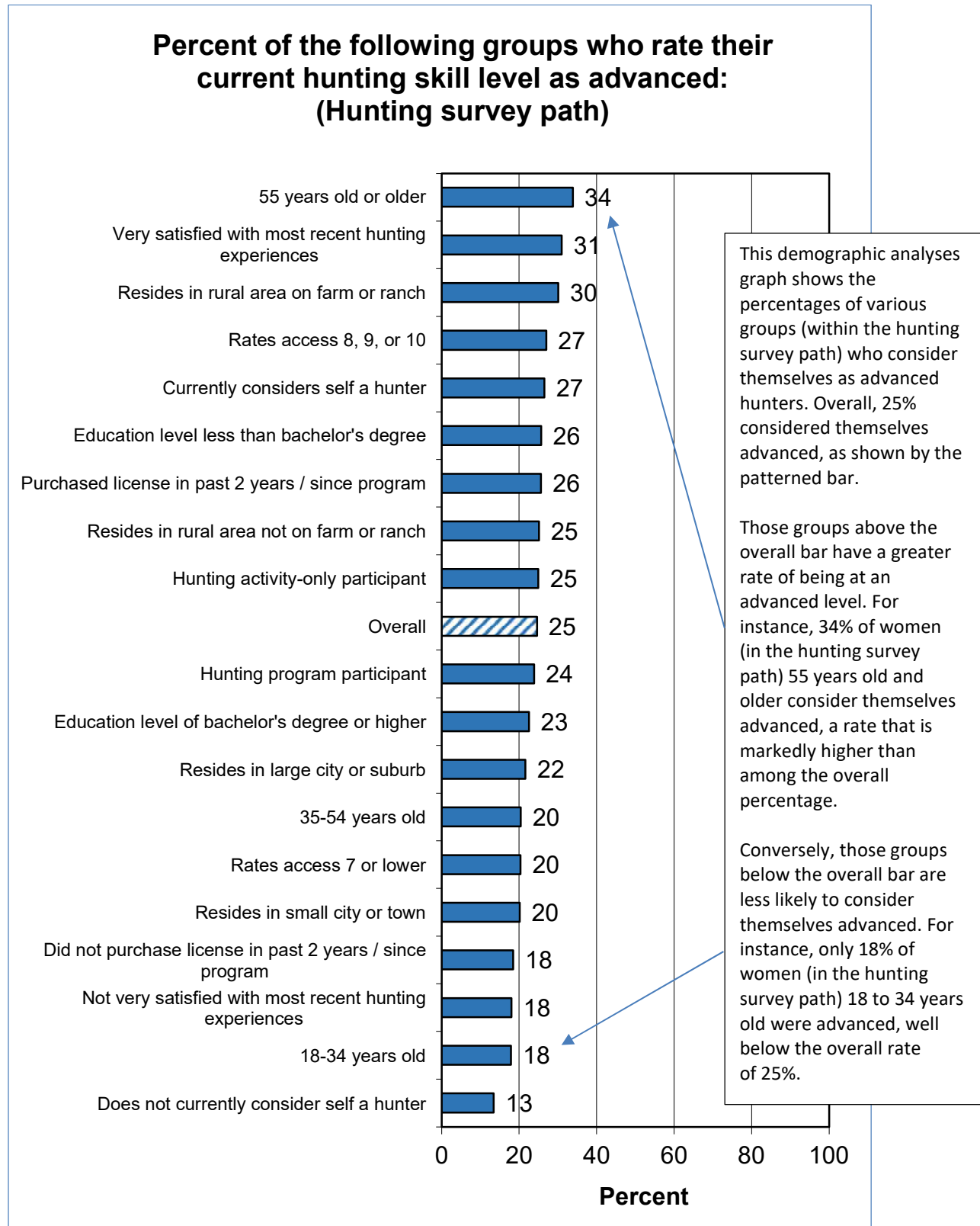
The report also includes special graphs that show how various demographic and participatory groups respond to certain questions, hereinafter simply referred to as demographic analyses graphs. Only select questions that were deemed to be of the most interest or utility were analyzed in this way. Some demographic analyses were run of program participants only, while other demographic analyses graphs show all women in one of the survey paths. The example that follows shows all women in the hunting survey path. It is provided to show how to interpret these types of graphs, which are presented throughout the report. (Although this graph is used as an example, it shows actual data from this project.)

The graph on the following page shows the percentages of the various groups who rate themselves as *advanced* in their skill level. Overall, 25% of women in the hunting survey path rated themselves as advanced, as shown by the patterned bar. Those groups shown above the overall bar have a higher percentage who are advanced hunters. For instance, 34% of women 55 years old and older were advanced, a markedly higher rate than that of women overall (within the hunting survey path—this is not a general population sample of women).

Those groups below the overall bar are less likely than women overall to be advanced. For instance, only 18% of young women (18 to 34 years old) rate themselves as advanced, well below the overall percentage.

When one group is above the overall bar (for instance, in this example, women 55 years old and older), its counterpart or one of its counterparts (in this instance, women 18 to 34 years old) will typically be below the overall bar. The distance from the overall bar matters, as well. If a group is close to the overall bar (for instance, those living in a rural area not on a farm or ranch in this example), then the group should not be considered markedly different from respondents

overall. A rule of thumb is that the difference should be 5 percentage points or more for the difference to be noteworthy.



IMPLICATIONS OF THE RESEARCH

Before presenting the survey results, this section gives the major findings and implications of the research. These implications are based on and supported by the survey findings that are detailed in the subsequent sections of the report.

As women's participation in hunting, sport shooting, and archery continues to increase, it is important to ensure that R3 efforts include programs that meet the needs of women so that they build the confidence and skills necessary to become successful, life-long participants who not only enjoy the sports but also share their enthusiasm, knowledge, and support with family, friends, and future generations.

Although more women are participating in these activities in recent years, many continue to drop out. The results of the 2021 nationwide study exploring women's needs for participation determined that R3 efforts directed at women should focus on reducing the churn by reinforcing women's confidence and independence when hunting and shooting. The current study sought to explore if and how women's confidence can be increased and how long-term participation can be encouraged and supported. Important implications of the results of the current study's exploration of these issues are offered in this section.

As discussed in the methodology section of this study, the survey entailed completed interviews with *program participants* (i.e., women who participated in a hunting, sport shooting, or archery program within the past 5 years), *activity-only participants* (i.e., women who did not participate in a program within the past 5 years but did participate in hunting, sport shooting, or archery), and *non-participants* (i.e., women who have never participated in hunting, sporting shooting, or archery but who are interested in participating in at least one of the activities over the next 2 years).

The following implications begin with an examination of the most common constraints to women's participation in hunting, sport shooting, and archery among participants overall, including both program participants and activity-only participants. Following the look at general and access-related constraints, the discussion continues with a focus on hunting, sport shooting, and archery R3 programs and important elements for success in supporting confidence and continued participation among women.

GENERAL CONSTRAINTS TO HUNTING, SHOOTING, AND ARCHERY AMONG WOMEN

Women are similar to men in that age- and health-related issues are often constraints to hunting, shooting, and archery participation. With this in mind, women who may be "aging out" of active participation in the three activities may be well suited to mentorship roles in which they accompany or instruct younger aspiring hunters and shooters. Mentoring can help to encourage and support the next generation of participants without the rigorous physical demands of avid active participation—the implication is that even women who no longer go afield can still do much to help perpetuate involvement in the three activities.

Providing women with direct contact information and instructions on how to reach law enforcement personnel (e.g., game wardens or conservation police officers) may help to address some of the concerns of those who are reluctant to go afield by themselves or with small groups of other women. Safety remains a primary concern of female hunters in particular, some of whom report feeling unsafe in the woods, especially on public lands. Qualitative data from the research suggests that many women have experienced negative interactions with men on public land, including having game stolen, being bullied off public land, being verbally abused, and having vehicles vandalized in public parking areas adjacent to public hunting areas.

Given the preference for as many hands-on activities in R3 programs as possible, a potential constraint to follow-up participation following completion of an R3 program may be a lack of hands-on activities (or enough hands-on activities) in the programs. Hands-on activities allowing opportunities to practice and experience various aspects of hunting and shooting are heavily preferred by women—too few hands-on activities may leave program participants feeling unprepared (or underprepared).

For some women, R3 programs are less of a *learning* experience and more of a *participation* experience. The research suggests that some women enroll in R3 programs because they provide a safe and controlled environment in which women can hunt and shoot with other women. In other words, R3 programs entail a form of guaranteed access to the activities, if not an opportunity for participants to learn about the activities for the first time (the implication is that certain programs designed to *recruit* new participants are equally or more effective at *retaining* and even *reactivating* some women).

Checklists, “lesson plans,” and a clear idea of what to expect from a program may encourage more women to consider taking a program. Data from this study indicate that some women may be reluctant to enroll in a program or event about which the particulars (planned activities, learning objectives, etc.) are unknown. A rundown of planned experiences and lessons (including checklists for equipment, physical requirements, or other necessities) will help women know what to expect, potentially eliminating any reluctance based on uncertain expectations.

Lack of social support following programs continues to be a major constraint among some women. Women without partners or other family members who hunt or shoot are at particular risk of being “one and done” participants. Socialization, including through encouragements from friends or family, is vital to the traditional route of recruitment into hunting and shooting. It is worth noting that more than half of women who completed a hunting R3 program have never been invited by someone from the program to go hunting afterward; encouraging women during the program to extend invitations to one another afterward will help to reinforce the socialization component of continued participation (encouraging group hunting outings may also help to address safety-related constraints and concerns, as many women may be reluctant to hunt alone in certain circumstances). Additionally, the research found that lack of contact with the program instructor following a program (even through social media) is correlated with not participating in hunting or shooting as much or at all following the program—more evidence of the importance of continued social support following a program.

For many women, a successful day in the field means an enjoyable experience that creates lasting memories (in some cases, this need not entail more “concrete” indicators of success, such as hitting the bullseye on a target or harvesting a trophy animal). Responses to open-ended survey questions on this topic suggest that a “successful” day is one that is safe, fun, related to nature, includes interesting experiences, creates memorable stories, includes friends or family, builds self-esteem, and makes one feel part of a community.

Lack of awareness of R3 programs is an important constraint for many women. To help address this constraint, women should be encouraged to talk about their positive experiences with R3 programs. Word-of-mouth is the most common way that program participants hear or learn about R3 programs (this contrasts with learning about programs through more traditional means of outreach such as emails or postings on agency websites). Increased awareness of and participation in R3 programs depends on social connections, including direct contact with trusted sources like friends and family, as well as social media posts. In short, women need to hear other women talk about their experiences.

Lack of time is a relatively common constraint among many female hunters and shooters. As competing obligations are an ever-present challenge to active hunting and shooting participation, it would seem that one of the few things that R3 provider agencies and organizations may do to address this is simply to offer more programs across the widest possible range of dates and times throughout the year.

A potential constraint for some women may be a lack of programs led by female instructors. The research suggests that female instructors are especially beneficial in helping to increase participants’ ability to feel safe while they are shooting independently. Some women may specifically seek out programs that are mostly or completely led by female instructors; not being able to find such female-led programs may discourage some from enrolling in a course altogether.

Lack of familiarity with firearms (including a lack of confidence in how to safely handle and use firearms) may discourage some women from participating. R3 programs should continue to devote ample time to safety instruction and practical tips regarding the use of firearms, as the data show that some of the program aspects most valued by participants concern instruction on and hands-on practice with firearms.

Follow-up information after an R3 program is critical. Follow-up information is key to providing “next step” opportunities for participants, yet many programs appear to be designed as “one and done” endeavors without any strategies for follow-up. For example, the survey found that a notable segment of shooting program participants did not receive any kind of follow-up information from the agency or organization after the event (others cited a lack of communication or a lack of information in general after the event).

ACCESS-RELATED CONSTRAINTS TO HUNTING, SHOOTING, AND ARCHERY AMONG WOMEN

As it is with all hunters and shooters, access can be a major constraint to females' participation in the activities. Lack of access is particularly discouraging among those who do not own land and cannot afford to lease land. A further access issue is the belief that public land can be unsafe, crowded, poorly managed, or lacking in game (still others point out that there simply is no public land near them). Targeted outreach regarding agency-sponsored access programs or tips on how to approach private landowners about hunting on their land may help to alleviate this constraint among some female participants.

Women who live in a large city or suburb often have the most difficulty finding access to hunt or shoot. Much of the quantitative data suggest that access for hunting and shooting is most challenging in these areas, so the R3 community should note the importance of providing access tips to individuals in these locations specifically. (By contrast, rural residents do not appear to be constrained by access issues to the same extent.) R3 programs should treat access guidance and tips as a critical "next step" piece of information, particularly for women in large cities and suburbs.

For hunting, ratings of access are slightly lower among R3 program participants than among activity-only participants. It may be that activity-only participants are more established in the activities and therefore tend to be more knowledgeable about the access opportunities near them. Also, ratings of hunting access are lowest among residents of large cities or suburban areas, beginner hunters, those not *very* satisfied with their hunting, those who do not consider themselves a hunter, and residents of small cities or towns.

One of the most common problems affecting both hunting and shooting access for female participants is knowing the right people or having the right connections to be granted access. Among female shooters specifically, knowing where to go and getting information on where to go and whom to contact are also notable access-related constraints.

For shooting, ratings of access are slightly *higher* among R3 program participants compared to activity-only participants. This may be because an R3 program provides guaranteed (albeit temporary) access for target/sport shooting, while access among activity-only participants is subject to change based on closures, restrictions, local ordinances, and other factors outside of the controlled environment of R3 programs.

Beginner shooters who completed an R3 program are among the groups who give the lowest ratings to their access for shooting. Beginners, in particular, will require guidance and tips on how to find access for their preferred shooting activities.

PROGRAM IMPACTS ON HUNTING, SPORT SHOOTING, AND ARCHERY PARTICIPATION AND SKILLS AMONG WOMEN

Women rate hunting, sport shooting, and archery R3 programs favorably. In the precursor study, the researchers learned that the most encouraging factors or incentives to participate in hunting, sport shooting, or archery among women included knowing they will feel comfortable or welcome while participating and having a program they know is conducted safely and in a controlled manner. The current study found that women are having these positive experiences in the R3 programs, including feeling safe and welcomed.

Program participants give the programs high ratings overall, report high levels of satisfaction with the programs, and indicate feeling safe and welcome in the programs. Large majorities of hunting, sport shooting, and archery program participants rated their respective programs an 8 or higher on a 0 to 10 scale. When asked to indicate whether certain aspects applied to their program, large majorities confirmed that they felt safe and welcome. Of the 12 aspects asked about, these two (feeling safe and feeling welcome) were consistently the top two aspects, meaning they applied to the most programs for each activity among women.

Hunting, sport shooting, and archery R3 programs are successfully increasing participation and improving skills among women. An important finding of the current study is that hunting, shooting, and archery R3 programs are successfully increasing participation and improving skills. Overall, the results indicate that women's participation has increased and their skills have improved after they have participated in a program, among hunting, shooting, and archery program participants who participated in a program in the past 5 years. Moreover, female program participants are more likely to report increased participation and improved skills in comparison to female activity-only participants (i.e., those who did *not* participate in a program in the past 5 years).

For each activity, the percentage of program participants whose participation *increased* after the program exceeds the percentage whose participation *decreased* by a substantial amount. The percentage of program participants whose participation increased also exceeds the percentage of activity-only participants who report increased participation.

Another measure specifically of hunting participation is license purchasing: those who completed a hunting R3 program show slightly higher rates, relative to those who did not complete a program, of purchasing a license, with 87% of hunting program participants having purchased a license after the program and another 7% indicating that they plan to (a sum of 94%).

In addition to increasing participation, the programs improved skills, with majorities of program participants saying the program improved their skills *a great deal* or *a moderate amount*. Furthermore, higher percentages of program participants reported improved skills than did activity-only participants.

Self-identification as a hunter, sport shooter, or archer and feeling part of the community for the activity help bolster continued participation. Here, too, the programs are having a positive effect: after participating in a program, women are more likely than non-program women to identify as a hunter, sport shooter, or archer. For each activity, the percentage of program participants who consider themselves a hunter, sport shooter, or archer increased substantially after completing the program, with each activity gaining an additional 12% to 20% who identify as a hunter, shooter, or archer.

Finally, the programs may also increase satisfaction with the activities in general. Program participants' satisfaction with the activity is higher than satisfaction among activity-only participants, particularly for sport shooting and archery. From 86% to 92% of program participants in each activity are *very* or *somewhat* satisfied with their activity experiences.

Despite encouraging initial results, the positive impacts of the programs may not be long-term. A critical finding of the research is that the positive impacts of the programs may not be long-term. Although programs are rated favorably and participation in hunting, sport shooting, and archery increases following program participation, the survey results also suggest that some of these positive outcomes may decline with time. The gains in participation, satisfaction, and skills are more likely to be reported by those who participated in a program *recently*. These findings suggest that the effects of the programs may only be short-term, which may be contributing to the substantial churn in women's overall participation.

As mentioned previously, the percentage reporting increased participation in their activity is substantially higher among program participants who completed a program in the past 5 years compared to activity-only participants who did not complete a program in the past 5 years (although they may or may not have participated in a program more than 5 years previous). Additionally, program participants are more likely than are activity-only participants to say that they are very satisfied with their most recent experiences with their activity. These findings suggest that completing a program results in potentially temporary boosts in participation and satisfaction.

Perhaps more importantly, however, some of the positive effects of the programs appear to be stronger among those who participated in a program even more recently; that is, among those who participated in a program within the past 2 years compared to those who participated in a program 3 to 5 years ago, but not in the past 2 years. For example, sport shooting and archery program participants who completed a program in the past 2 years are more likely than those who completed a program 3 to 5 years ago to say they are *very* satisfied with their most recent experiences with their activity.

Program participants who participated in a program in the past 2 years are more likely to consider themselves a hunter, shooter, or archer than are those who participated in their most recent program 3 to 5 years ago. This is especially true for archery participants.

Self-reported skill levels in the activities make up another area in which those who completed a program in the past 2 years display more positive ratings compared to those who completed a program 3 to 5 years ago. In this area, those who participated in a program in the past 2 years are more likely to rate their skills as advanced.

In addition to the differences in reported skill levels, the responses to open-ended questions in the survey revealed that even participants beyond a beginner skill level appreciate the review of basic rules, regulations, and safety techniques that some programs provide. These responses suggest that hunters, shooters, and archers recognize that information and skills learned in programs need to be revisited, as their memory of lessons may wane over time.

INCREASING COMFORT AND CONFIDENCE THROUGH HUNTING, SHOOTING, AND ARCHERY PROGRAMS

Hunting, sport shooting, and archery R3 programs are positively contributing to women's confidence in the activities by increasing feelings of comfort, safety, and preparedness associated with participating independently. However, program participants are still less likely than are activity-only participants to be confident. The results of the previous study indicated that R3 efforts should focus on building and advancing skills, confidence, and autonomy among women. To determine whether current R3 programs are accomplishing this challenge, the current study explored whether the programs increased participants' feelings of comfort, safety, and preparedness with respect to participating independently in their activity. (Note that participating "independently" was defined for all survey respondents as participating either alone or with others, but without a guide, mentor, or other instructor.)

For each of the three major areas (comfort, safety, and preparedness), agreement among program participants that the program increased these feelings is far higher than disagreement. In fact, large majorities of program participants for each activity *strongly* or *somewhat* agreed that the program increased their comfort, safety, and preparedness. However, compared to sport shooting and archery program participants, agreement was a bit lower among hunting program participants.

- Program increased how **comfortable** the person feels participating independently:
 - 69% of hunting program participants *strongly* or *somewhat* agreed.
 - 80% of sport shooting program participants *strongly* or *somewhat* agreed.
 - 81% of archery program participants *strongly* or *somewhat* agreed.
- Program increased how **safe** the person feels participating independently:
 - 70% of hunting program participants *strongly* or *somewhat* agreed.
 - 83% of sport shooting program participants *strongly* or *somewhat* agreed.
 - 80% of archery program participants *strongly* or *somewhat* agreed.
- Program increased how **prepared** the person feels to participate independently:
 - 71% of hunting program participants *strongly* or *somewhat* agreed.
 - 75% of sport shooting program participants *strongly* or *somewhat* agreed.
 - 77% of archery program participants *strongly* or *somewhat* agreed.

The survey also presented statements to help measure levels of confidence or comfort with the activity, asking women to indicate their agreement or disagreement with each statement. Five of the statements had positive connotations (e.g., I am relaxed when hunting), and six statements had negative connotations (e.g., Sometimes I feel my hunting skills are inadequate).

In general, activity-only participants have higher levels of agreement with the positive statements expressing confidence in or comfort with their skills than do program participants. The differences in levels of confidence and comfort are more pronounced among hunters. Also notable is that sport shooting activity-only participants did not show much more confidence than the program participants.

For the negative statements expressing a lack of confidence/comfort, levels of agreement with the statements did not vary between program participants and activity-only participants greatly. However, program participants tended to have slightly higher levels of agreement for several of the negative statements.

PROVIDING SOCIAL SUPPORT THROUGH HUNTING, SHOOTING, AND ARCHERY PROGRAMS

As noted previously, social support remains a critical element for the success of R3 efforts, and it should be an important goal of programs to facilitate opportunities for ongoing social support. It is well established in research, as well as illustrated in the ORAM model, that social support is an important element of R3 efforts, particularly for continuation, moving people from the recruitment stage to the retention stage where they continue participating with support.

In the survey results, social support, family support, and camaraderie are consistently among the top factors that program participants identified as being important to their continued participation after the program. One open-ended question in the survey asked program participants who continued hunting or shooting after the program to identify the most helpful things in encouraging continued participation. Across all activities, camaraderie/participating with others is among the top three responses; for archery program participants, it was the top response. Similarly, family participation/support is consistently among the top three or four responses for all activities.

Also among program participants, having contact with the instructor or other participants after the program is often among the top program elements positively correlated with reporting increased levels of comfort and preparedness to participate independently.

- **Comfort:** Large majorities of hunting and sport shooting program participants who had contact with the instructor or other participants after the program agreed that the program increased how comfortable they feel hunting or shooting independently. Furthermore, program participants are more likely than are activity-only participants to agree that their comfort has been increased.
- **Preparedness:** Large majorities of hunting, sport shooting, and archery program participants who had contact with the instructor or other participants after the program agreed that the program increased how prepared they feel to participate independently. As with comfort, program participants are more likely (by 9 to 10 percentage points) than are activity-only participants to agree that they have an increased feeling of preparedness.

Women who participated more recently in a program give higher ratings to the support they received after the program. Among program participants, ratings of support were even higher among those who had contact with the instructor or other program participants after the program. While it is intuitive that ratings of support would be higher for those who received support via contact with the instructor or others from the program, the fact remains that post-program contact fosters the feeling of being supported in general, and that such support is vital to continued participation.

In the responses to open-ended survey questions, women commonly mentioned having a mentor, either from the program or from one's social circle, as being important to their continued participation. Using the programs as an opportunity to encourage and establish social support systems for participants, even after the program has been completed, could enhance the positive effects of program participation. R3 program coordinators may consider developing strategies that allow for continued contact between instructors and participants in order to prolong the positive impacts of the programs. A self-sustaining yet simple system may be sufficient, such as a group email or text chain or a private social media group that encourages chatting and interaction with the opportunity to ask questions, share successes from the field, or plan outings together.

PROVIDING PROGRAM OPPORTUNITIES AND MEETING PROGRAM NEEDS

Programs should be offered more often and/or as multiple-session events. R3 programs are clearly having positive effects on women's participation and skills. Programs are also rated highly and are perceived as safe and welcoming by program participants. To maximize the impact of program benefits and to bolster the social support necessary for continued participation, R3 programs for women should offer more program opportunities in general and more recurring or ongoing programs that take place over multiple sessions. Doing so may prolong the positive effects by encouraging increased social support, thereby reinforcing feelings of preparedness, comfort, and confidence.

As previously discussed, many of the positive effects of the programs are, understandably, strongest among those who completed a program more recently. The longer it has been since completing a program, the less favorable participants' evaluations of participation, skill improvement, and social support become. This indicates that offering more opportunities for women to participate in programs could be beneficial.

R3 coordinators should consider increasing program marketing to raise awareness and effectively meet demand. Part of the effort to offer more program opportunities entails getting more women to participate in the programs: to do this, increased marketing to raise awareness of programs that are already available should be considered. While few activity-only participants indicated they had tried or wanted to participate in a program but were unable to do so because the program was full, this may reflect a general lack of awareness of program opportunities rather than lack of interest. For all activities, program participants most commonly reported learning about the program through friends, family, or word-of-mouth; this suggests that those who do not know someone who is already aware of a program are themselves less likely to learn about available programs and, therefore, much less likely to try to sign up for a program.

The research also revealed that there is a demand for programs among women that is not being met. When conducting the inventory, calendar, and promotional efforts for programs available to women, the researchers encountered two factors that affect women's opportunities to sign up and participate in programs. First, programs were sometimes advertised so close to the start of the program that promotional efforts (and the ability of women to learn about and sign up for the programs) appeared to be somewhat limited. Second, some programs became full before promotional efforts could even begin. Both of these factors likely contribute to a lack of awareness about programs among potential participants and a scarcity in the number of available programs in general. This is also supported by the qualitative analysis, which suggests that there may be a scarcity of archery programs in particular (some respondents stated that they would have attended an archery program had they been aware of one nearby).

Refresher information in courses is appreciated by participants of all skill levels, including advanced participants. The results indicate that experienced or advanced participants still like "refresher" information and programs. In the qualitative analyses, many program participants expressed interest in programs or courses to revisit safety and equipment information, including for different skill levels—this type of refresher information can be helpful for those trying to move beyond a beginner level to a more advanced level. Indeed, some experienced participants feel that refresher courses are needed periodically for reminders or updates of safety procedures, as well as to learn about advancements in firearms and other gear.

Pairing or grouping program participants with other participants with different skill levels and backgrounds may foster continued participation and social support. Again, knowing how important social support is to the continuation process, as well as mentorship, programs may benefit from a buddy system in which participants are surrounded by others of more advanced skill levels and varying backgrounds. Doing so would encourage the exchange of knowledge, experience, and potentially even access tips on where to participate in the activity.

Among program participants, ratings of the support they received after completing a program are higher among those who had contact with the instructor or other program participants after the program, those who are older (generally age 55 or older), and those who live in a rural area on a farm or ranch. Higher ratings of access to places to participate, as well as higher ratings of satisfaction with their participation, are also associated with those who are older and who reside in a rural area.

Often among program participants, increased feelings of comfort, safety, and preparedness correlate with different demographic characteristics depending on the activity (hunting, sport shooting, or archery). This means, for example, that increased feelings of preparedness as a result of participating in a sport shooting program are more likely among participants who are older or who live in an urban area; for archery programs, however, increased feelings of preparedness are more likely among younger participants and those living in a rural area. However, this is why pairing program participants with those of varying skill levels and backgrounds has the potential to increase the benefits of the program for everyone: people with less experience, knowledge, or access will be in a position to learn not only from the program curriculum but also from their partner, who may be willing to share their knowledge and resources. Furthermore, partner or group activities will encourage the invaluable social support system to continue after the program concludes.

HUNTING, SPORT SHOOTING, AND ARCHERY PROGRAM ELEMENTS IMPORTANT TO WOMEN

Programs should provide safety information, information about equipment, and opportunities to practice. The survey employed several different questions and analyses to explore what program elements contribute to feelings of comfort, safety, and preparedness for participating in hunting, sport shooting, or archery independently. A pattern emerged across the results that indicates many of the same elements contribute to all three feelings (comfort, safety, and preparedness) for all three activities. The elements repeatedly identified by respondents when asked which program elements did or would make them feel more comfortable/safer/prepared to participate independently are safety information, information about equipment, and hands-on practice/experience. All three of these were consistently the program elements named most often.

The qualitative analysis reinforces the importance of safety information, equipment knowledge, and opportunities to practice. Even women with more advanced skills expressed a strong desire for practice and hands-on experience, as well as “refresher” information on safety and tips regarding advancements in equipment.

Programs should provide information on and training for what to expect in the field, as well as for specific skills to support the activity in the field, such as tracking, retrieving, field dressing, cleaning, and preparing game. The research found that desired program elements include some specific skills and knowledge sets related to what to expect and what to do in the field, such as tracking and retrieving game, dressing and preparing game, and cleaning up in the field. While many of these skills are specific to hunting, providing program participants in all activities with information and knowledge about what to expect in the field and how to handle it is beneficial. The implication is that women want to know more about what to expect in the field, and lessons on common scenarios likely to be encountered (in addition to safety and equipment knowledge) are recommended. Program participants may appreciate a checklist of some common actions to take in preparation for and following participation.

Programs should provide information on access to places to participate in the activities.

Through the years, access has remained one of the top constraints to participation, particularly for hunting. Lack of access was cited as a constraint to participation among program participants and activity-only participants for hunting, sport shooting, and archery in this study, and it is typically the constraint over which agencies have the most potential to intervene (top constraints over access include lack of time, health issues, and family obligations, with which agencies likely have little sway).

As previously mentioned in the section regarding constraints to participation, activity-only participants in hunting give higher ratings to their access than do hunting program participants. Interestingly, however, the reverse is true for sport shooting and archery, where program participants have higher ratings of access than do activity-only participants. It may be the case that programs that include opportunities to practice at a range contribute to the feeling of generally good access.

When exploring access specifically, the survey results show that ratings of the quantity, quality, and proximity of access do not vary greatly within the respective activities.

The groups more likely to give high ratings to their access include those with advanced skills in the activity, those who are older, and those living in a rural area. In general, the research suggests that programs should include information and strategies on how to find places to hunt, shoot, or engage in archery to the extent possible.

KEY TAKEAWAYS REGARDING PROGRAM ELEMENTS AND PARTICIPATION CONSTRAINTS BY SKILL LEVEL

When developing or conducting programs for different skill levels, the following are some key considerations for the needs and constraints among beginner, intermediate, and advanced skill level participants.

While safety information, equipment information, and practice/experience emerged as the clear top program elements needed to develop confidence and encourage continued participation after the program, some variations in priority emerged among program participants of different skills levels. In general, safety and equipment information is typically the most important program element among beginner and intermediate skill level program participants. Practice and hands-on experience as a whole also ranks fairly high and appears to increase somewhat in importance as skill level increases, to the point that it is more important than even safety and equipment information among advanced participants.

Some general patterns in the data:

- **Beginner Skill Level**
 - While safety tips or information, equipment or firearm skills/lessons, and hands-on practice/experience are top responses for all skill levels for all confidence-related questions and across all activities, safety and equipment information are most consistently among the top two responses for beginners.
- **Intermediate Skill Level**
 - Again, safety and equipment information are often leading responses among those at an intermediate skill level, although practice or hands-on experience (together as a single item) is sometimes the top response, particularly for archery program participants.
- **Advanced Skill Level**
 - Practice or hands-on experience (together as a single item) emerges as the top response more often than not among advanced sport shooting and archery program participants. However, it is often the second top response for advanced hunting program participants (following either safety or equipment information).

Regarding constraints to participation by skill level, lack of time is the clear universal winner across all skill levels for both hunting and sport shooting program participants. Responses related to health issues are also typically named, particularly for program participants with advanced skills across all activities. Constraints to archery participation differed somewhat in contrast to hunting and sport shooting participation. While family obligations is a category commonly cited, it is particularly prominent among beginner and intermediate archery program participants, with having a baby being specifically cited often enough to be the top response for intermediate archery program participants.

The tables that follow show the top responses given by program participants by activity and by skill level in response to survey questions intended to identify the most important program elements for increasing feelings of comfort, safety, and preparedness for independent participation in the activity. The final row of each table also lists the top constraints to activity participation over the past 2 years for program participants. Many of the responses had a clear “top tier” of responses that are most commonly cited; these responses are in bold in the tables,

while those responses that follow and are not in bold font still have a substantial percentage of program respondents who provided that response.

Most Important Factors Among Hunting Program Participants

	Hunting Skill Level		
	Beginner	Intermediate	Advanced
To feel more comfortable hunting independently	• Safety tips and information • Equipment or firearm skills / familiarity / lessons • General hunting information • Practice or hands-on experience	• Safety tips and information • General hunting information • Equipment or firearm skills / familiarity / lessons • Practice or hands-on experience	• Safety tips and information • Practice or hands-on experience • General hunting information • Equipment or firearm skills / familiarity / lessons
To feel safer hunting independently	• Equipment or firearm skills / familiarity / lessons • Practice or hands-on experience	• Equipment or firearm skills / familiarity / lessons • Refresher / review of rules • Practice or hands-on experience	• Equipment or firearm skills / familiarity / lessons • Practice or hands-on experience • Refresher / review of rules
To feel more prepared to hunt independently	• Safety tips and information • General hunting information • Information on necessary gear or items for hunting	• Safety tips and information • General hunting information • Information on necessary gear or items for hunting • Equipment or firearm skills / familiarity / lessons	• Safety tips and information • General hunting information • Information on necessary gear or items for hunting • Practice or hands-on experience • Equipment or firearm skills / familiarity / lessons
Constraints to hunting participation	• Lack of time • Family obligations • Lack of access • No one to go with	• Lack of time • Health issues • Family obligations	• Lack of time • Health issues • Lack of access

Most Important Factors Among Sport Shooting Program Participants

	Sport Shooting Skill Level		
	Beginner	Intermediate	Advanced
To feel more comfortable sport shooting independently	• Safety tips and information • Practice or hands-on experience • Equipment or firearm skills / familiarity / lessons	• Practice or hands-on experience • Equipment or firearm skills / familiarity / lessons • Safety tips and information • General shooting information • Becoming a better shooter	• Practice or hands-on experience • Becoming a better shooter • Equipment or firearm skills / familiarity / lessons • Safety tips and information • General shooting information
To feel safer sport shooting independently	• Equipment or firearm skills / familiarity / lessons • Practice or hands-on experience • Program staff and/or participants	• Equipment or firearm skills / familiarity / lessons • Practice or hands-on experience • Program staff and/or participants	• Equipment or firearm skills / familiarity / lessons • Practice or hands-on experience • Program staff and/or participants
To feel more prepared to go sport shooting independently	• Equipment or firearm skills / familiarity / lessons • Safety tips and information • Practice or hands-on experience	• Equipment or firearm skills / familiarity / lessons • Practice or hands-on experience • Good instructors • Becoming a better shooter	• Practice or hands-on experience • Increased confidence • Safety tips and information • Becoming a better shooter
Constraints to sport shooting participation	• Lack of time • Lack of opportunity / programs	• Lack of time • Lack of access • Family obligations	• Lack of time • Cost • Health issues

Most Important Factors Among Archery Program Participants

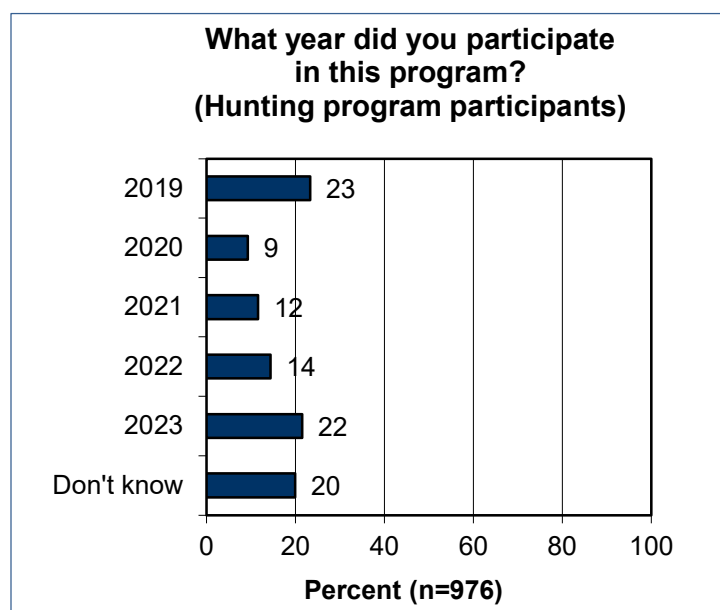
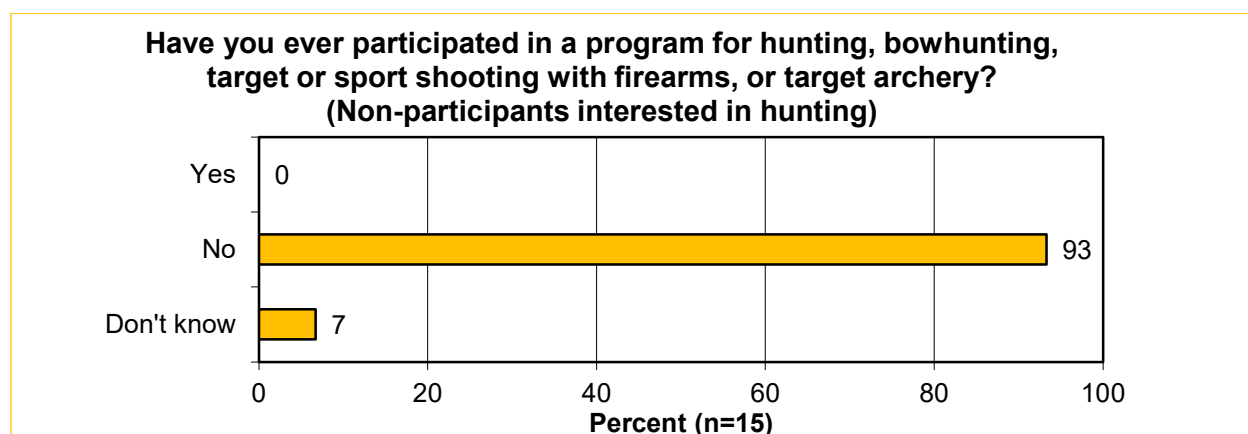
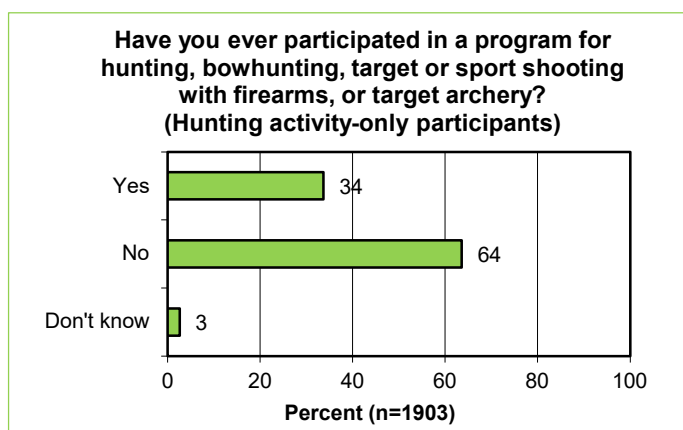
	Archery Skill Level		
	Beginner	Intermediate	Advanced
To feel more comfortable participating in archery independently	• Safety tips and information • Good instructors • General archery information • Learning positioning / stance • Equipment skills / familiarity / lessons • Increased confidence	• Practice or hands-on experience • Becoming a better archer • Good instructors • Equipment skills / familiarity / lessons • Increased confidence • Learning with other women	• Practice or hands-on experience • Good instructors • Learning with other women
To feel safer participating in archery independently	• Program staff and/or participants • Equipment or firearm skills / familiarity / lessons	• Program staff and/or participants • Equipment or firearm skills / familiarity / lessons • Increased confidence	• Practice or hands-on experience • Increased awareness of environment and safety • Refresher / review of rules
To feel more prepared to participate in archery independently	• Practice or hands-on experience • Equipment skills / familiarity / lessons • General archery information • Safety tips and information	• Practice or hands-on experience • General archery information • Learning with other women	• Practice or hands-on experience • General archery information • Safety tips and information • Learning with other women
Constraints to archery participation	• Family obligations • Health issues • Cost • Lack of equipment or equipment for women	• Had baby • Lack of time • Family obligations • Cost • Lack of opportunity or programs	• Health issues • Lack of time • Lack of equipment or equipment for women • Lack of interest / other interests

PARTICIPATION IN HUNTING, SPORT SHOOTING, AND ARCHERY AND RELATED PROGRAMS

This section looks at participation in programs as well as the formats and characteristics of the programs. It then looks at ratings of and opinions on the programs.

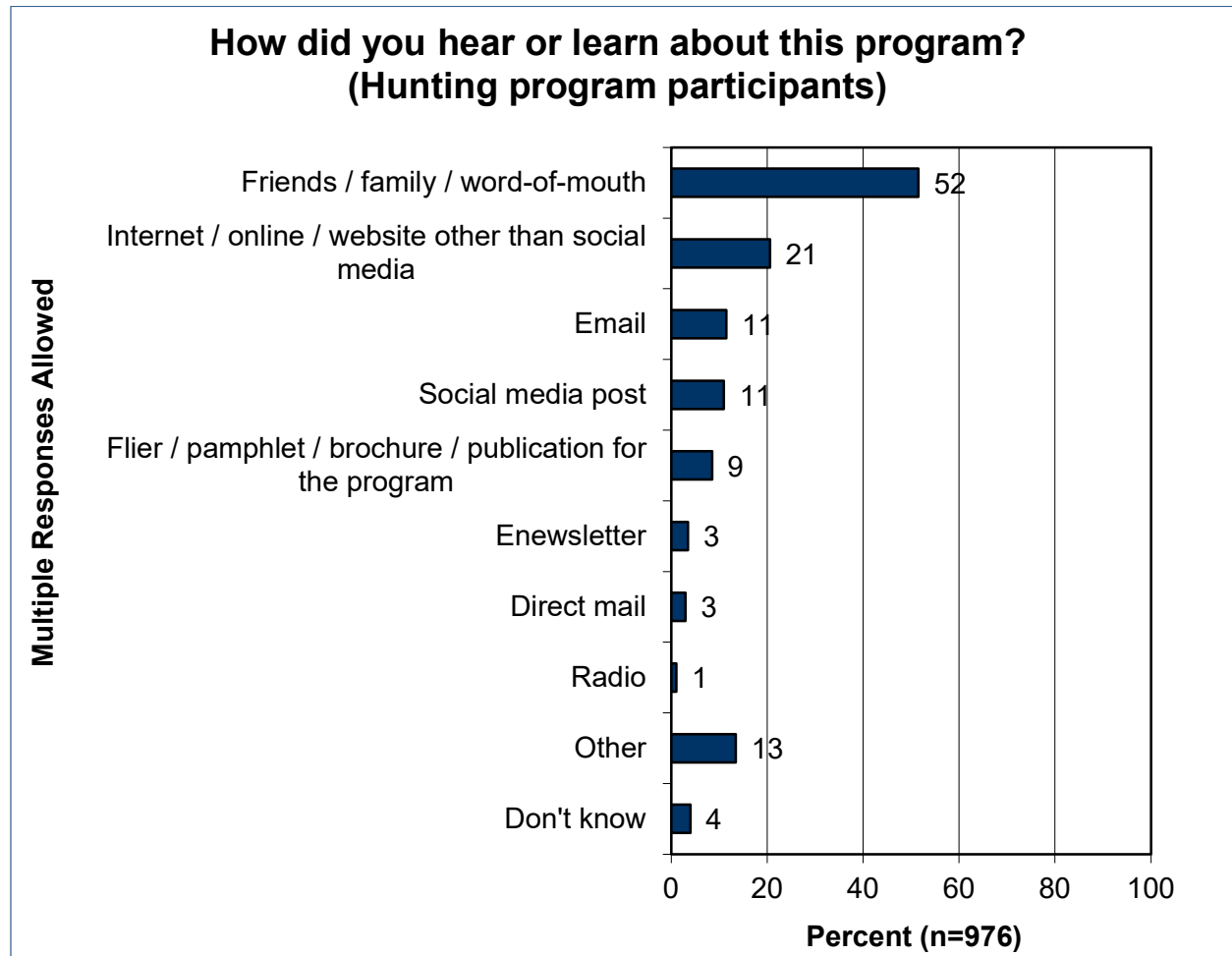
PARTICIPATION IN HUNTING PROGRAMS

All of the program participants had participated in a hunting, sport shooting, or archery program in the previous 5 years (it was a requirement to be categorized into that group). Those who had not were asked about their past participation in such a program: about a third of hunting activity-only participants had done so at some point. The non-participants' graph is also shown.



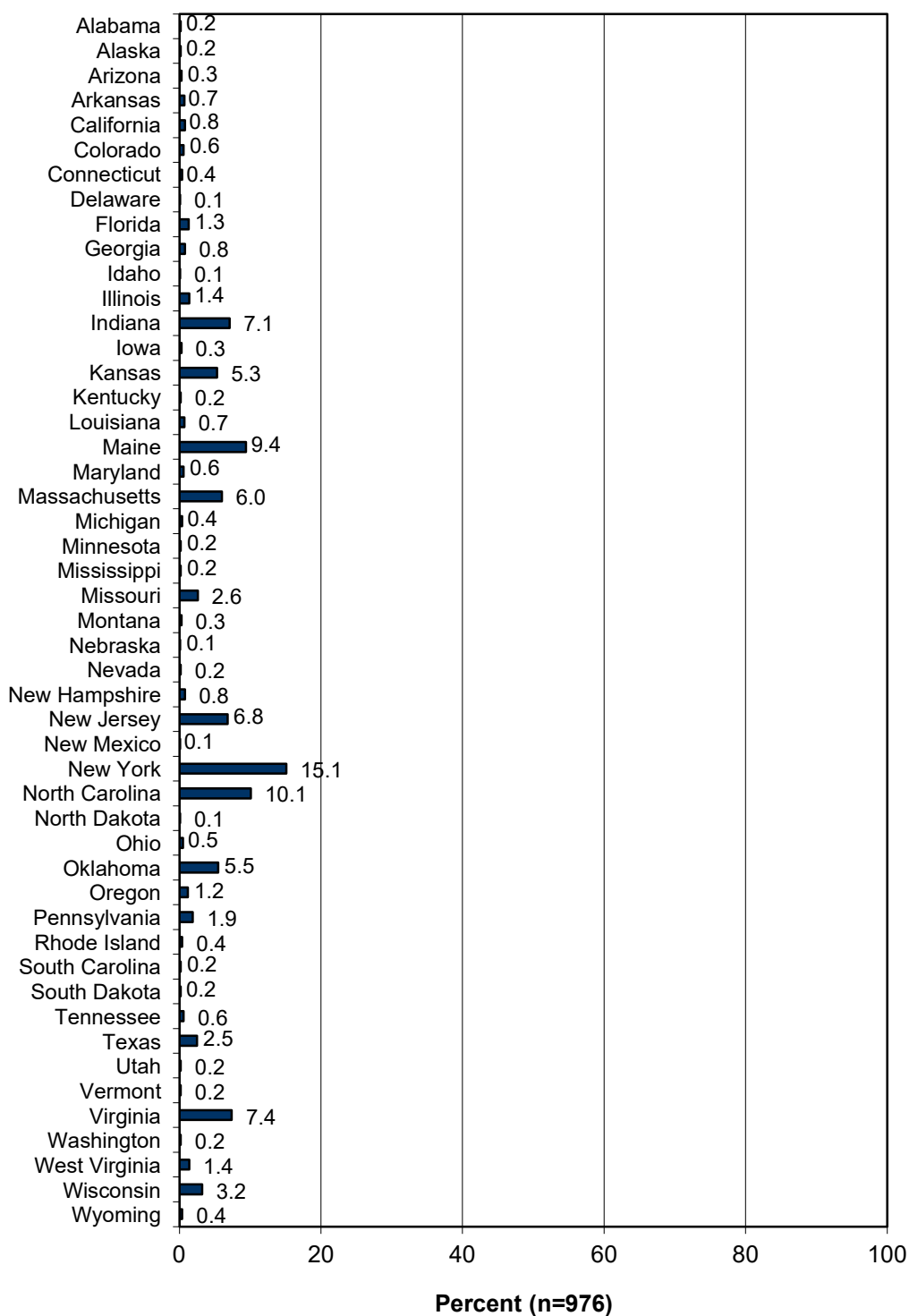
Many of the questions pertained to participatory information, such as the year in which program participants had been involved in the program, or particular characteristics of the programs themselves, such as whether a program was conducted by a man or woman. These are primarily for crosstabulations but are shown here and on the next few pages on their own, starting with the years of program participation in the graph to the left.

Word-of-mouth was the most common way that program participants heard or learned of the program. The graph shows the full listing.

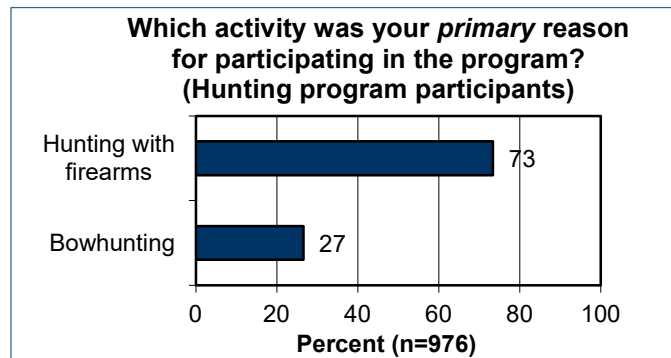
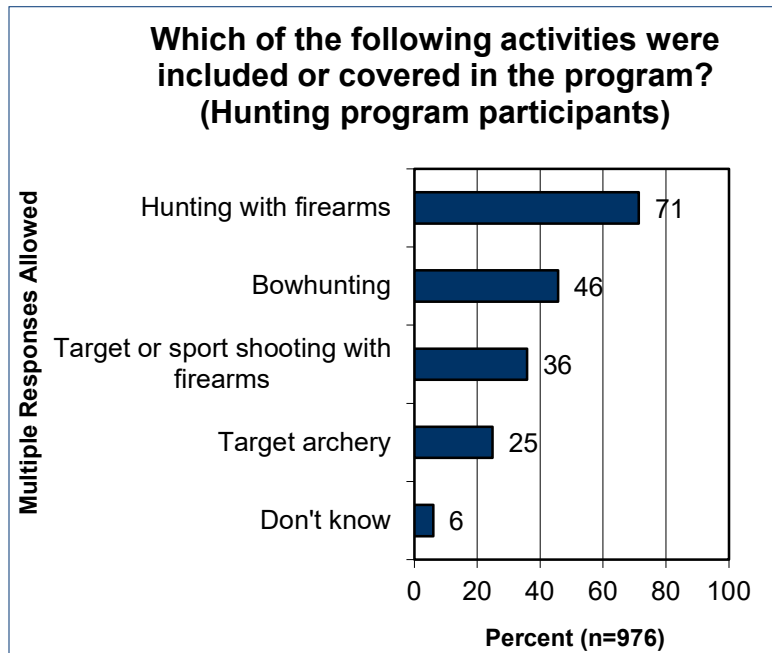


The graph on the following page shows the state in which the program was held. While many states are represented, the states with the most program participants are those on which the study focused, including Indiana, Kansas, Maine, Massachusetts, New Jersey, New York, North Carolina, Oklahoma, and Virginia. (The use of one decimal point is not to imply that the survey is accurate to that level; rather, it allows better presentation of the data. At the integer level, most states would be shown at 0 when in reality they have some respondents.)

**In which state did you participate in the program?
(Hunting program participants)**

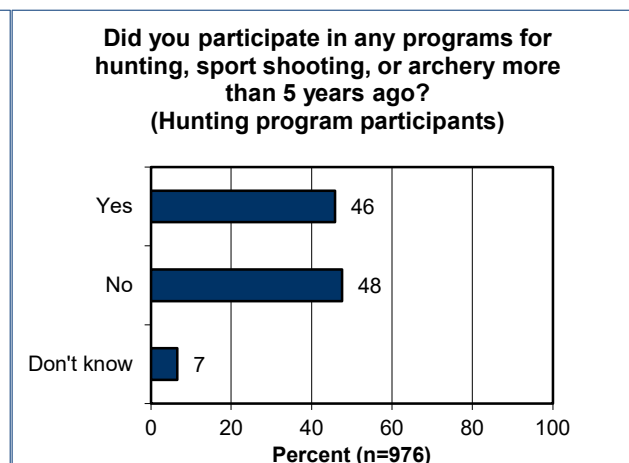
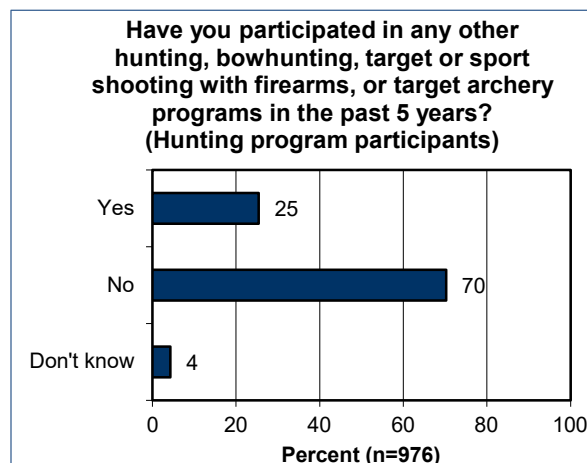


The next graphs show the focus of the programs. These questions were used, in part, for survey question skip control (i.e., the survey code that specified which questions were presented in which order were based on some of these questions). Obviously, survey parameters that were used to identify groups affect the data: all within the hunting survey path had a program that focused on hunting with firearms and/or bowhunting, and that split is shown—the survey required that they select a *primary* activity if the program included more than one.

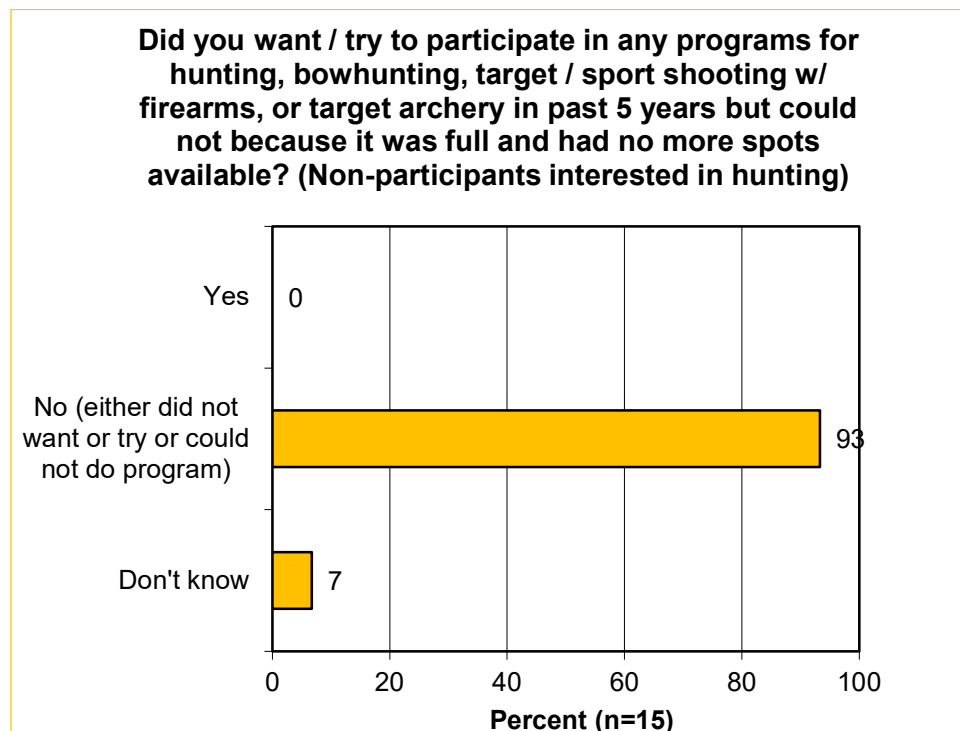
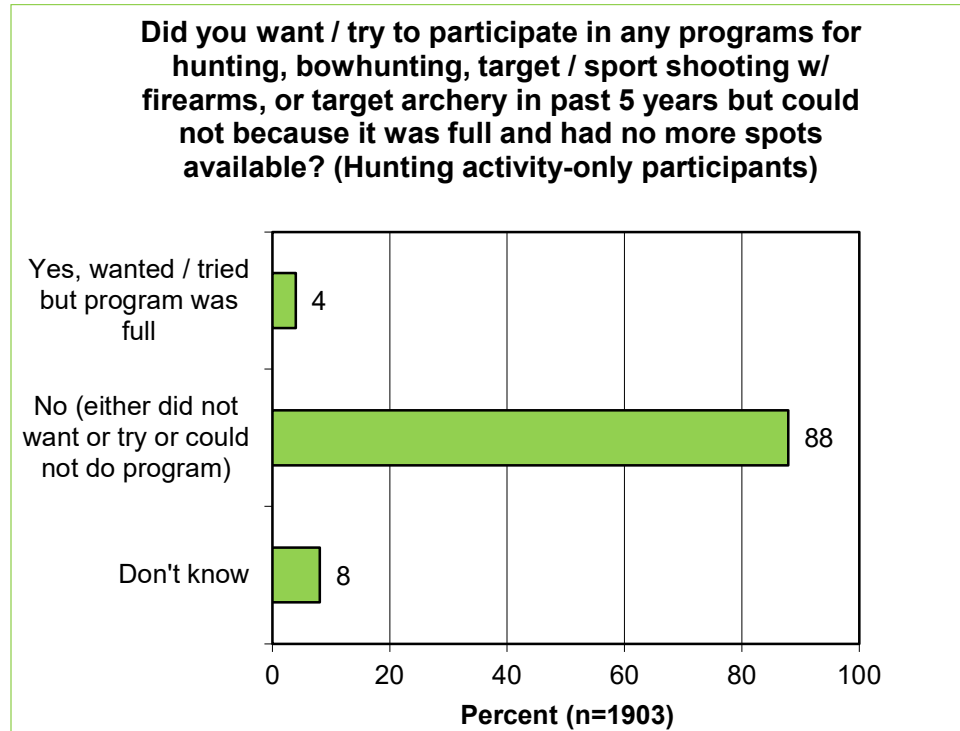


The final graph shows the hunting split: firearm hunting programs predominate, with only about a quarter of the program participants being in a primarily bowhunting program.

The survey also explored participation in other programs. Recall that *all* program participants, by definition, had participated in a program; one graph below shows that 25% had participated in multiple programs. The other graph shows that 46% had participated in a program more than 5 years ago, as well.



Finally in this section, those who had not participated in a program were asked about whether they had tried to participate but could not because of a lack of available spots in the program. As the accompanying graphs show, this was not a major problem, as a very low percentage of hunting activity-only participants had encountered this situation, and none of the non-participants had done so.

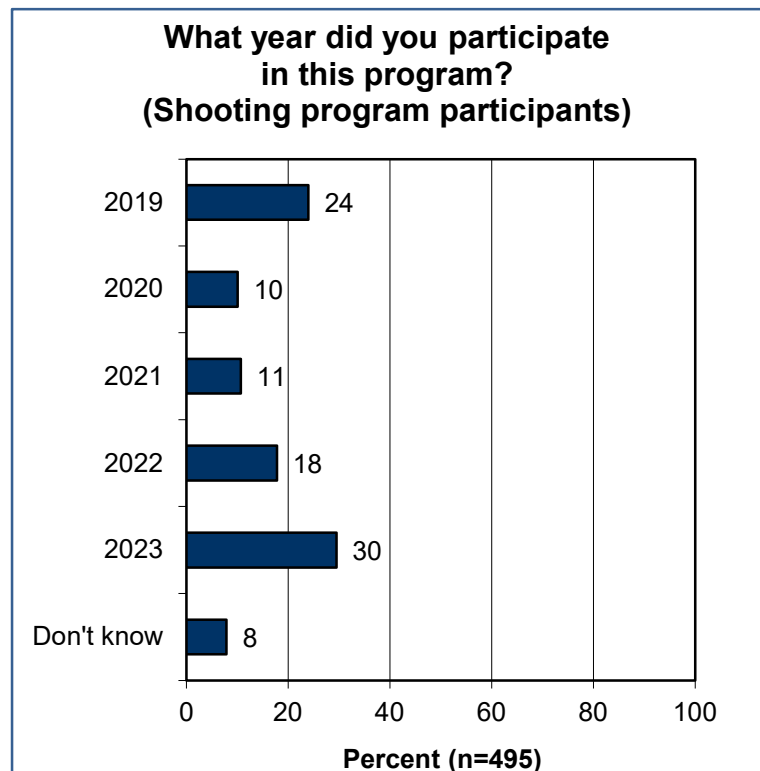


PARTICIPATION IN SPORT SHOOTING PROGRAMS

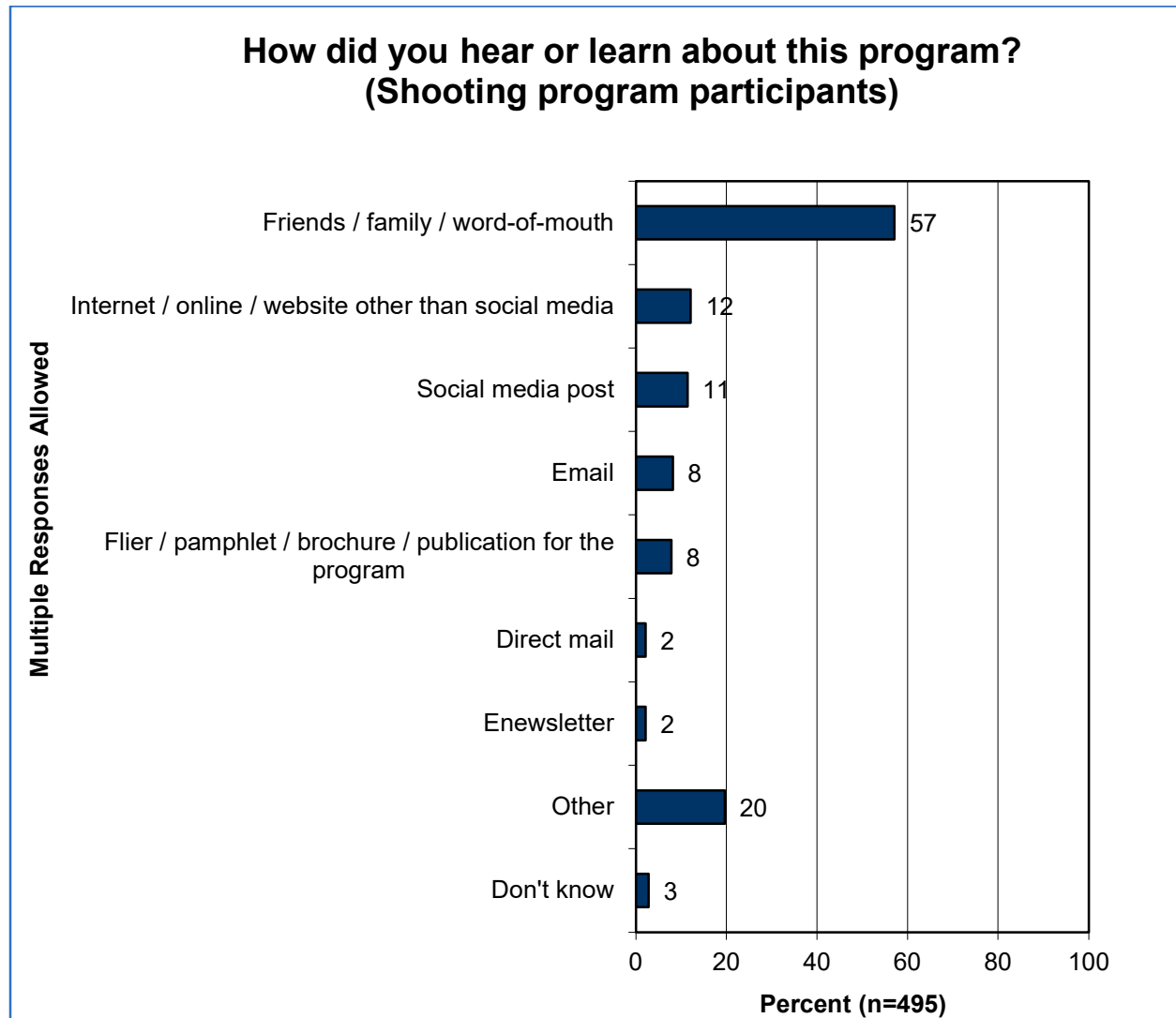


All of the program participants had participated in a hunting, sport shooting, or archery program in the previous 5 years (it was a requirement to be categorized into that group). Those who had not were asked about their past participation in such a program: 39% of shooting activity-only participants had done so at some point. The sample size was too low for a non-participants' graph to be run.

The questions shown here pertain to participatory information, such as the year in which program participants had been involved in the program, or particular characteristics of the programs themselves, such as whether a program was conducted by a man or woman. Although primarily for crosstabulations, they are shown here and on the next few pages on their own, starting with the years of program participation in the accompanying graph.

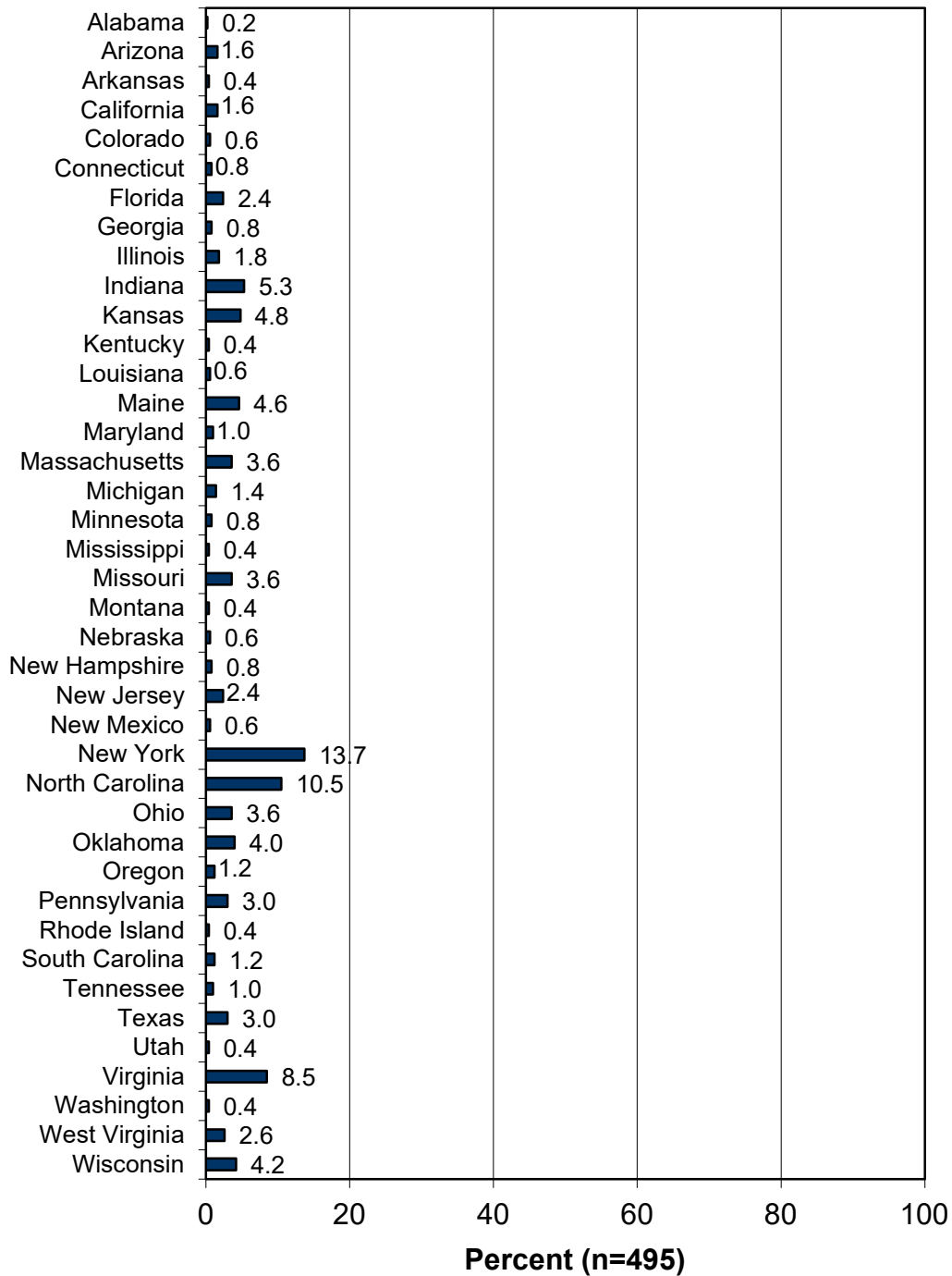


Word-of-mouth was, by far, the most common way that program participants heard or learned of the program. The graph shows the full listing.

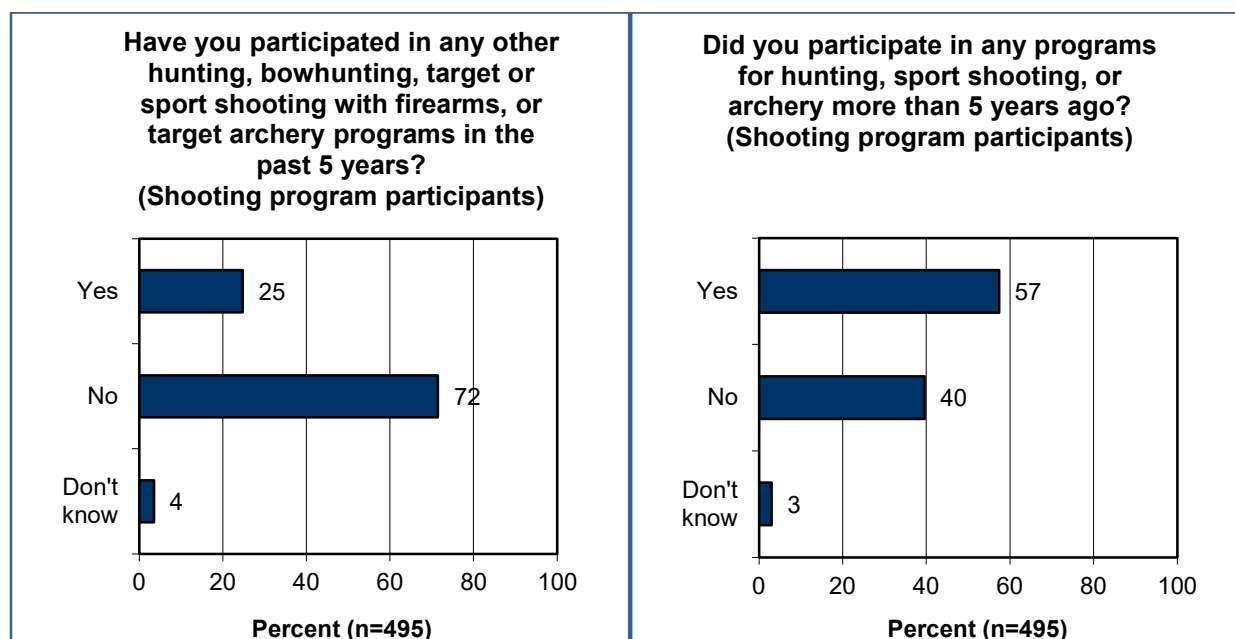


The state in which the program was held is shown on the graph on the following page. Many states are represented, but the states with the most program participants are those on which the study focused, including Indiana, Kansas, Maine, New York, North Carolina, and Virginia. (The use of one decimal point is not to imply that the survey is accurate to that level; rather, it allows better presentation of the data. At the integer level, most states would be shown at 0 when in reality they have some respondents.)

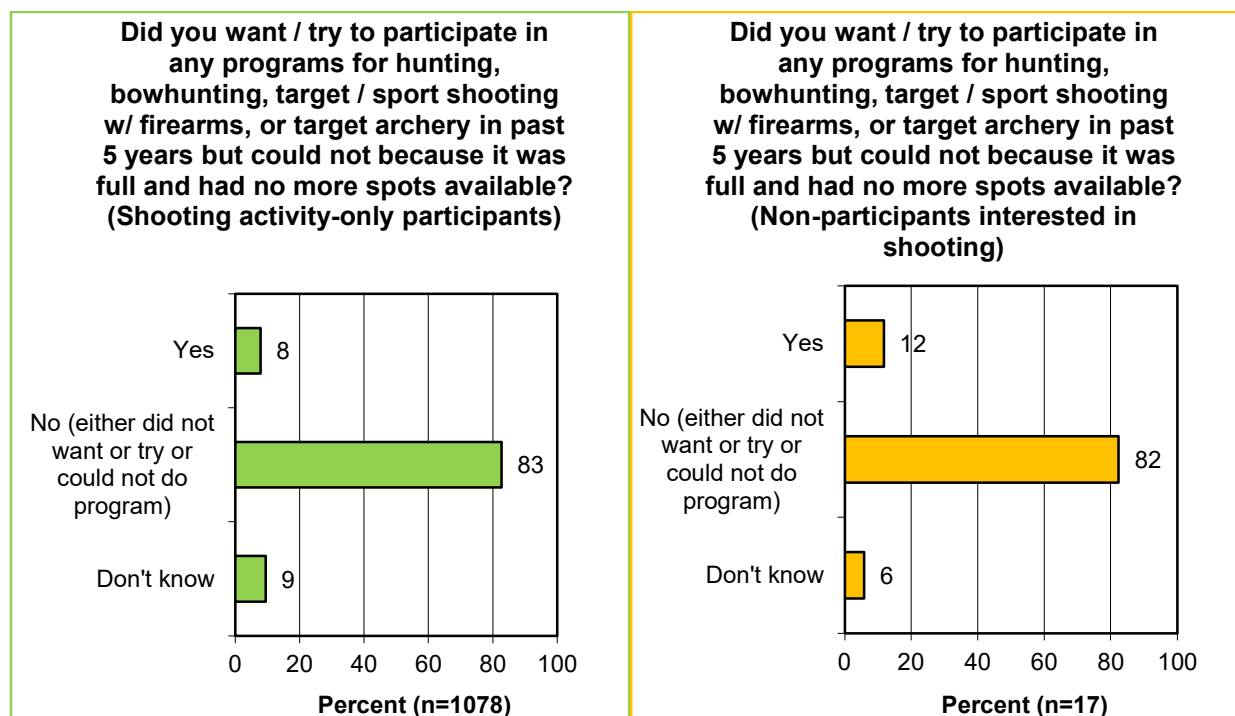
In which state did you participate in the program? (Shooting program participants)



The survey explored participation in other programs. Recall that *all* program participants, by definition, had participated in a program; one graph below shows that 25% of program participants had participated in multiple programs. The other graph shows that 57% had participated in a program more than 5 years ago, as well.

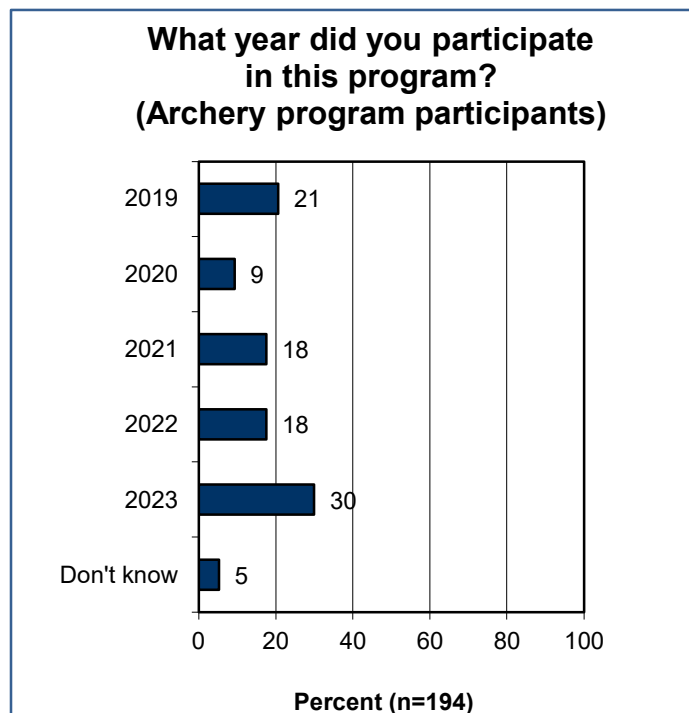
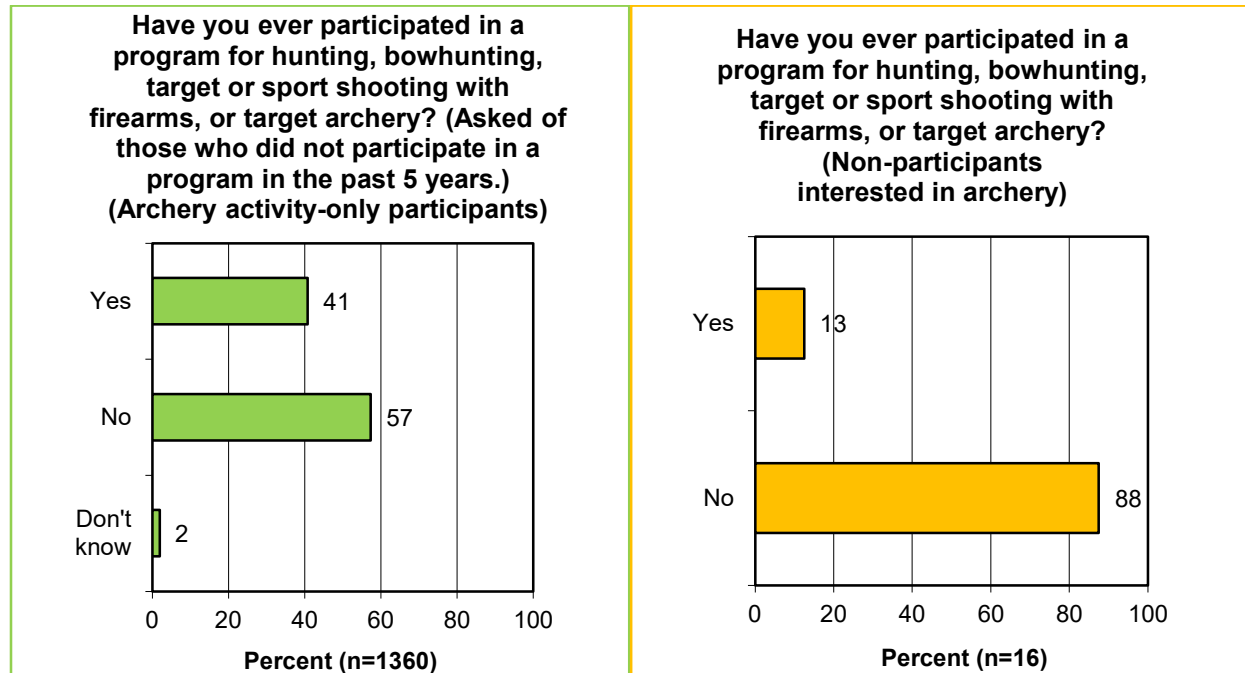


Finally in this section, those who had not participated in a program were asked about whether they had tried to participate but could not because of a lack of available spots in the program. As the accompanying graphs show, this was not a major problem, as very low percentages had encountered this situation.



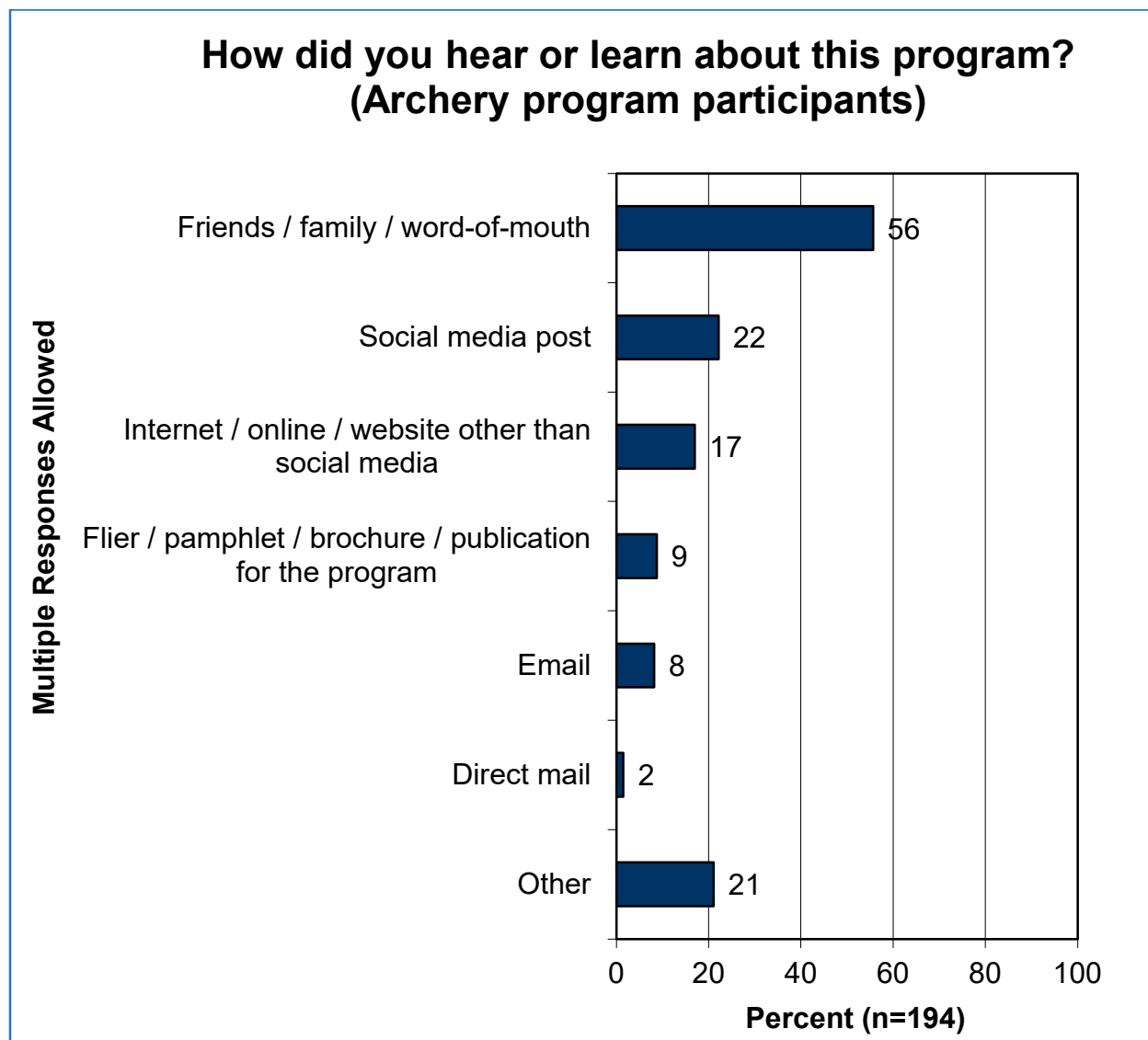
PARTICIPATION IN ARCHERY PROGRAMS

All of the program participants had participated in a hunting, sport shooting, or archery program in the previous 5 years, which was a requirement to be categorized into that group. Those who had not were asked about their past participation in such a program: well more than a third of activity-only participants had done so at some point. The non-participants' graph is also shown.



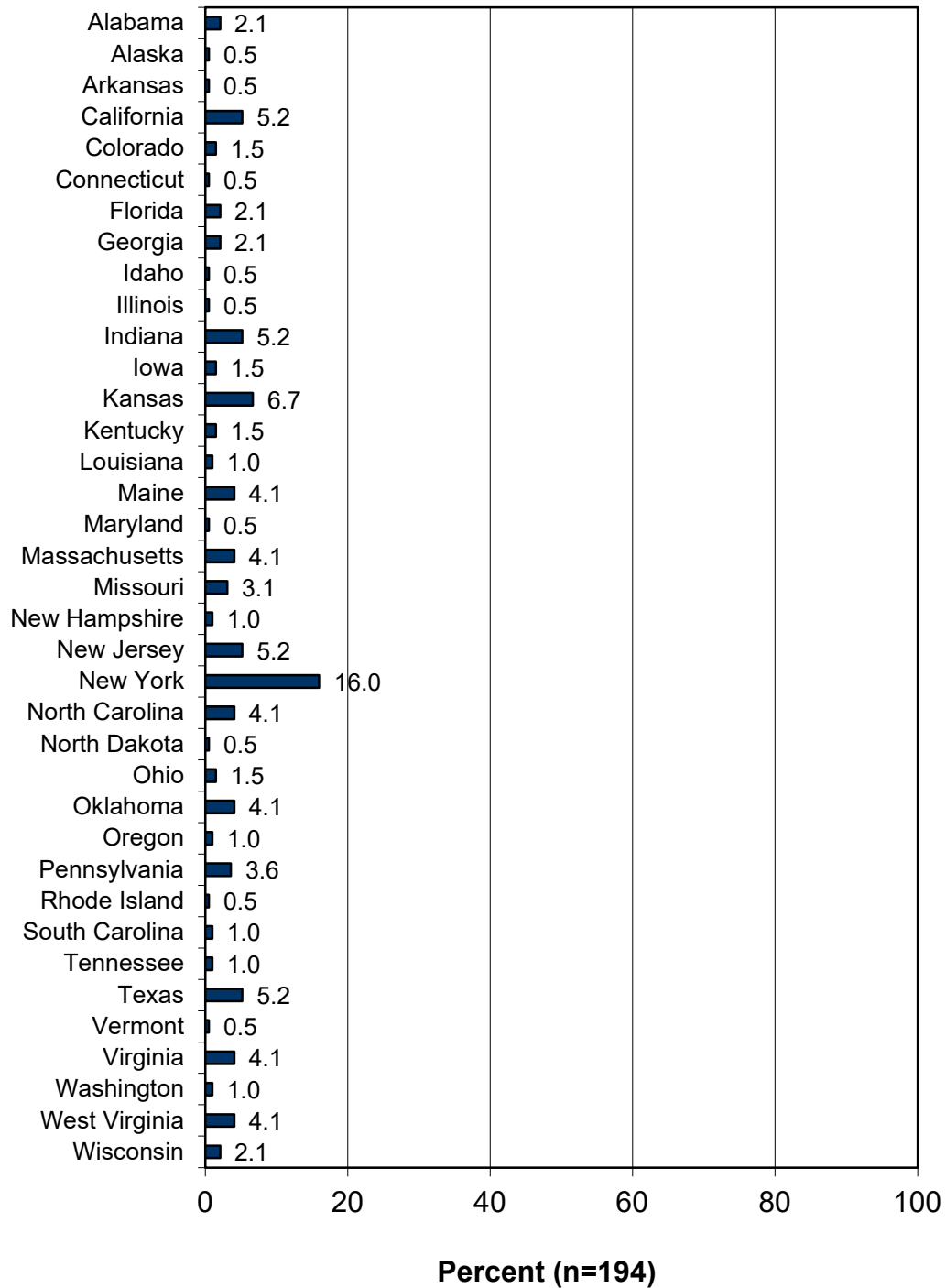
In the survey, many of the questions pertained to participatory information, such as the year in which program participants had been involved in the program (as shown in the accompanying graph) or particular characteristics of the programs themselves. These are primarily for crosstabulations but are shown here and on the next few pages on their own.

The majority of archery program participants heard or learned of the program through word-of-mouth. The graph shows the full listing.

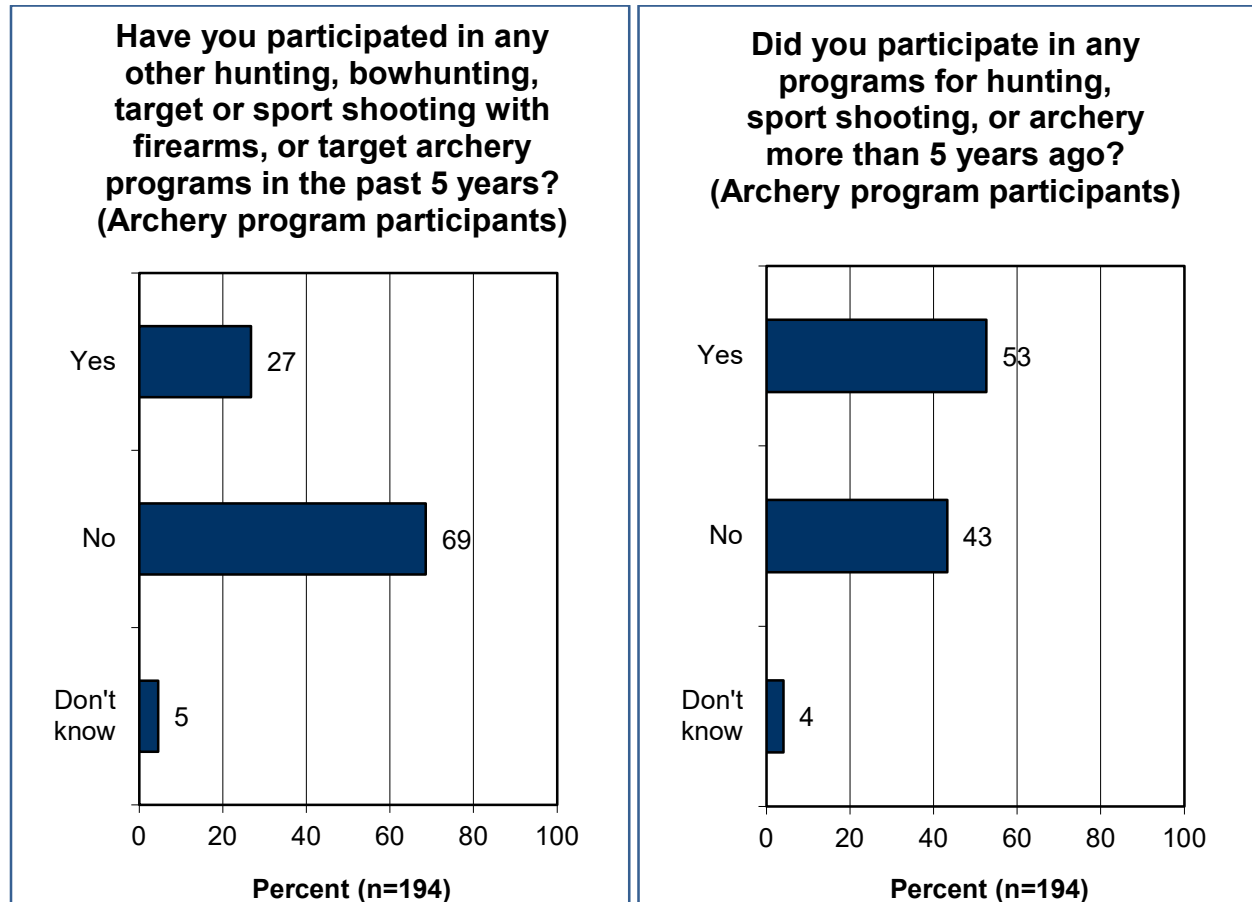


The following page shows the states in which the program was held. While many states are represented, the states with the most program participants are those on which the study focused, including California, Indiana, Kansas, New Jersey, New York, and Texas. (The use of one decimal point is not to imply that the survey is accurate to that level; rather, it allows better presentation of the data. At the integer level, most states would be shown at 0 when in reality they have some respondents.)

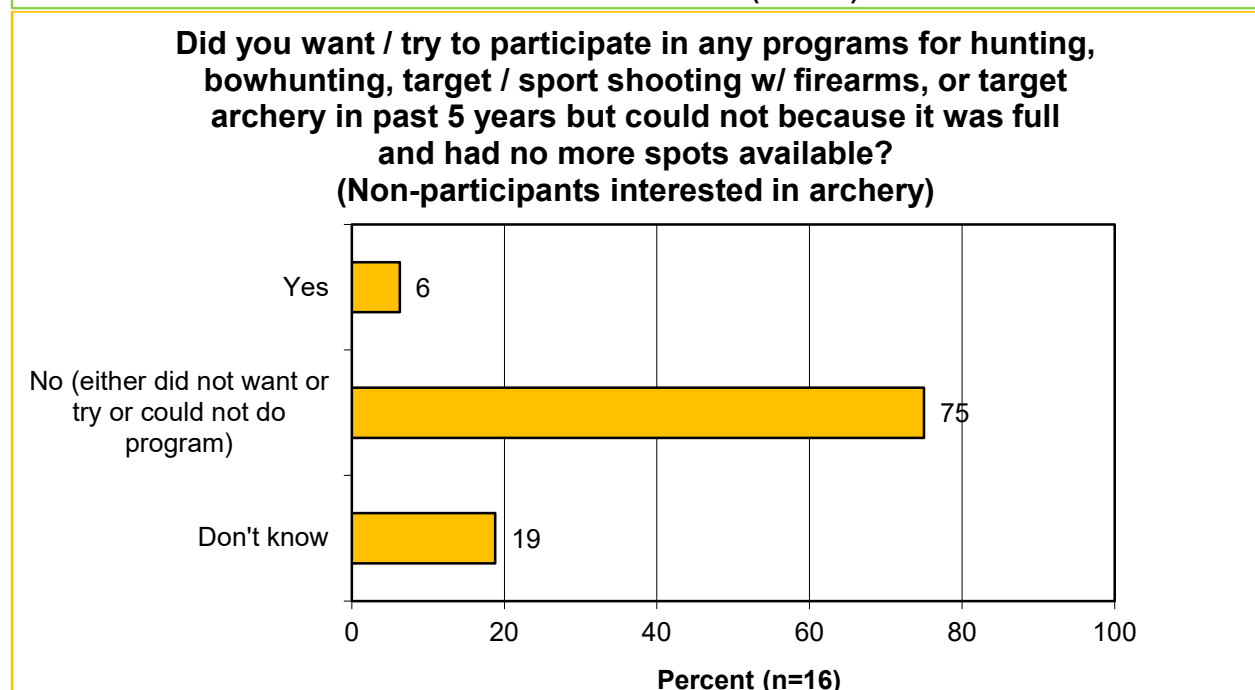
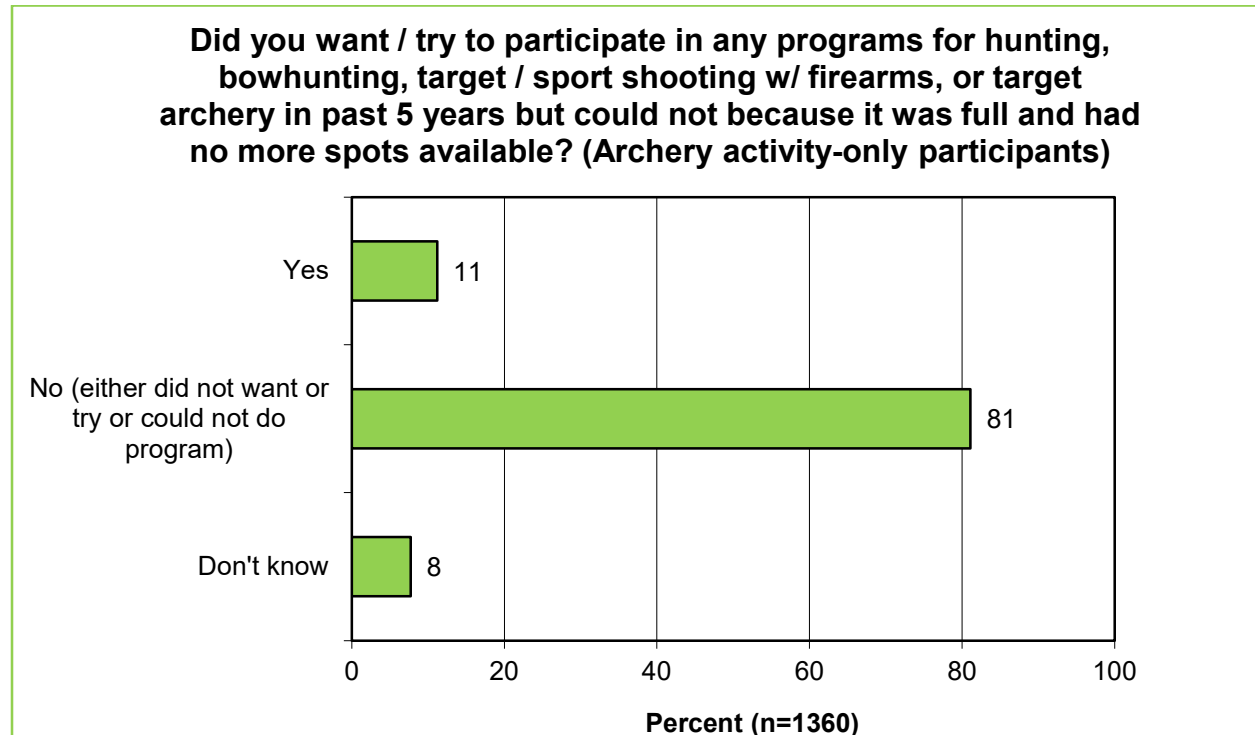
In which state did you participate in the program? (Archery program participants)



The survey explored participation in other programs. Recall that *all* program participants, by definition, had participated in a program; one graph below shows that 27% had participated in multiple programs. The other graph shows that 53% had participated in a program more than 5 years ago, as well.

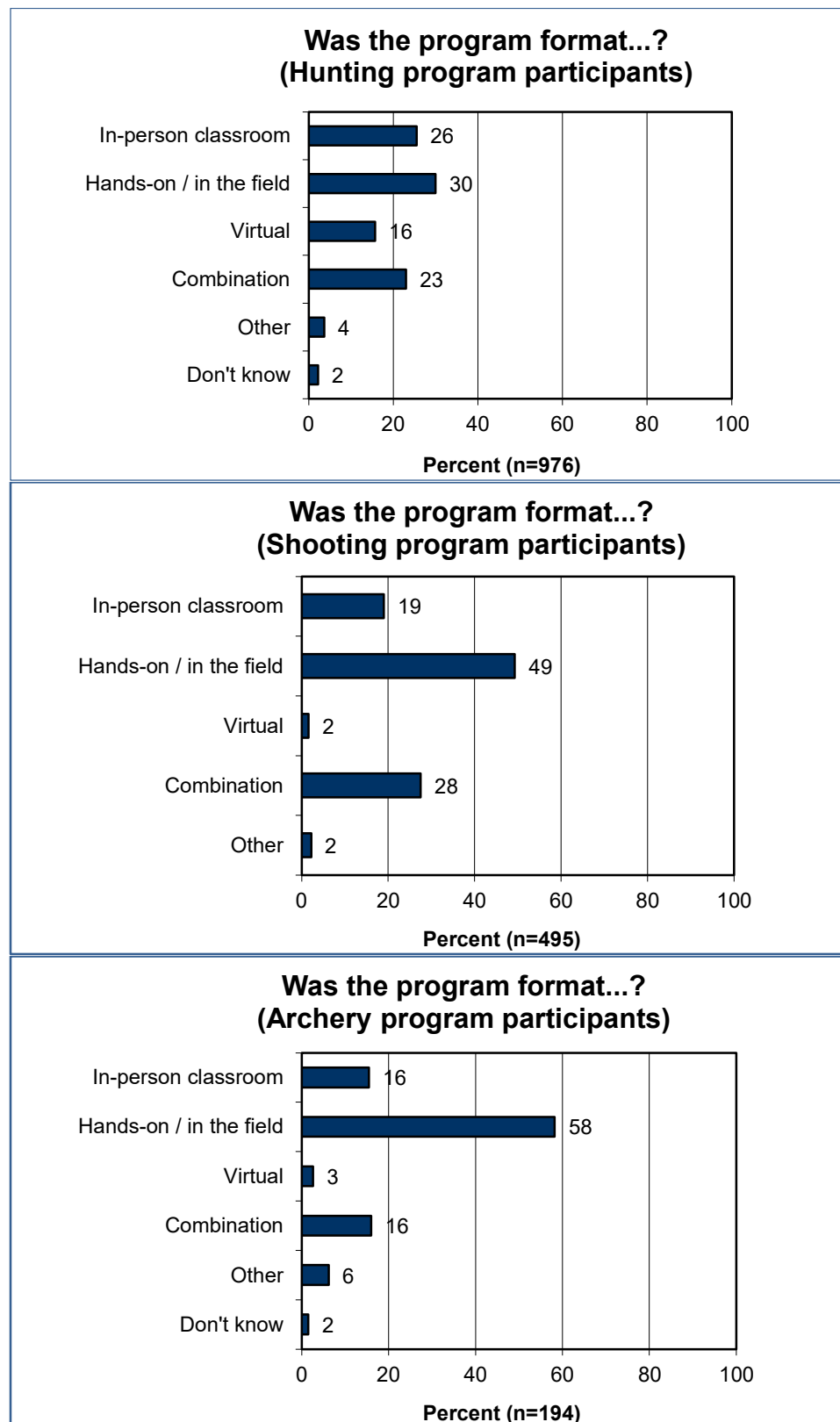


This section's final graphs show those who had not participated in a program, who were asked about whether they had tried to participate but could not because of a lack of available spots in the program. As the graphs below show, this was not a major problem, as very low percentages had encountered this situation.

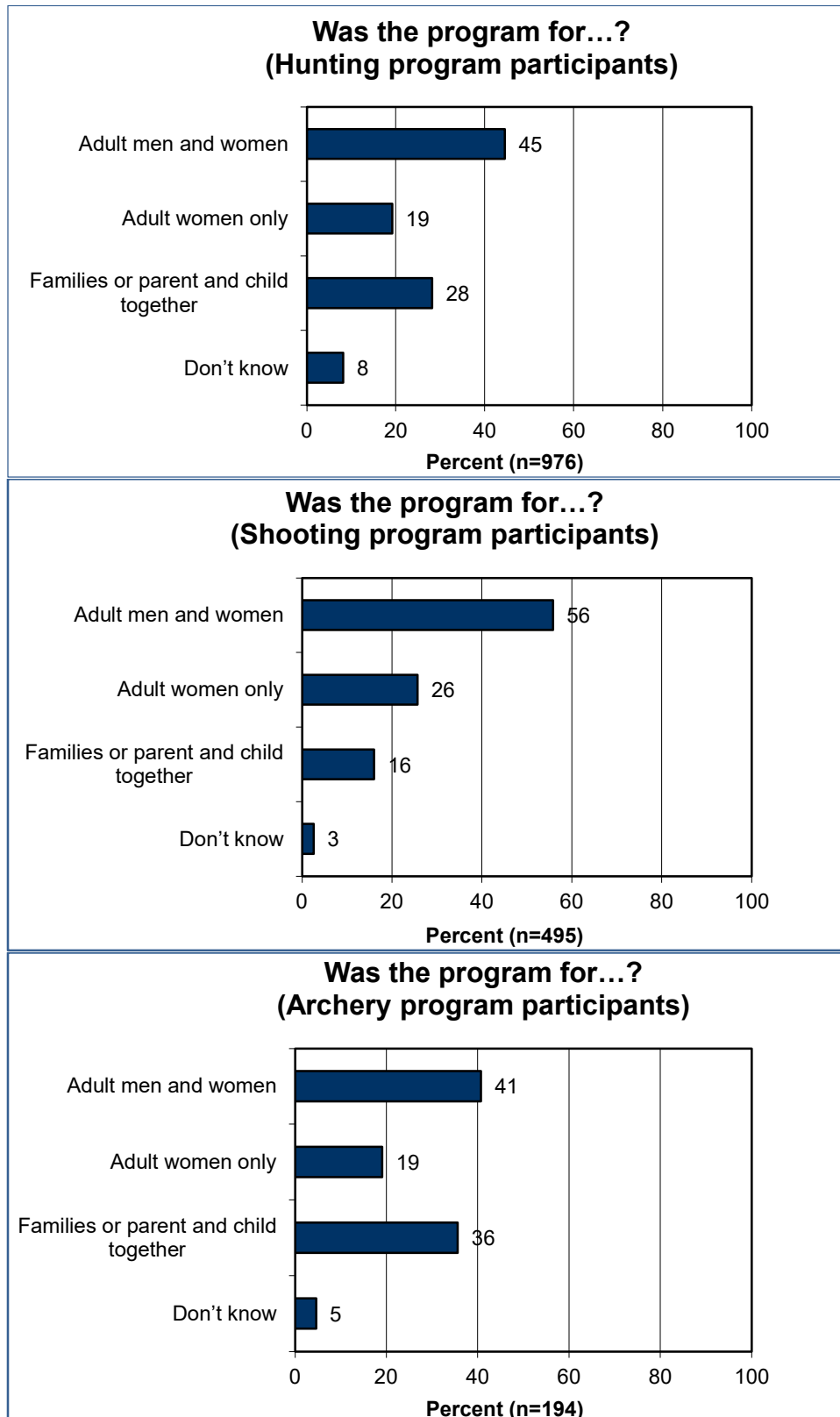


PROGRAM FORMATS AND OTHER CHARACTERISTICS

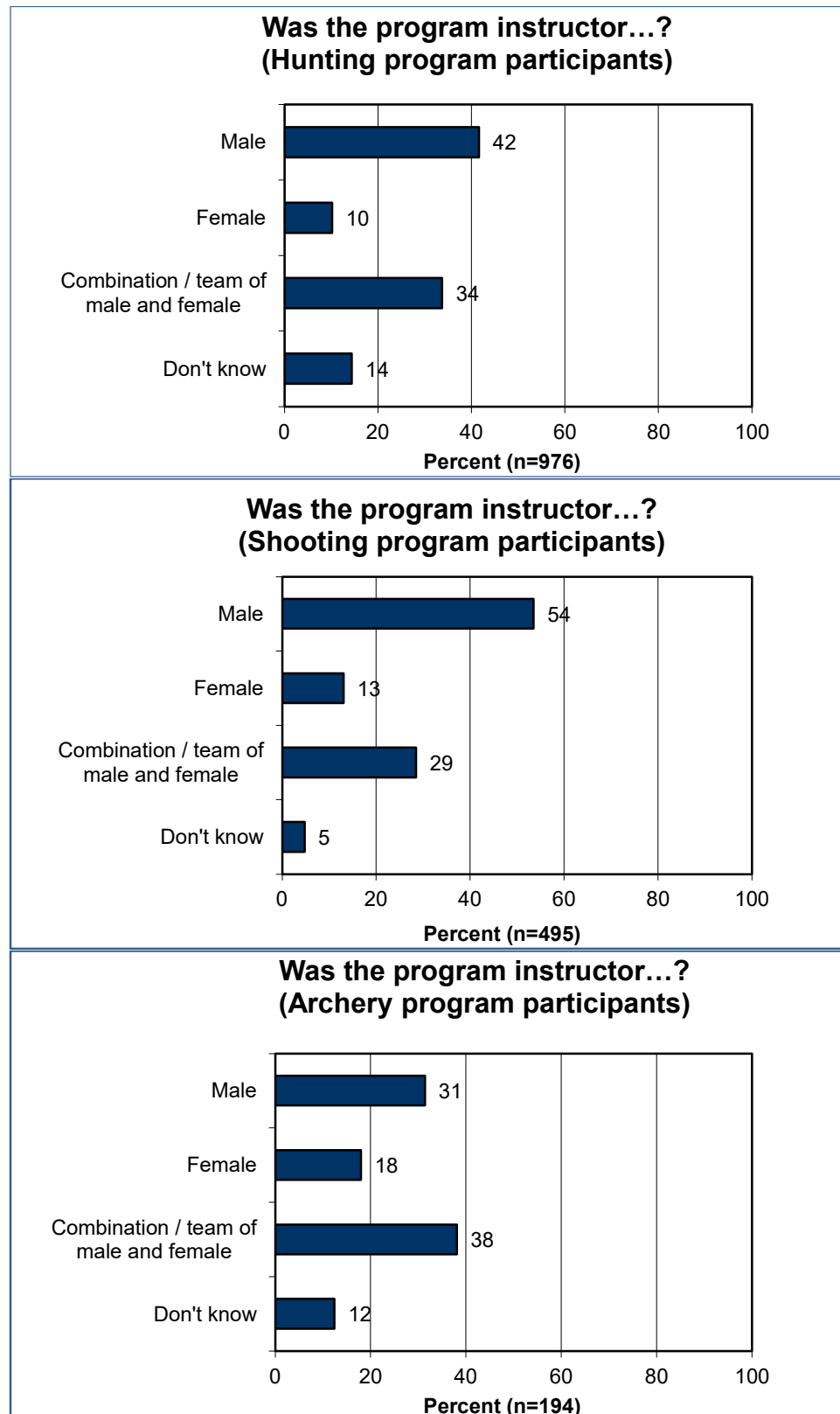
For each group, a hands-on format was the most common, particularly for sport shooting and archery.



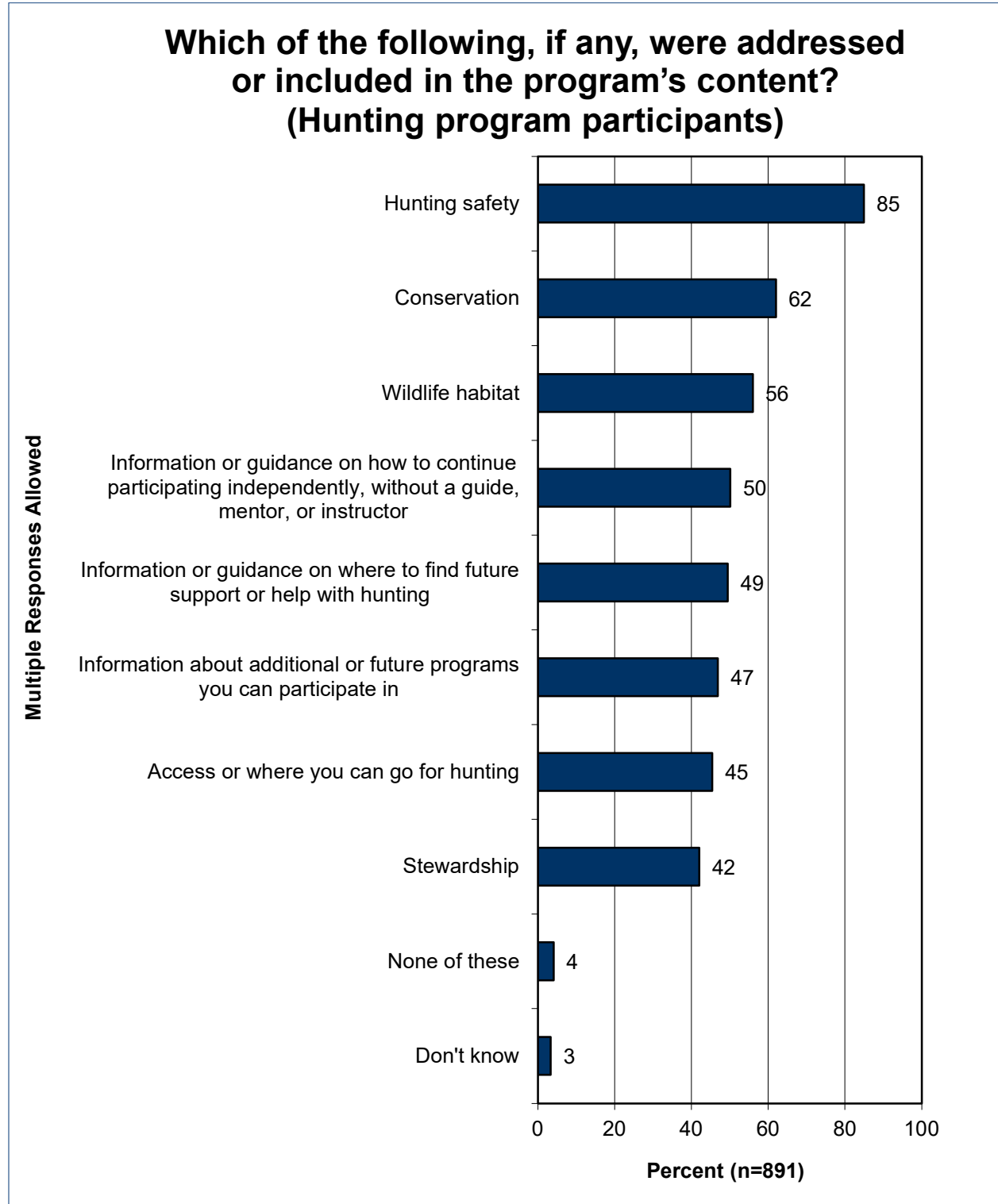
The majority of program participants were *not* in a program that was exclusive to women, as most commonly the program was for adult men and women or for families.



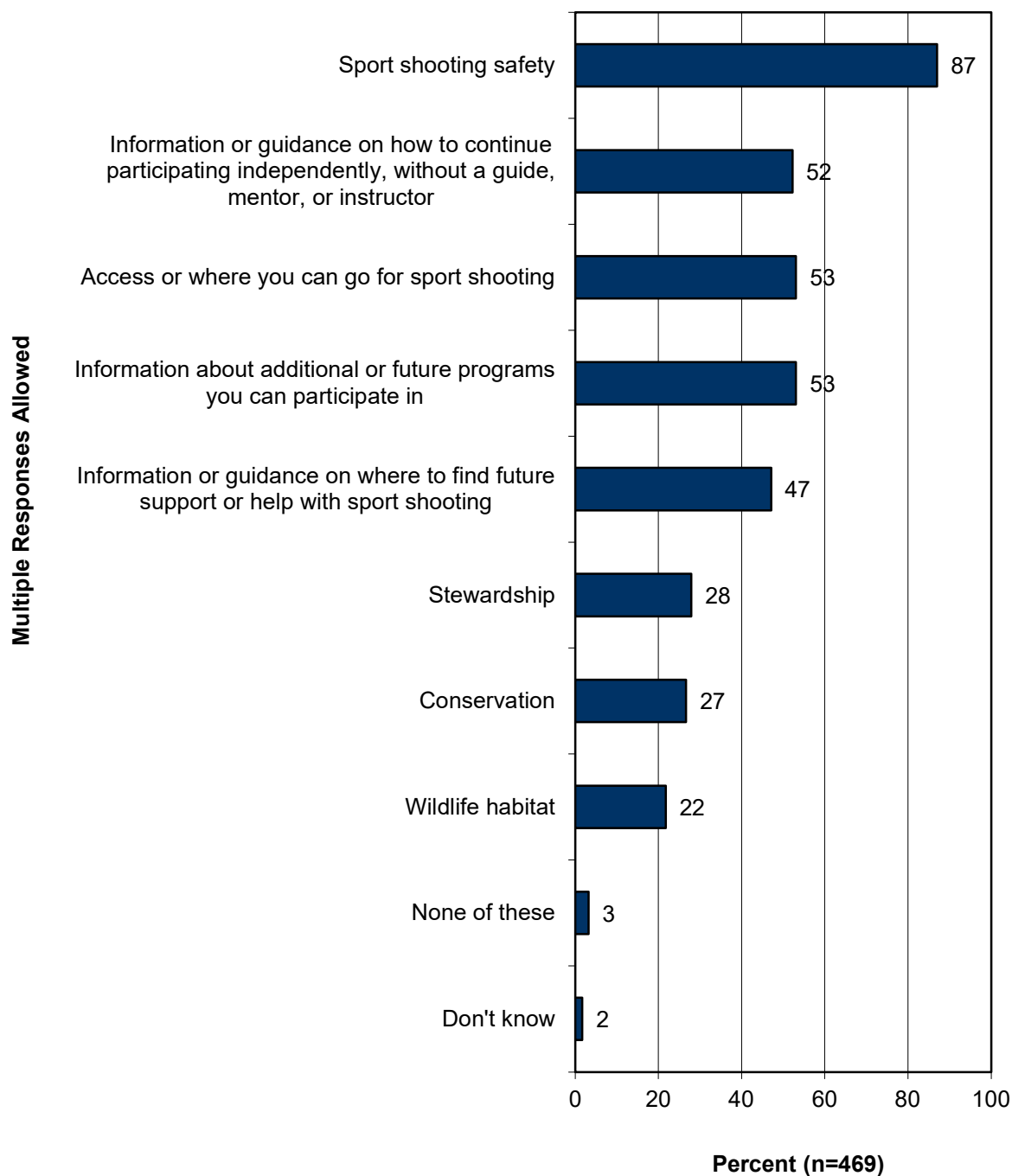
Most commonly, for hunting and sport shooting programs, the instructor was male. For archery, the most common response was that the instructors teamed and included both men and women.



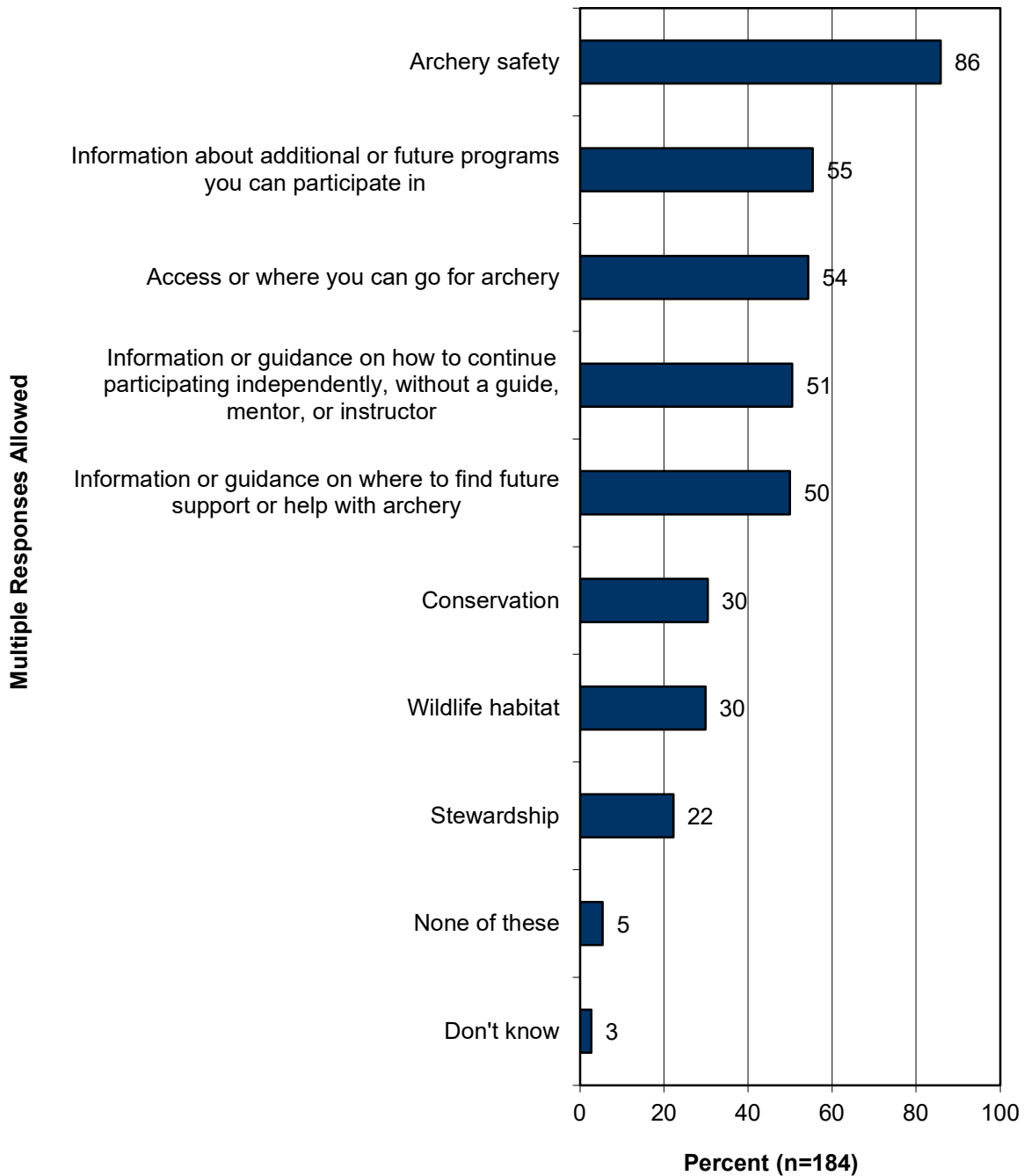
This page and the next two pages show the topics addressed in the programs. Safety was the most common topic for all three activities. (These questions were added after the survey administration had started, coded to go to all program participants; for this reason, the n-value is less than the full sample.)



**Which of the following, if any, were addressed or included in the program's content?
(Shooting program participants)**

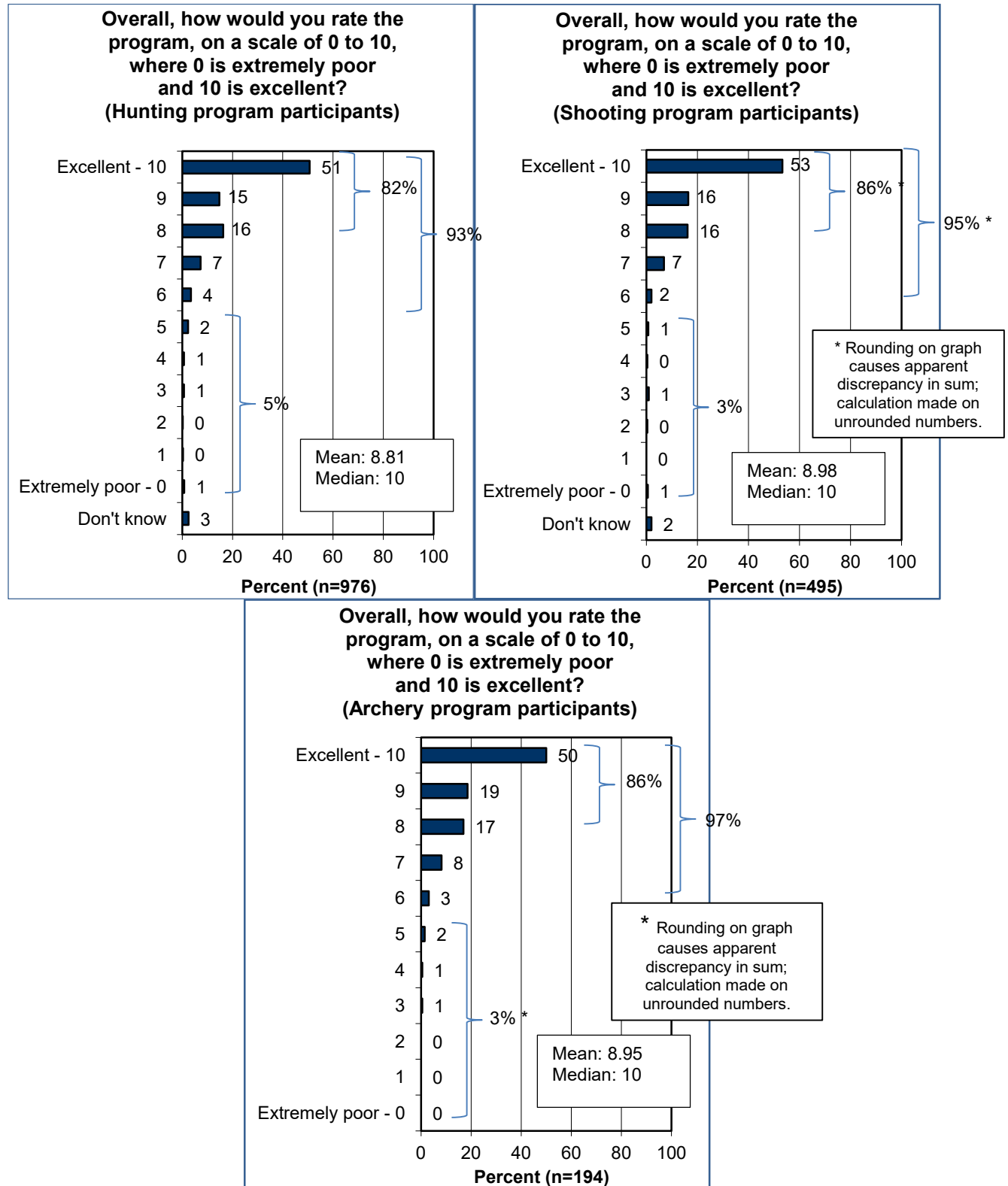


**Which of the following, if any, were addressed
or included in the program's content?
(Archery program participants)**



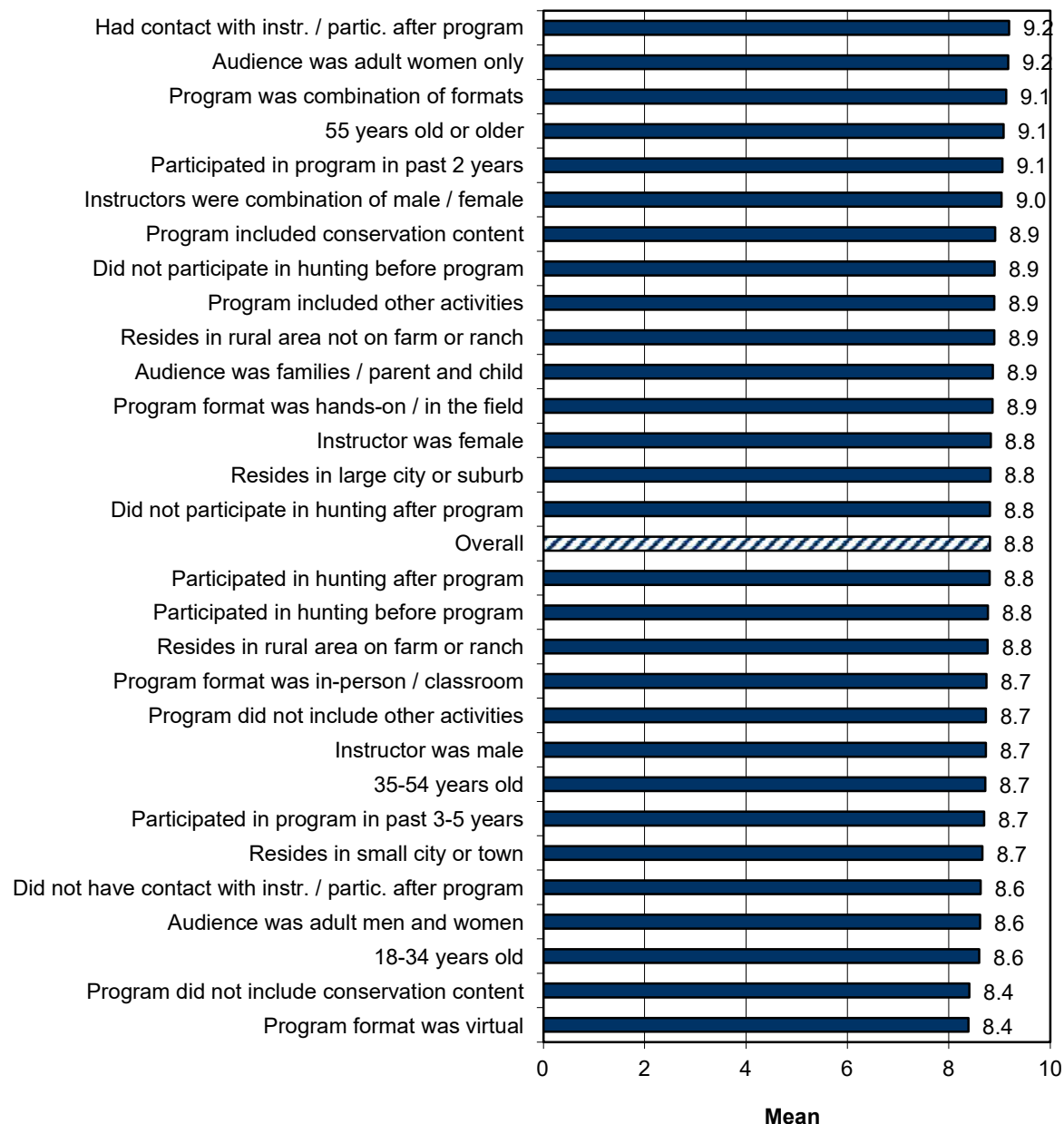
RATINGS OF AND OPINIONS ON THE PROGRAMS

As can be seen in the accompanying graphs, ratings are high for the programs for all three activities: a little more than half give a rating of 10. The graphs show the sums of high ratings (8, 9, or 10), ratings above the midpoint, and ratings of the midpoint or lower.



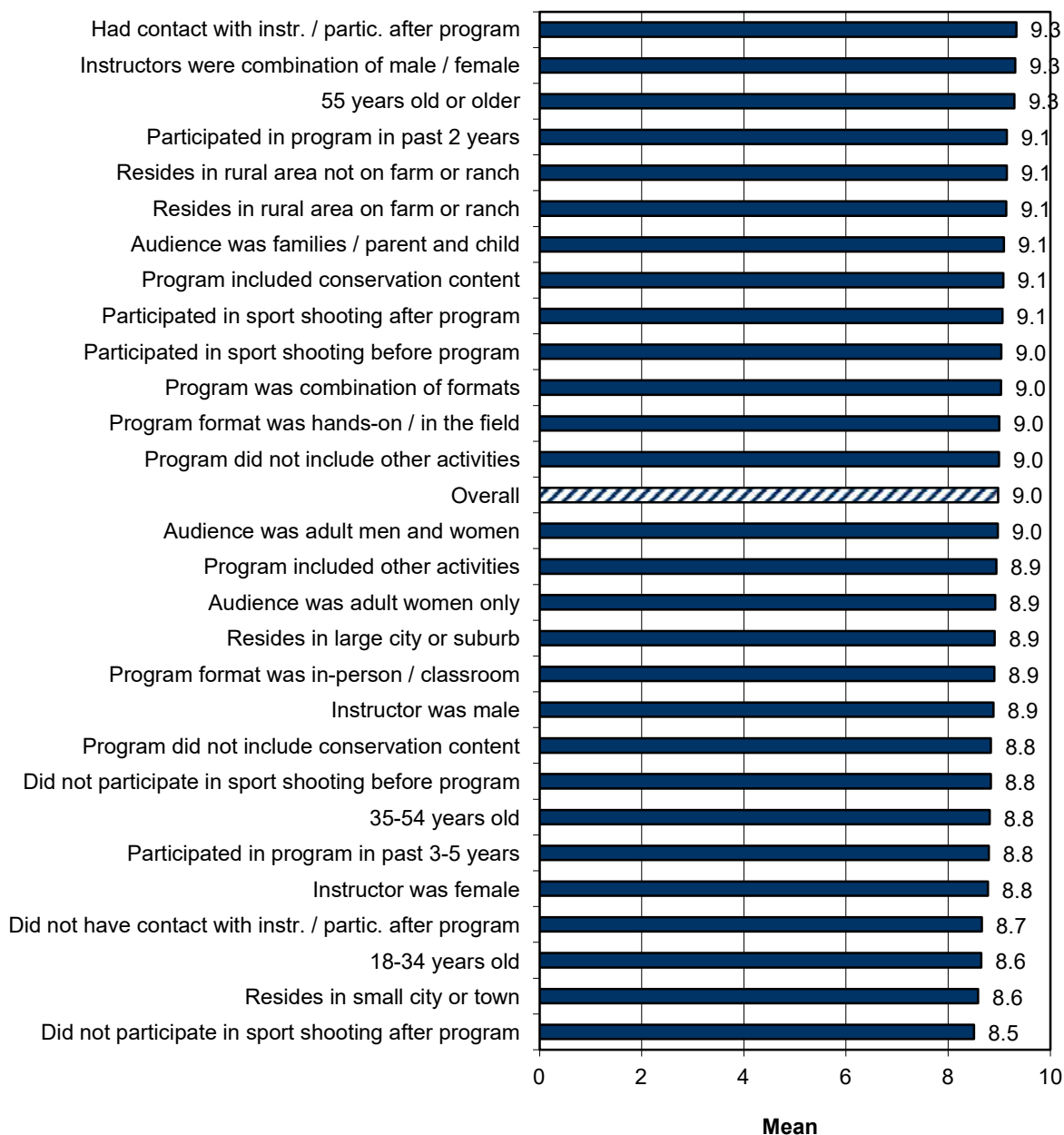
Five groups are at the top in giving high ratings to the program among hunting program participants: those who had contact with someone involved with the program after it was over, those who had a program for women only, those who had a program that was a combination of formats, older women, and those who had participated recently in the program.

**Mean ratings from the following groups for the hunting program overall, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent.
(Hunting program participants)**



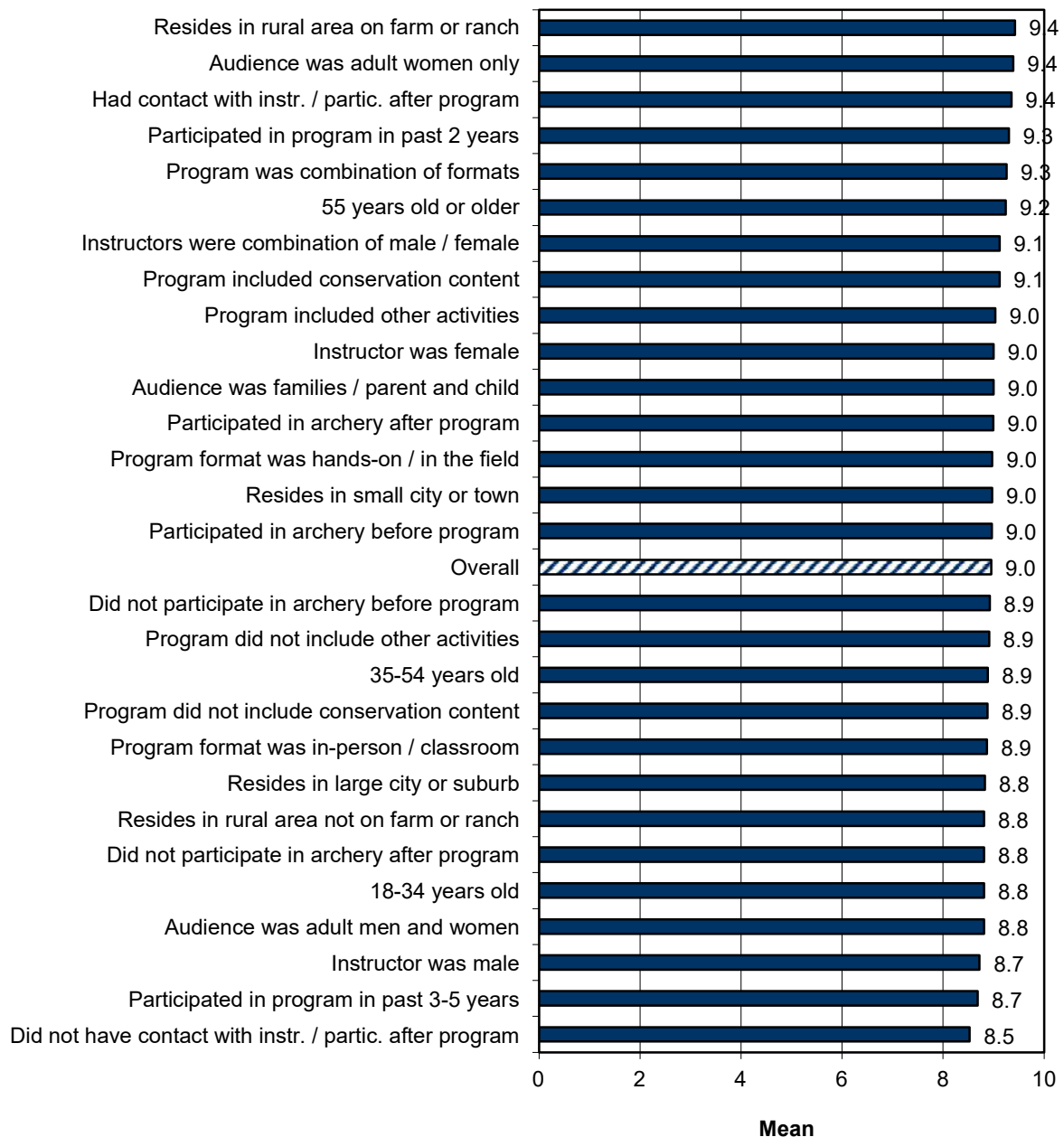
Three groups have slightly higher mean scores than shooting program participants overall: those who had contact with people involved with the program, those whose program was led by a combination of men and women, and shooting program participants who are older.

**Mean ratings from the following groups for the shooting program overall, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent.
(Shooting program participants)**



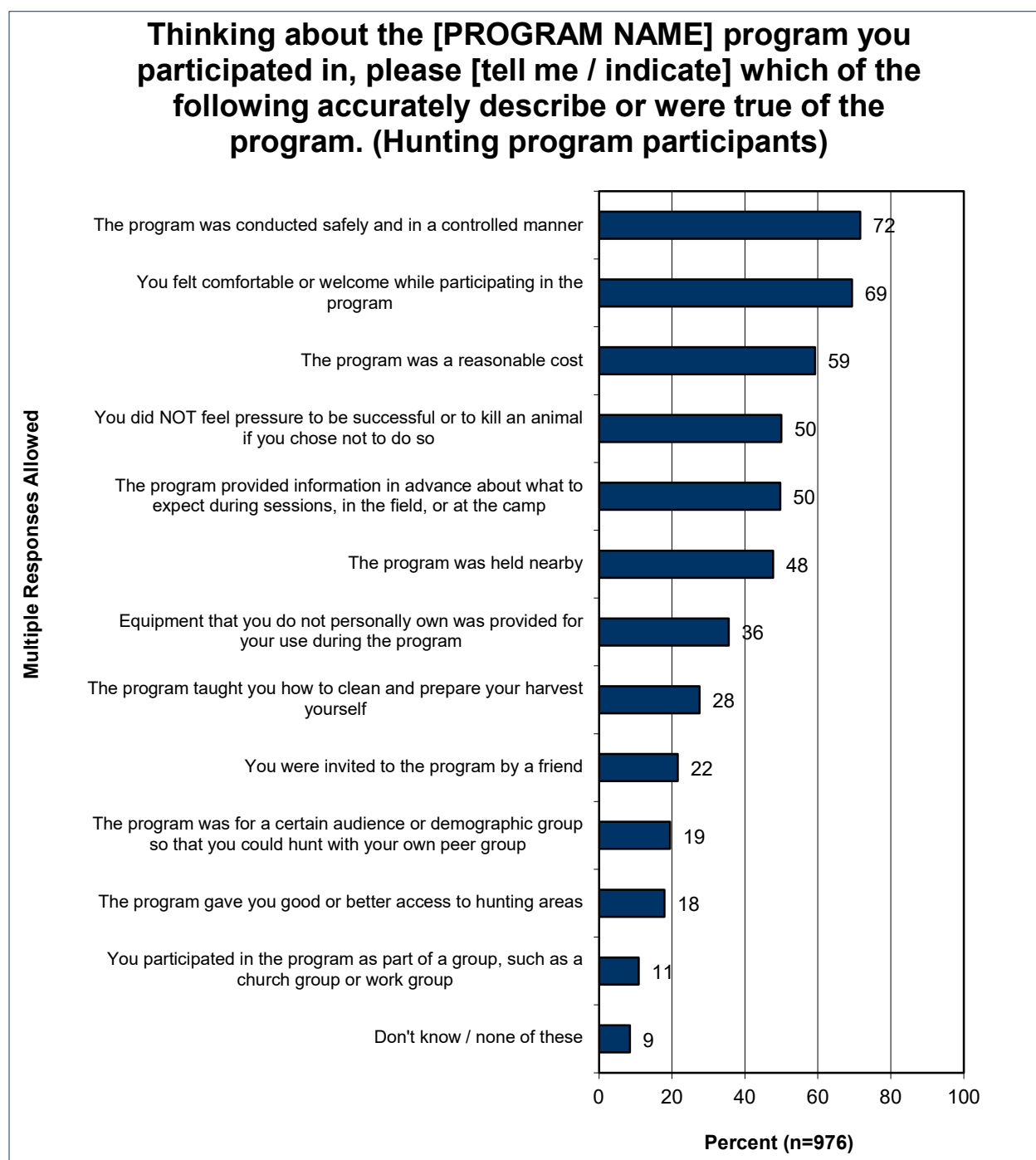
Among archery program participants, high ratings were given by those residing in a rural area on a farm or ranch, those whose program was for women only, and those who had contact with people involved with the program after it was over.

**Mean ratings from the following groups for the archery program overall, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent.
(Archery program participants)**

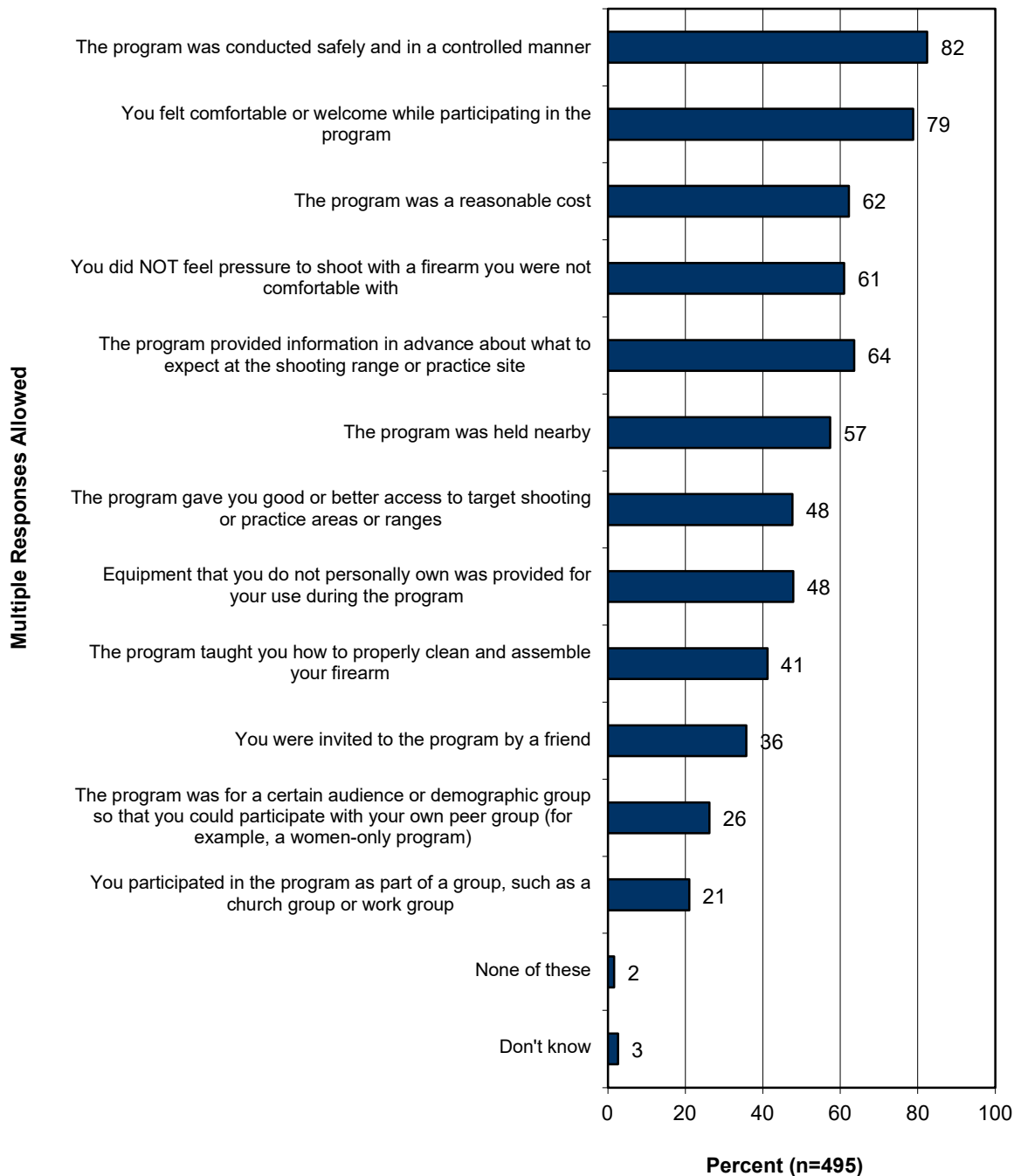


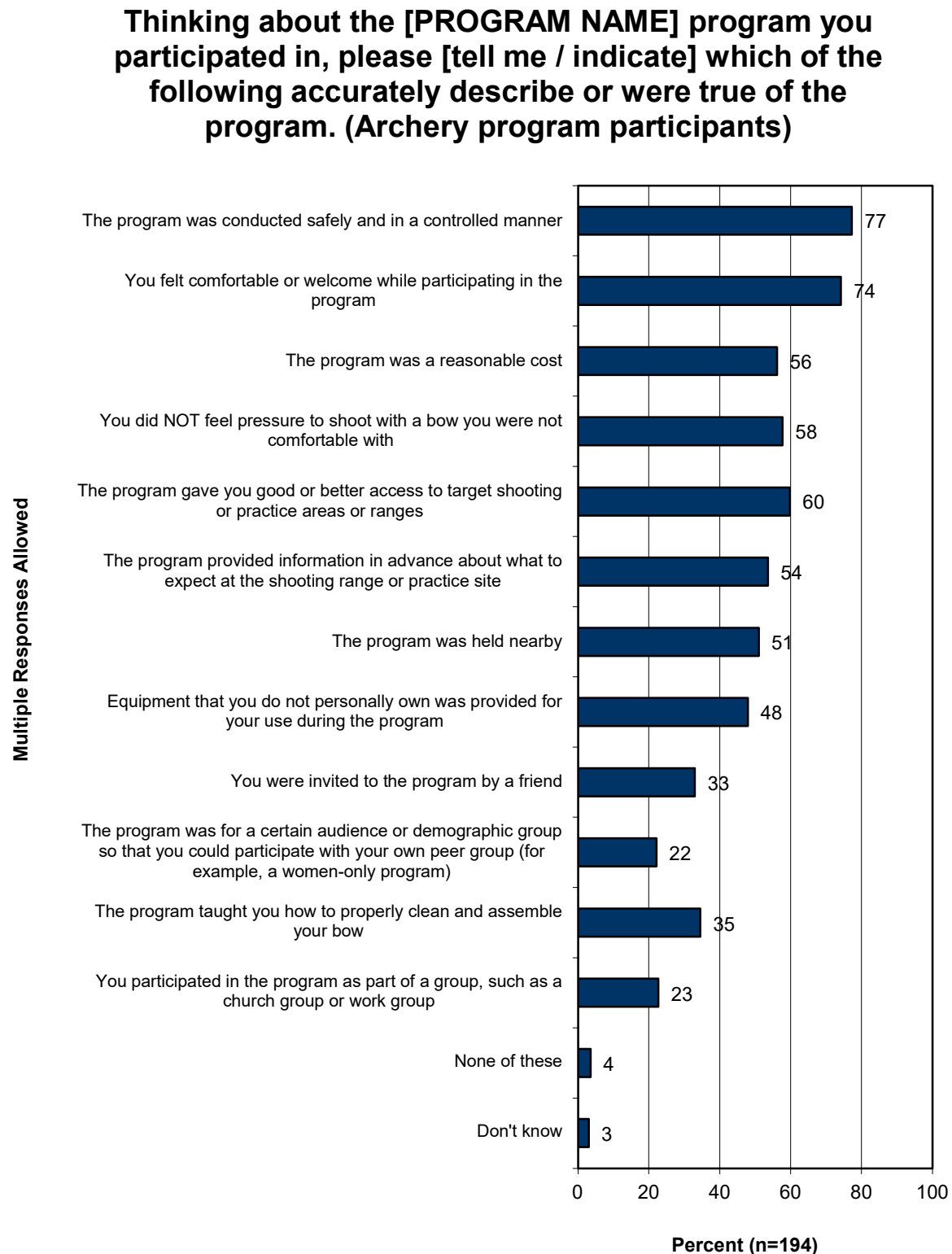
About a dozen aspects of the programs were examined in a question that presented them to program participants, who selected the ones that applied to their program. Four of the aspects were opinions on the programs—whether it was safe, and so forth. The remainder of the aspects were specific characteristics of the programs, such as if the program was held nearby.

The programs were perceived as safe and welcoming—as these have 69% or more selecting them as accurately describing the program for all three activities.



Thinking about the [PROGRAM NAME] program you participated in, please [tell me / indicate] which of the following accurately describe or were true of the program. (Shooting program participants)



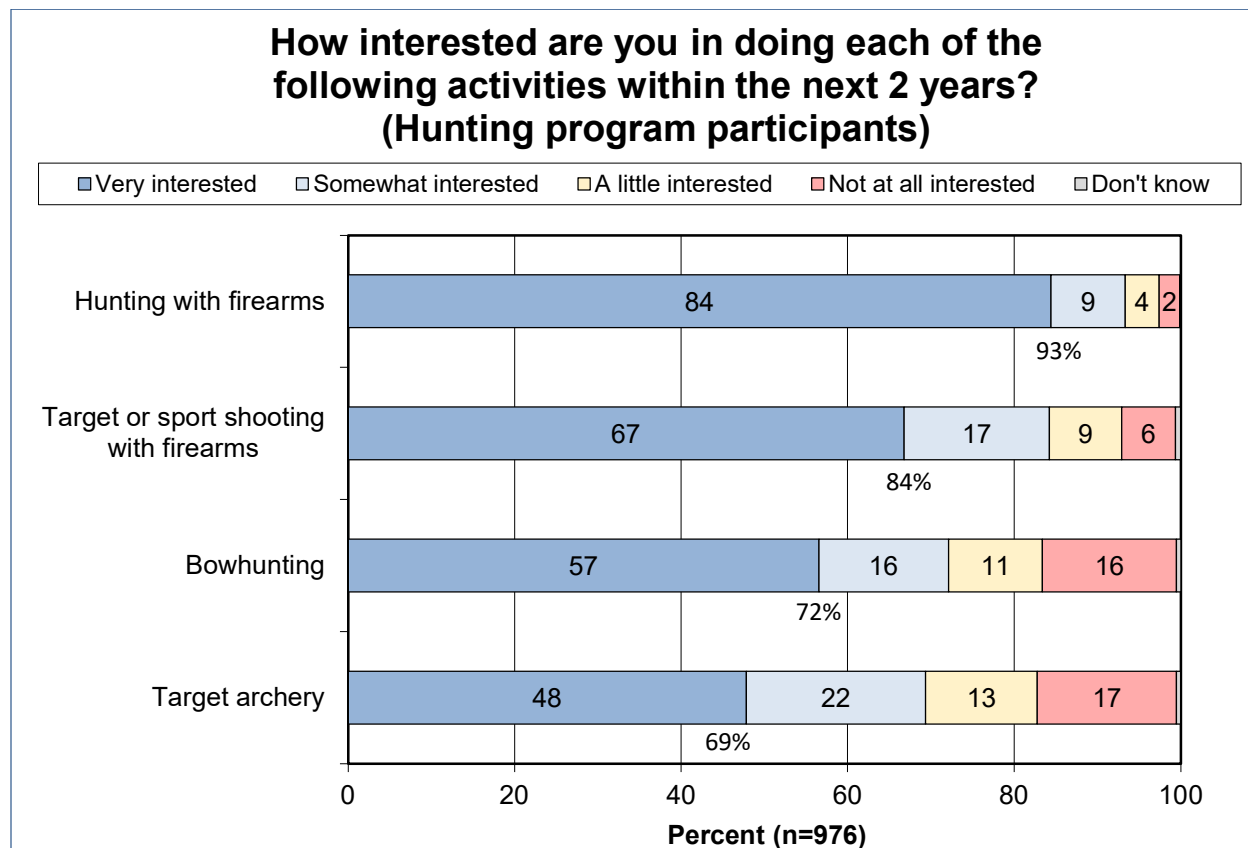


HUNTING

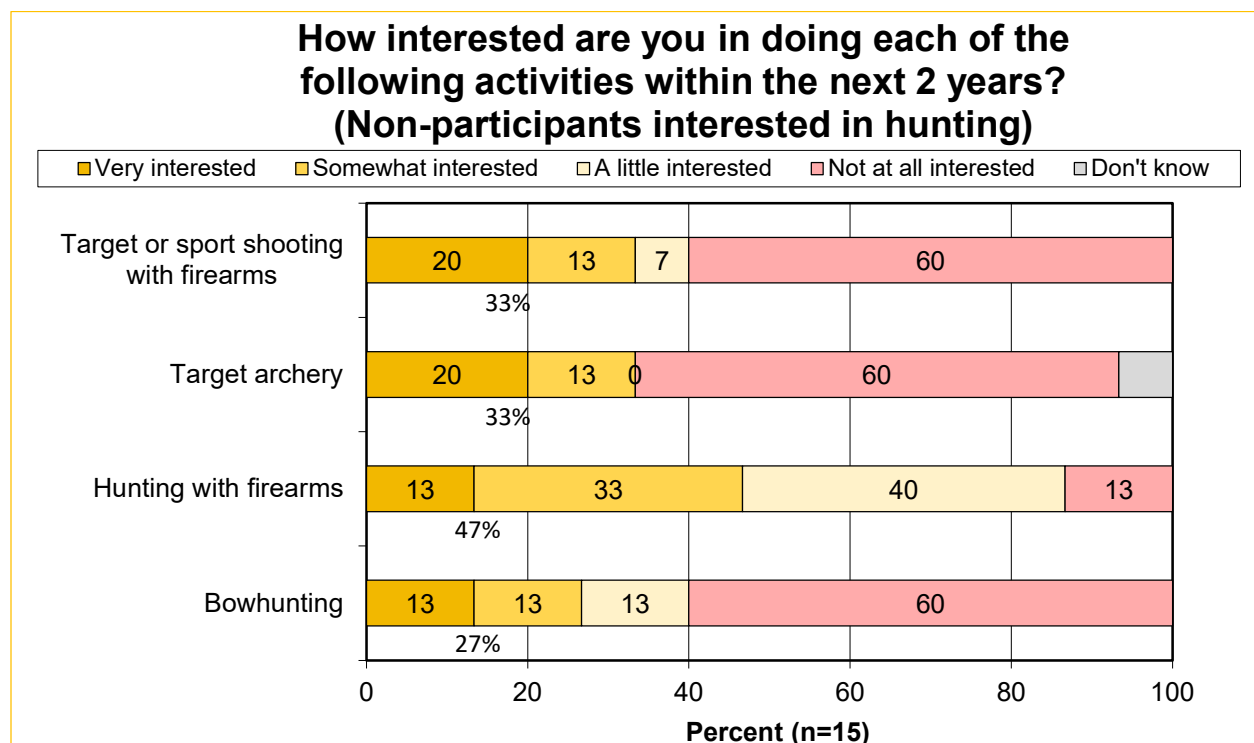
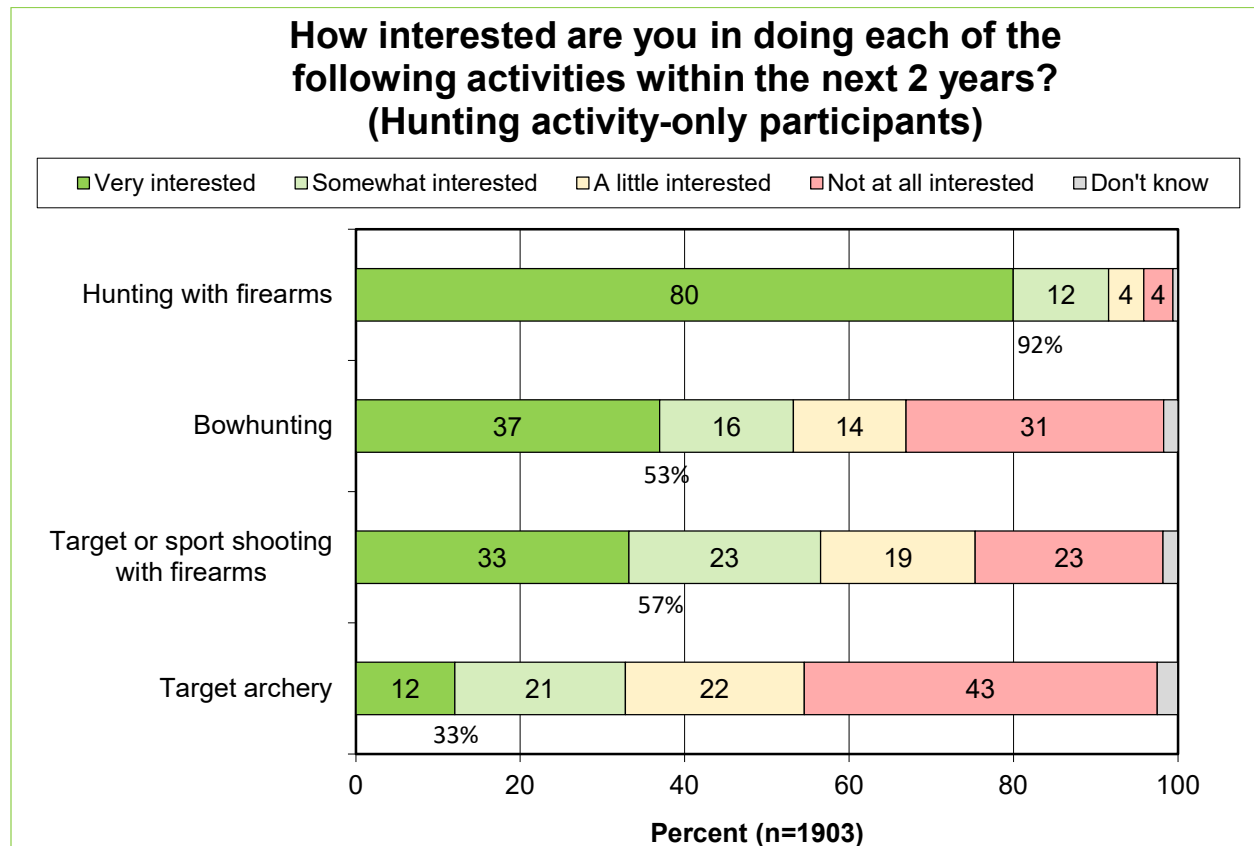
As discussed in the Methodology section, those in the hunting path of the survey consisted of program participants whose most recent R3 program in the past 5 years was primarily a hunting program. Additionally, the hunting path included activity-only participants who had not participated in archery but had participated in hunting only and half of those who had not participated in archery but had participated in both hunting and sport shooting. Finally, non-participants were assigned the path of the activity they were interested in. Those who expressed interest in participating in more than one of the activities were randomly assigned to a path (archery did not receive preference for this group).

INTEREST IN ACTIVITIES: HUNTING PARTICIPANTS

Among those who were in a hunting program (this page) and/or had hunted outside of a program setting (the next page), the most interest is for hunting with firearms. However, among hunting program participants, there is particularly high interest for target or sport shooting with firearms, as well. As the graph below shows, interest is robust for all four activities among program participants. The sums of *very* interested and *somewhat* interested are shown below each bar. (Don't know values are not shown for better legibility; all sums are on unrounded numbers. Each graph is ranked by *very* interested.)

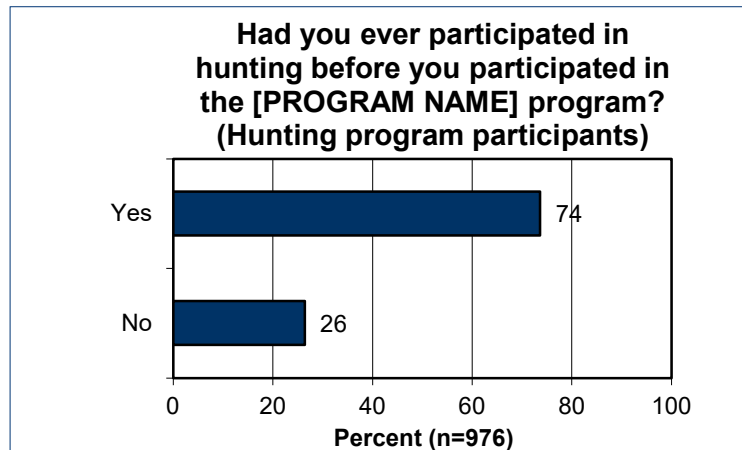


Interest is generally lower among hunting activity-only participants than among hunting program participants, with the exception of interest in hunting with firearms, which has high interest among both groups. The non-participants' graph is also shown.

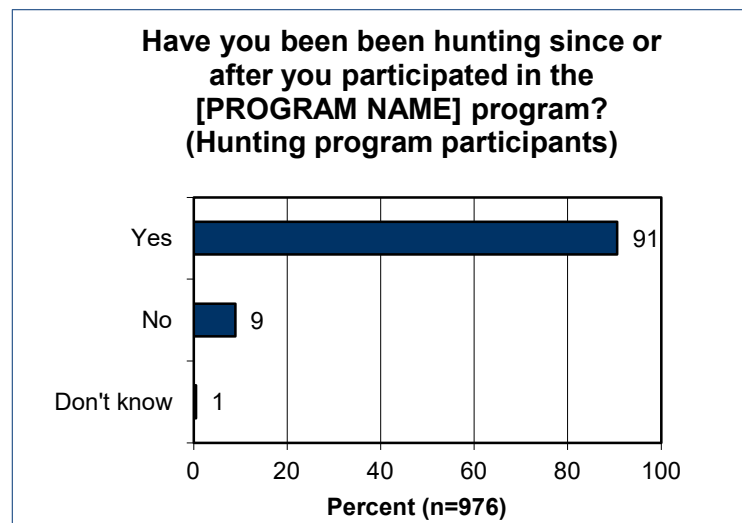


PARTICIPATION IN HUNTING BEFORE AND AFTER THE PROGRAM

The large majority of program participants had gone hunting prior to the program. Nonetheless, about a quarter were not prior hunters.

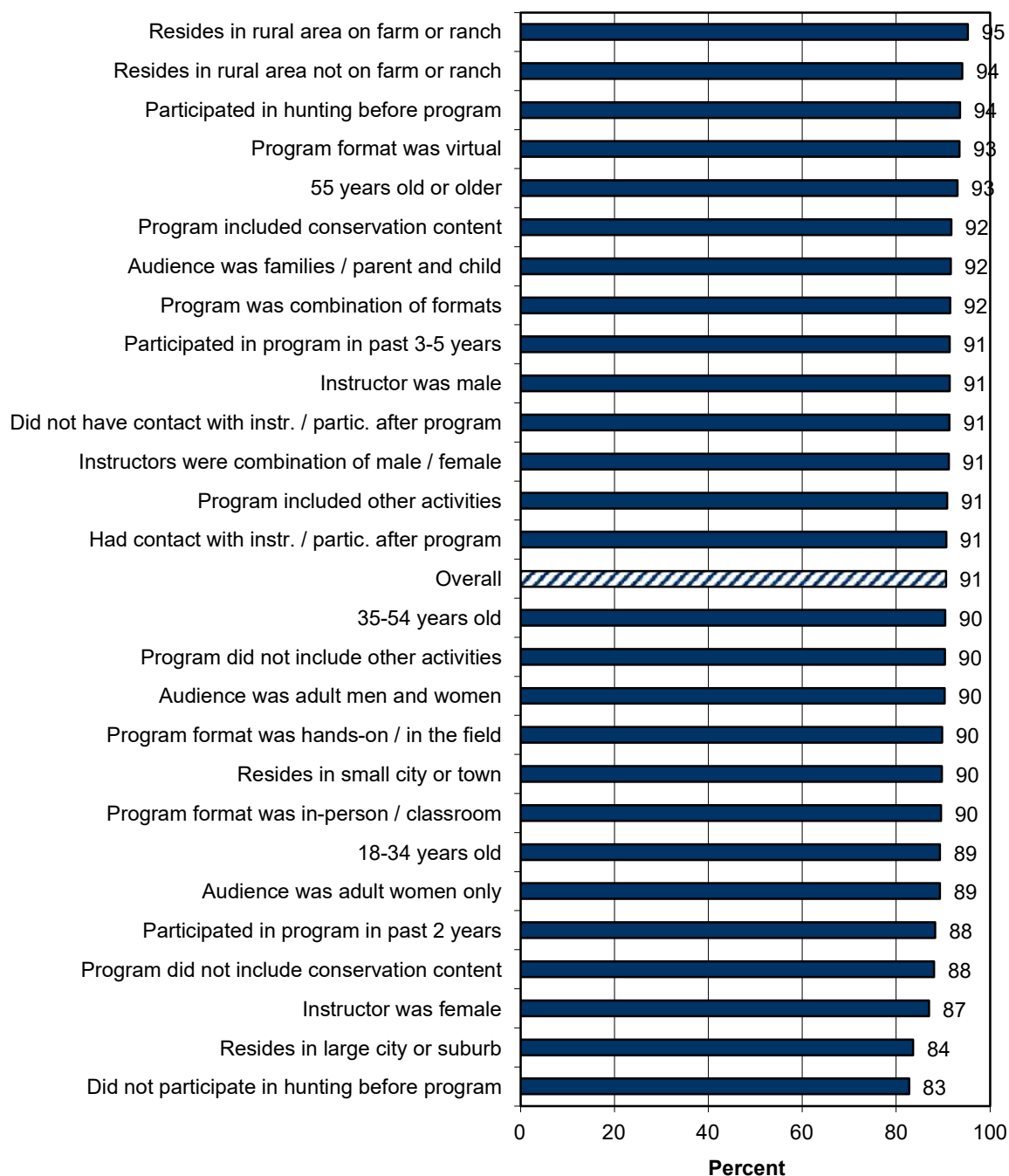


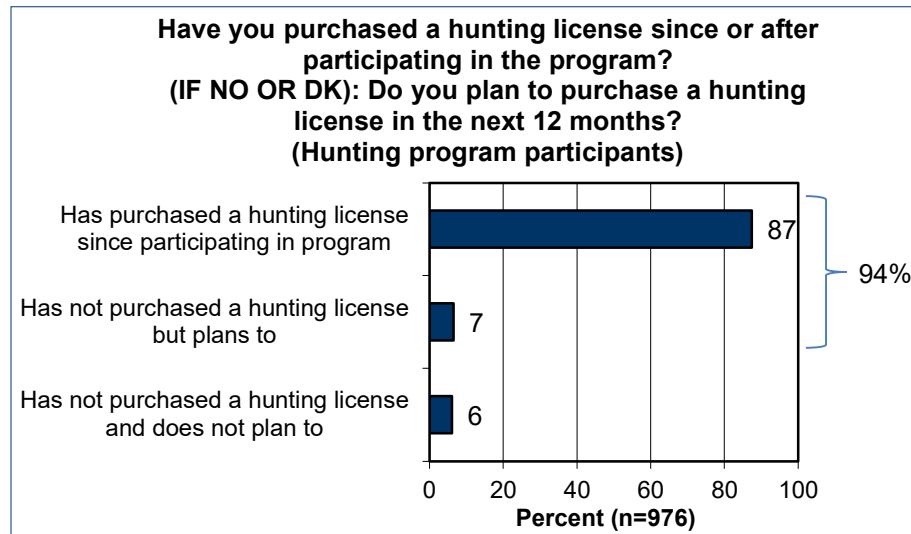
Of utmost importance is whether the program encouraged hunting participation among program participants. The overwhelming majority of them had hunted after the program.



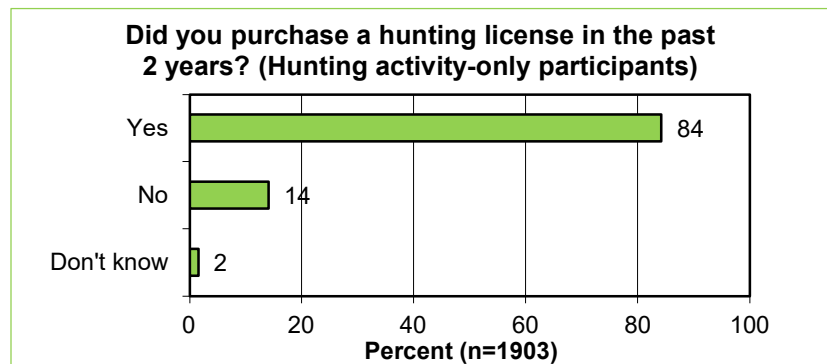
Further analyses showed the factors that may have affected post-program hunting participation. The demographic analyses graph suggests that living in a rural area on a farm or ranch is positively associated with hunting since the program. Note, however, that the difference is not great (only 4 percentage points), which is lower than the rule-of-thumb threshold for differences to be considered noteworthy. No other group is markedly greater in their rate of hunting after the program.

**Percent of the following groups who have gone hunting since participating in the program.
(Hunting program participants)**

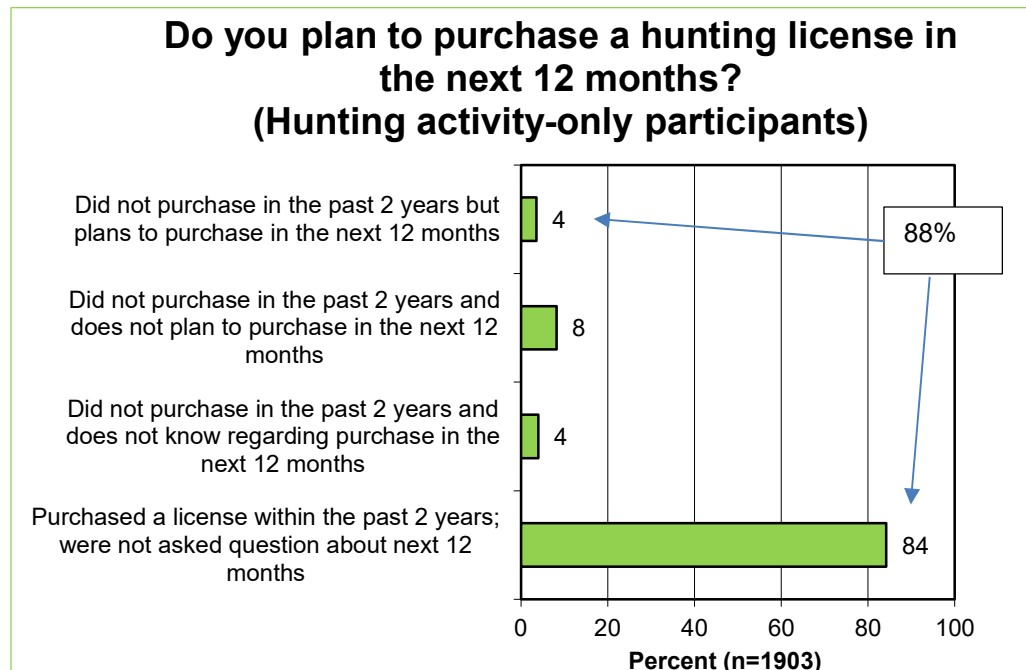




Two questions focused on license purchasing after the program. They show that 87% of program participants purchased a hunting license, and another 7% indicate that they plan to do so (a sum of 94%).

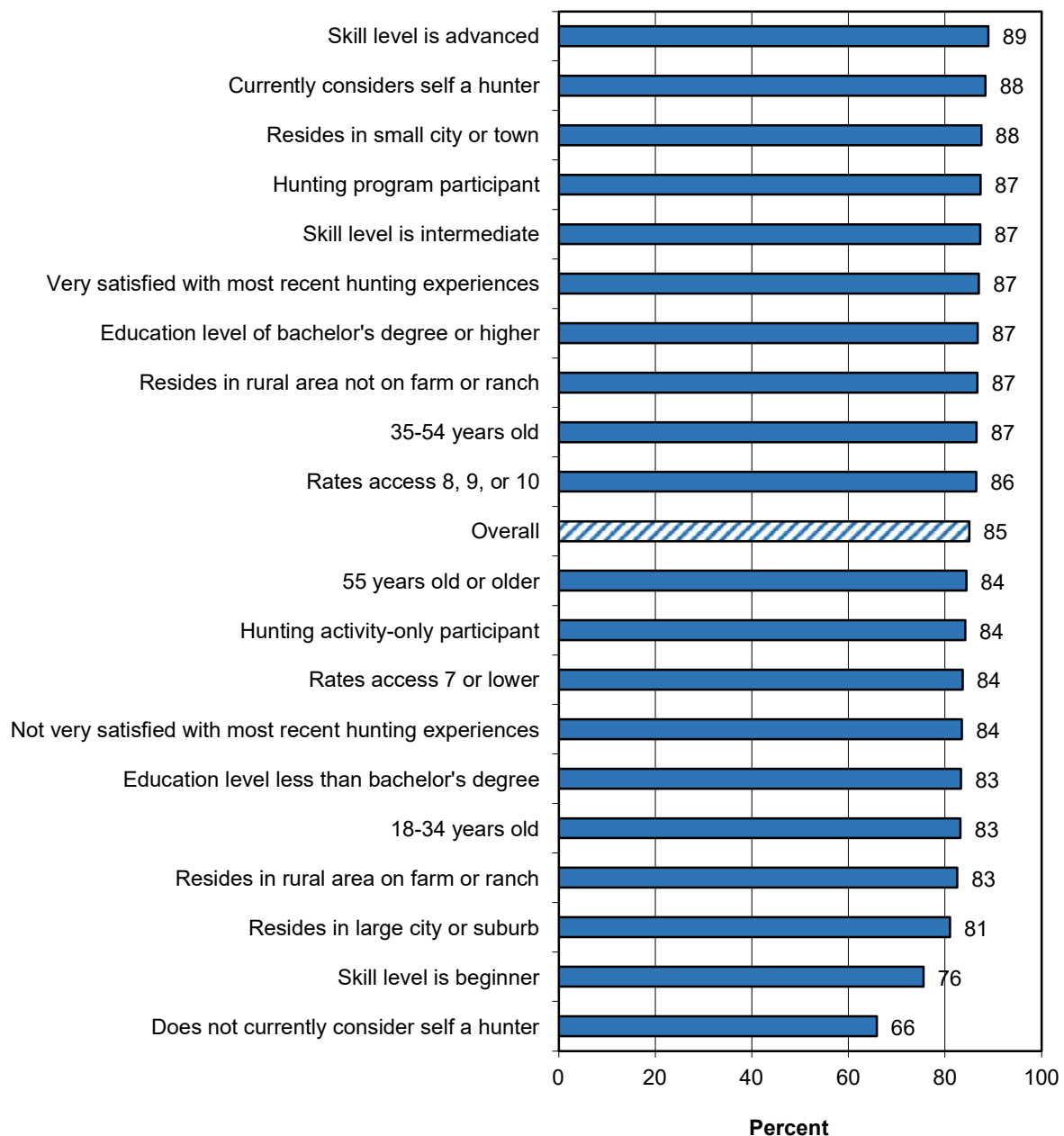


Among hunting activity-only participants, 84% had purchased a hunting license in the previous 2 years. Another 4% did not purchase but plan to do so (a sum of 88%).

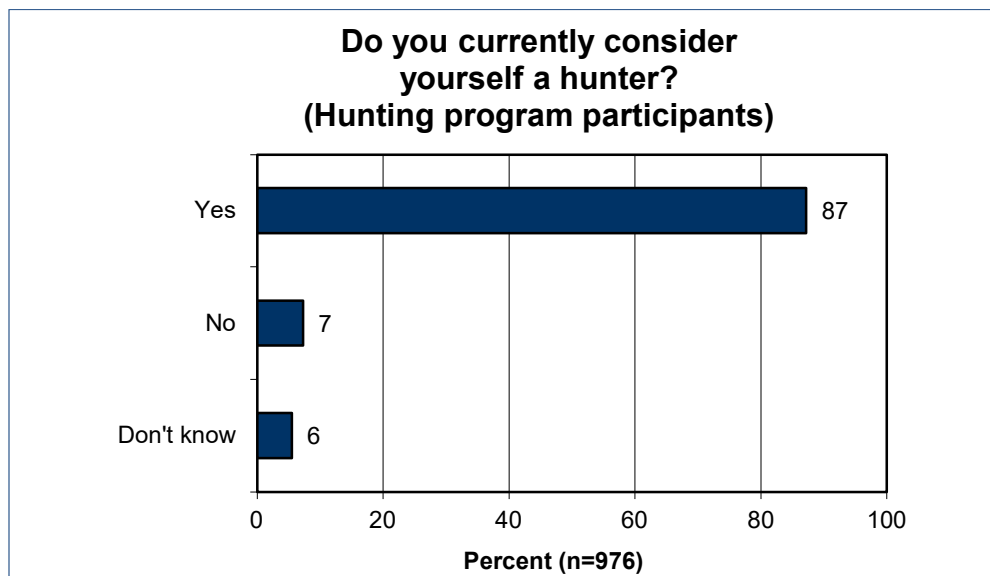
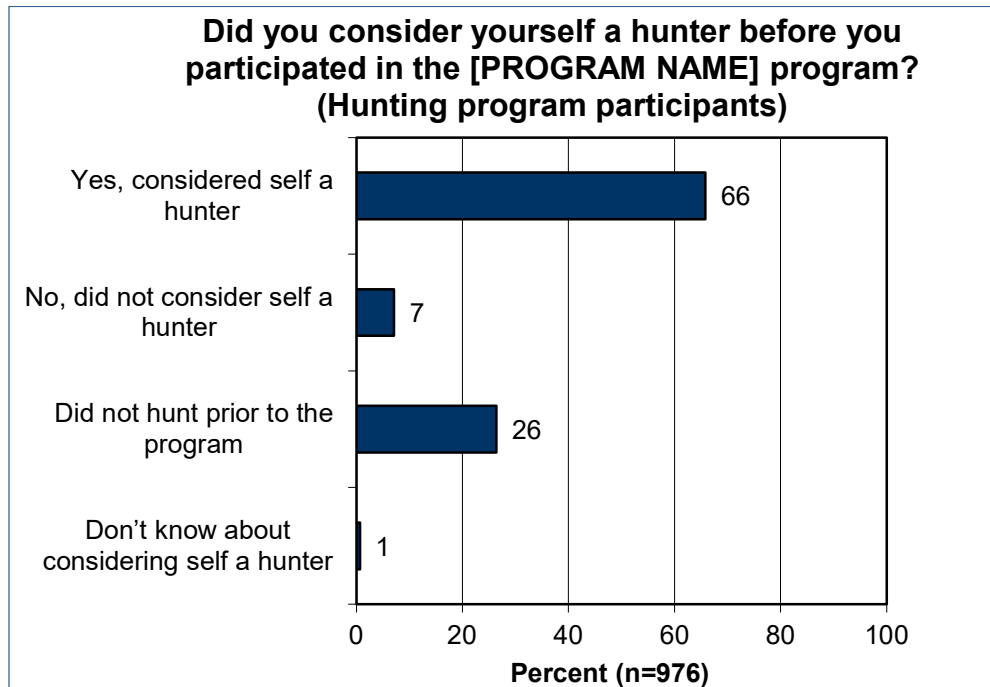


Demographic analyses were run on the question about purchasing a license, shown below. Only one group is markedly higher than the overall percentage of 85% who purchased a hunting license: those who consider themselves at an advanced skill level.

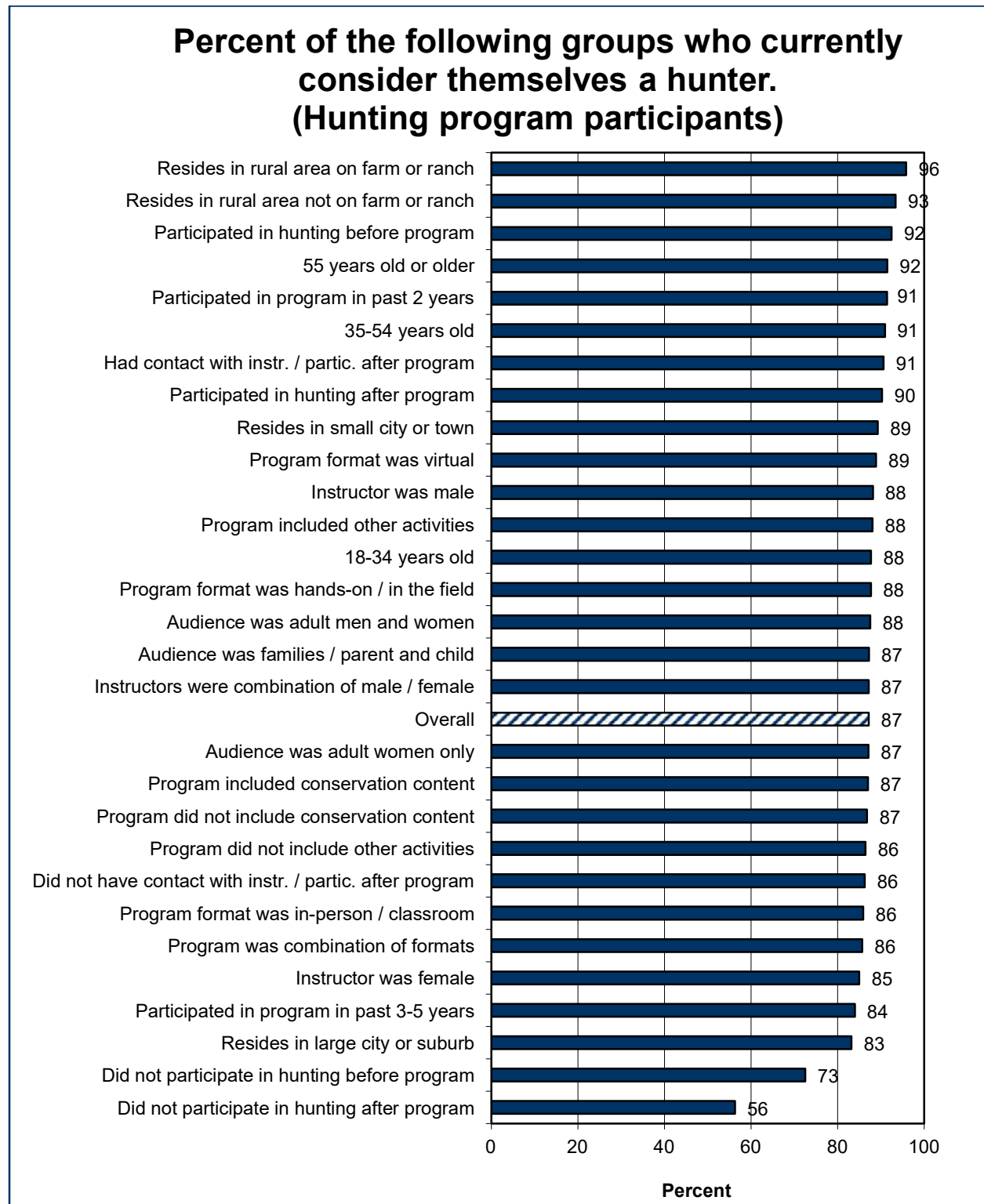
**Percent of the following groups who
purchased a hunting license [after the program /
in the past 2 years]:
(Hunting survey path)**



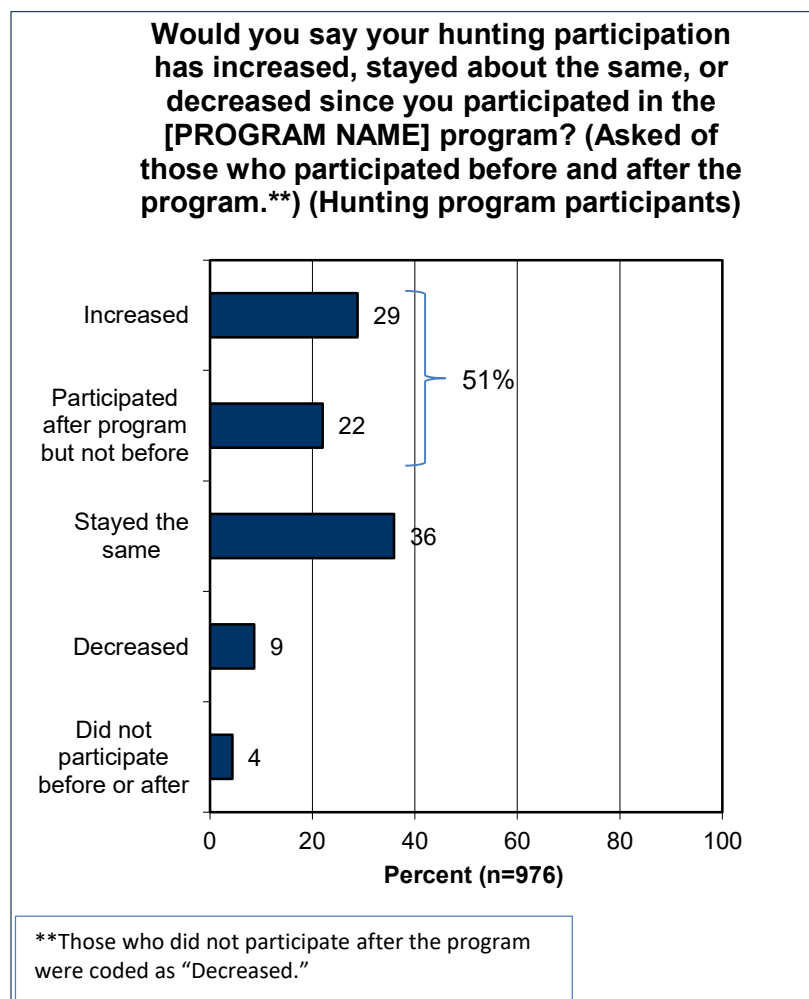
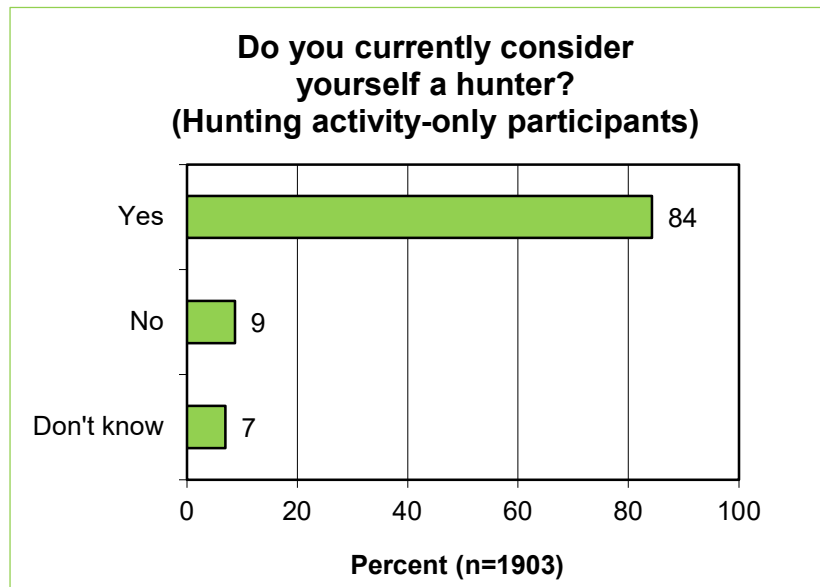
Prior to the program, 66% of hunting program participants considered themselves to be a hunter. This rose to 87% after the program, a gain of 21 percentage points.



The groups markedly more likely to consider themselves a hunter, compared to hunting program participants overall, are those who reside in a rural area, those who participated in hunting prior to the program, and those hunting program participants 55 years old and older.

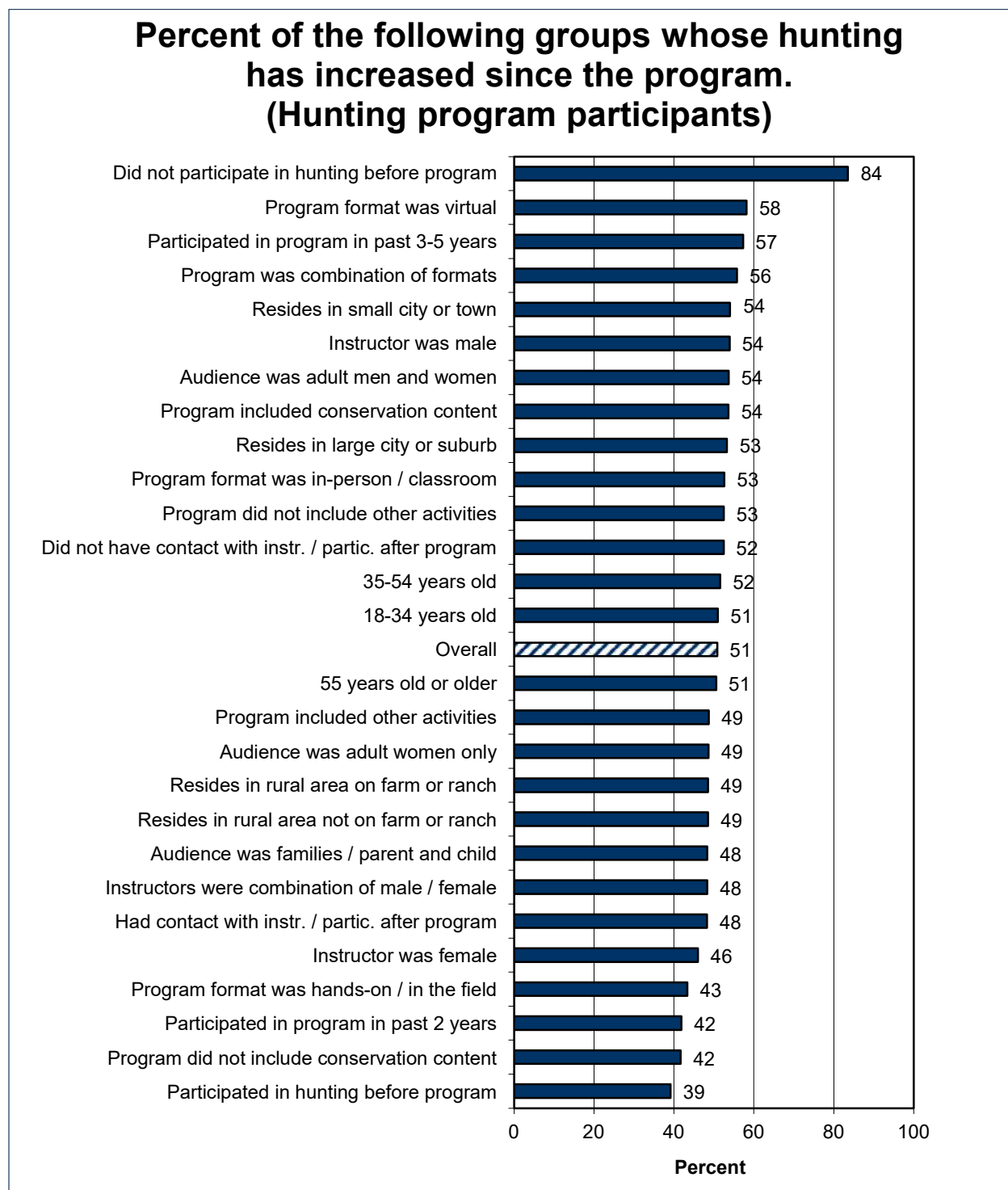


Recall that 87% of program participants now consider themselves to be a hunter. This is commensurate with the rate among hunting activity-only participants, of which 84% consider themselves to be a hunter, shown in the accompanying graph.

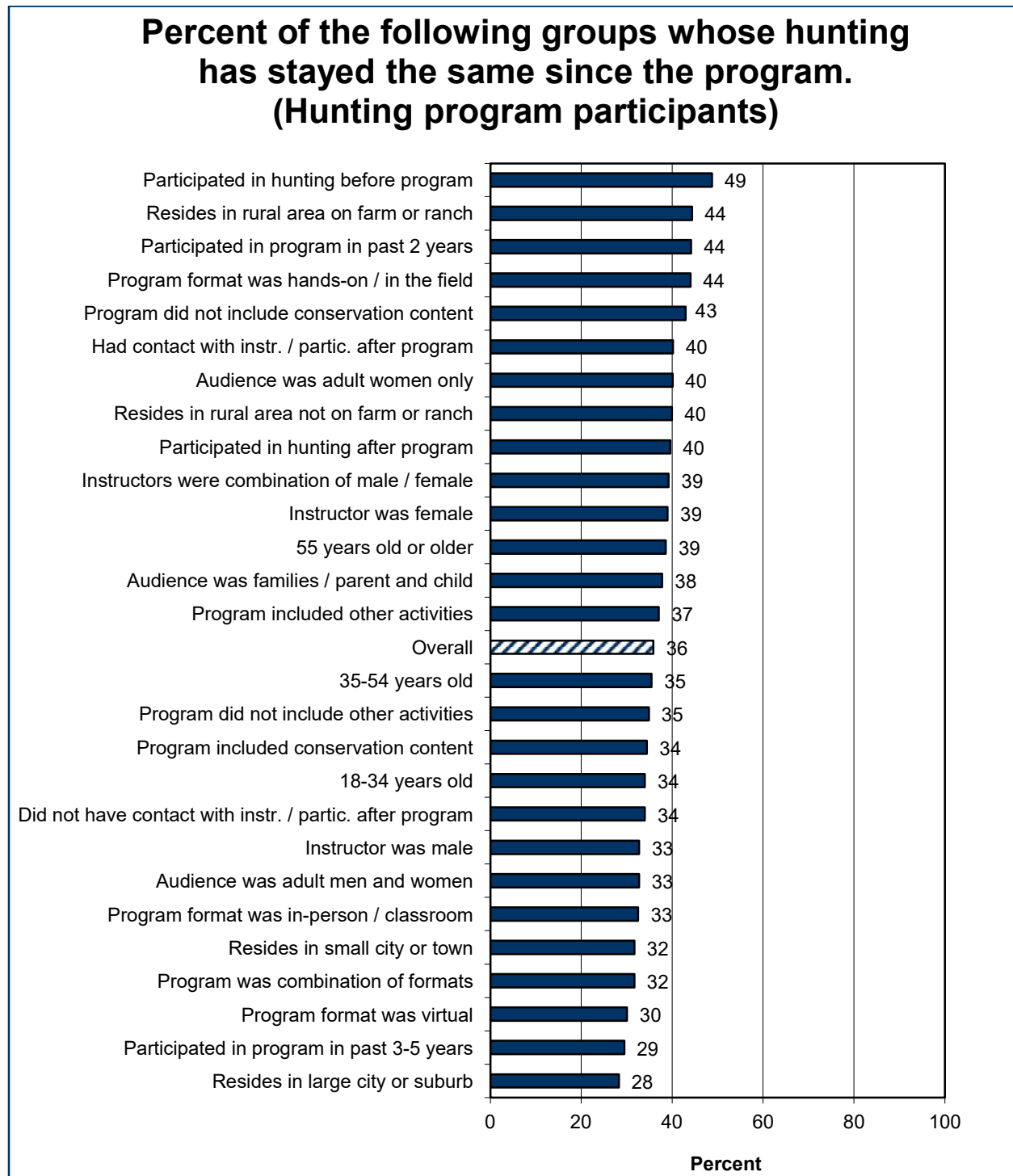


Program participants were asked directly if their hunting participation had *increased*, *stayed about the same*, or *decreased* after the program. The percentage whose participation *increased* (51%) exceeds the percentage whose participation *decreased* (9%). Note that not all were asked the question but were coded back into the results, as noted.

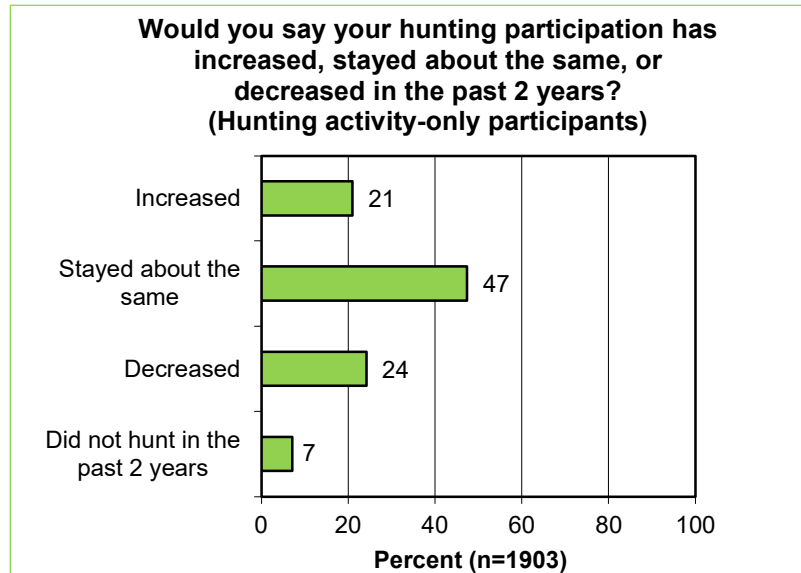
Demographic analyses were run on these questions that were given only to program participants. They show that the characteristics associated with an increase in hunting participation since the program include (in addition to simply not having participated before the program) having a program that included a virtual element or was a combination of formats and those who did not recently participate in the program.



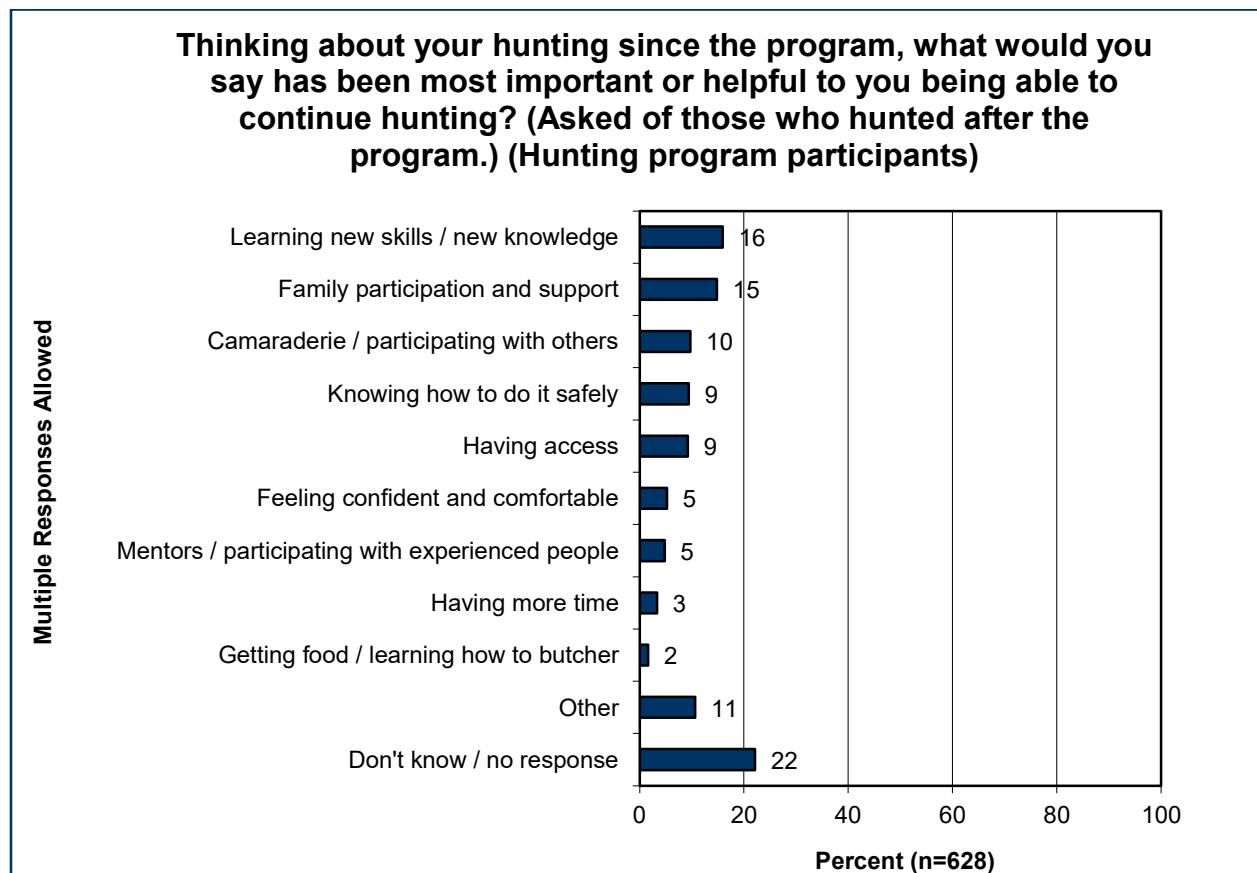
The demographic analyses of those who indicated that their hunting stayed about the same are shown below. The characteristics associated with this include those who had hunted prior to the program, those living in a rural area on a farm or ranch, those who participated in the program recently, those whose program included a hands-on or in-the-field element, and those whose program did not include conservation content.



Comparing the previous results among hunting program participants to these results for hunting activity-only participants shows that increases in hunting participation are associated with program participation. Among hunting activity-only participants, the percentage whose activity level *increased* is about the same as the percentage whose activity level *decreased*, which is not the case among program participants.

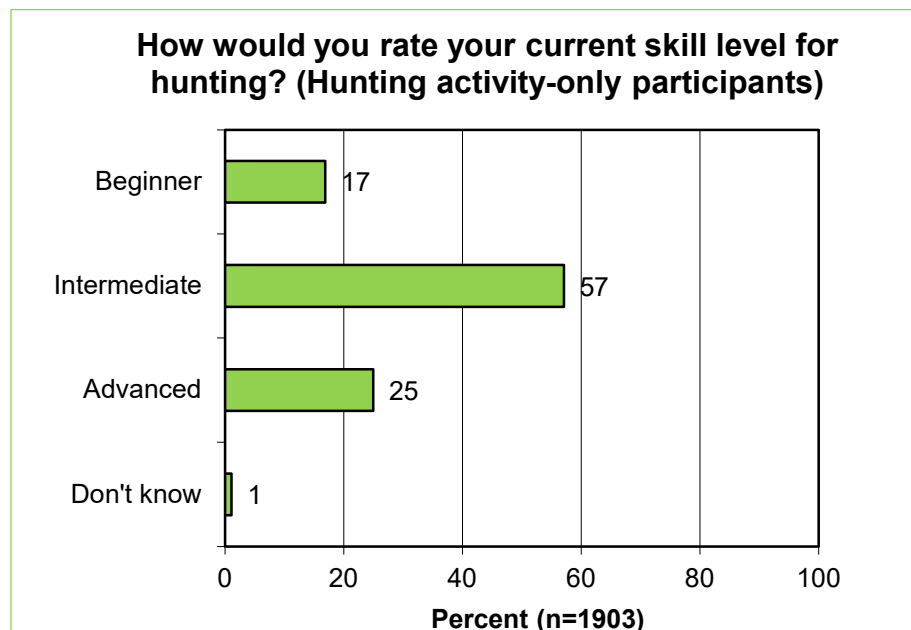
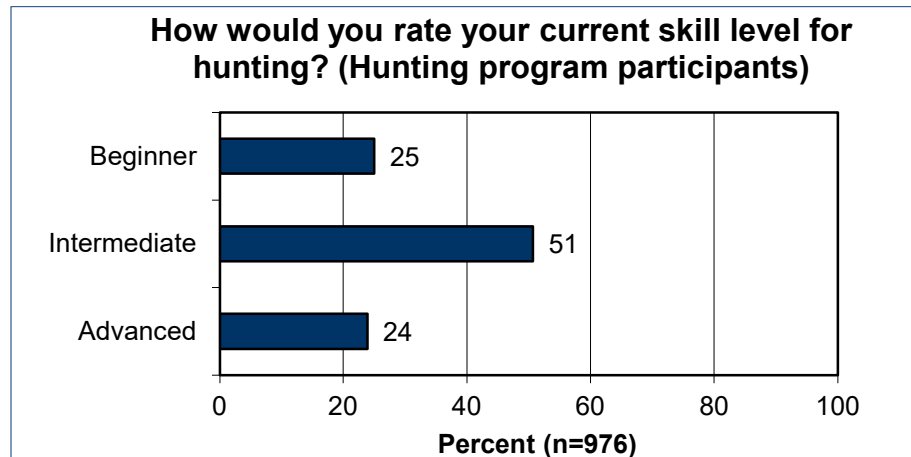


An open-ended question asked program participants to say the most helpful things in encouraging continued participation. At the top is simply learning new skills/knowledge. But results also suggest the importance of the social aspects of hunting, as two of the top encouragements include family participation/support and camaraderie/participating with others. Finally, safety and access are important.



SKILL LEVEL IN HUNTING

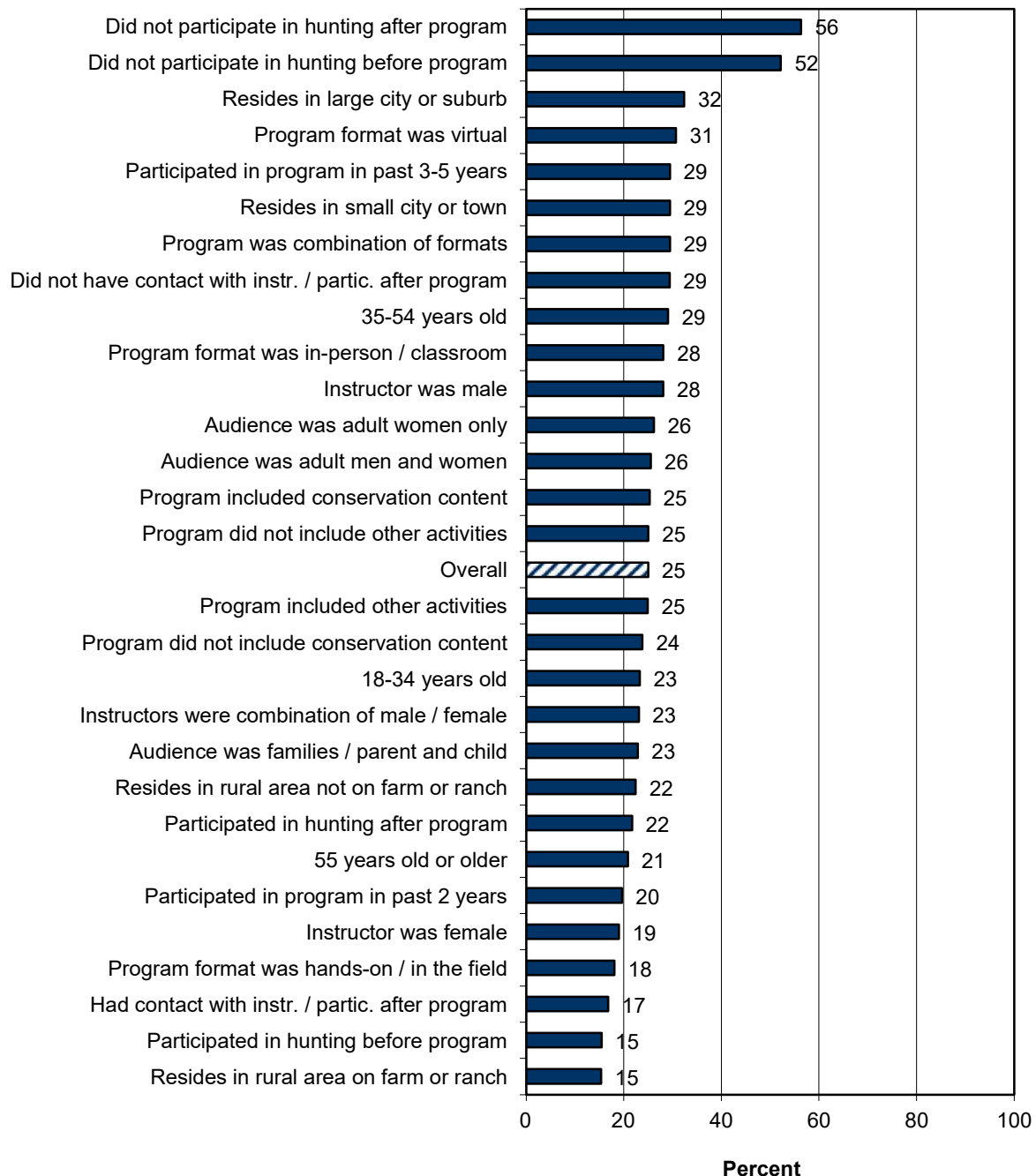
The survey asked hunters to rate their skill level, and then the question was used in demographic analyses. To start, program participants most commonly think of themselves as *intermediate* in their skill level with hunting, with the remainder fairly evenly divided between being *beginner* or *advanced*. These results are similar among activity-only participants.



Of more importance are the characteristics that play a role in being at the various stages of skill level. These are explored in the demographic analyses graphs that follow.

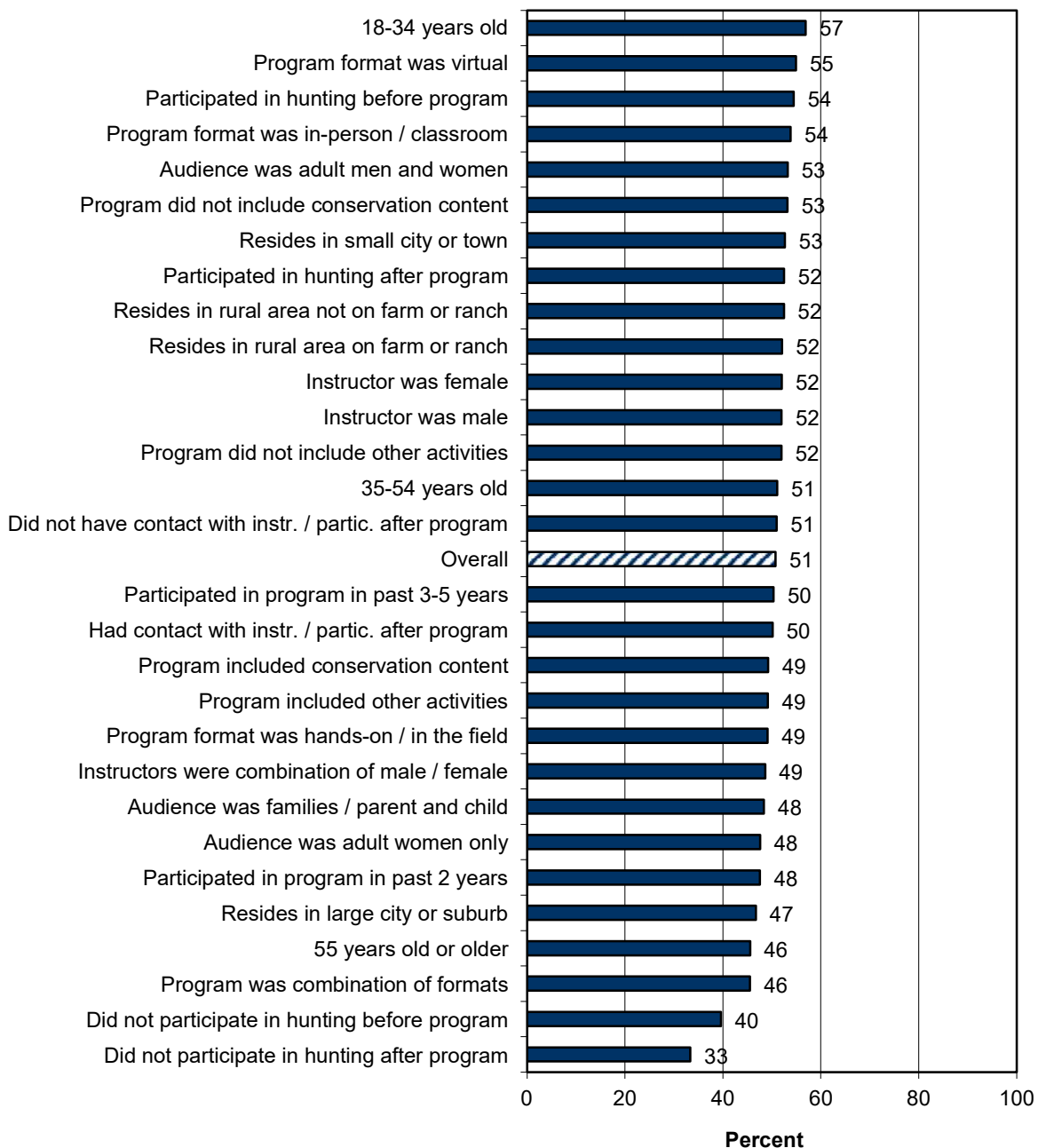
Among hunting program participants, characteristics associated with being a beginner hunter include residing in a large city or suburb and having a program with a virtual element.

**Percent of the following groups who rate their current hunting skill level as beginner.
(Hunting program participants)**



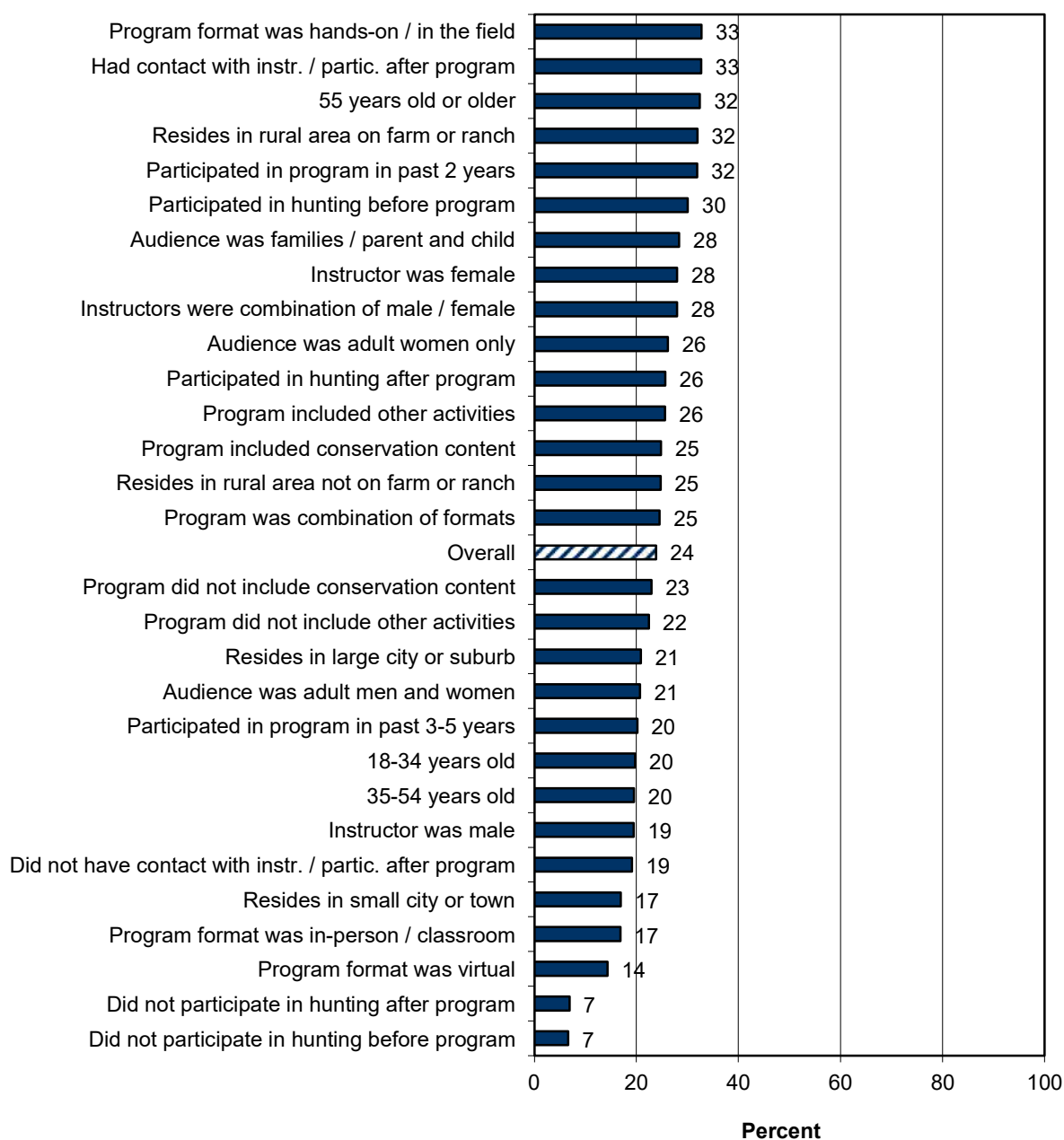
In the demographic analyses of hunting program participants, being at an intermediate skill level in hunting is associated with being young. Having a virtual element in the program is just barely outside of the threshold for commenting (a rule of thumb is that the difference be at least 5 percentage points) but is at a higher percentage than overall.

Percent of the following groups who rate their current hunting skill level as intermediate. (Hunting program participants)

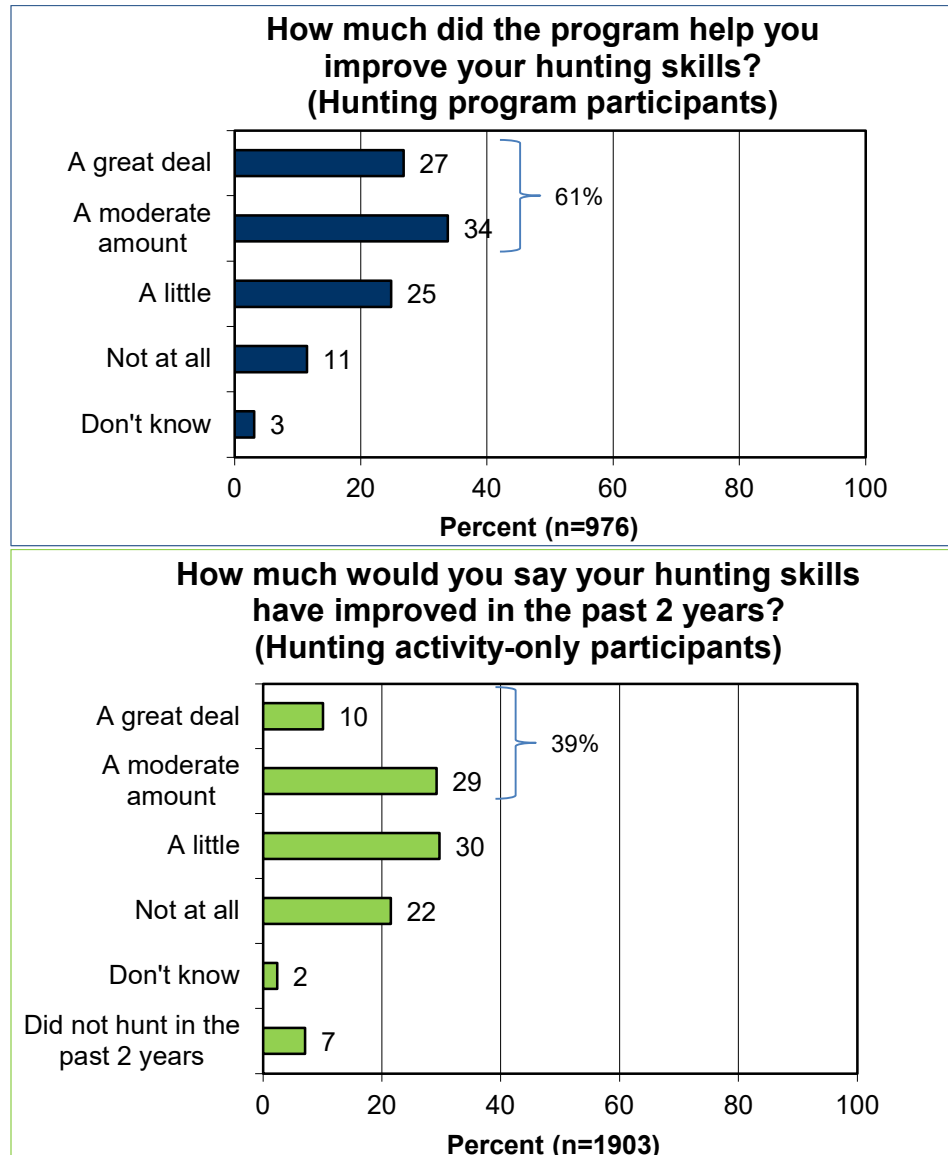


Perceiving oneself as an advanced hunter is associated with having a program with a hands-on or in-the-field element, having post-program contact with the instructor or other participants of the program, being older, residing in a rural area on a farm or ranch, having recently participated in the hunting program, and having hunted before the program.

**Percent of the following groups who rate their current hunting skill level as advanced.
(Hunting program participants)**



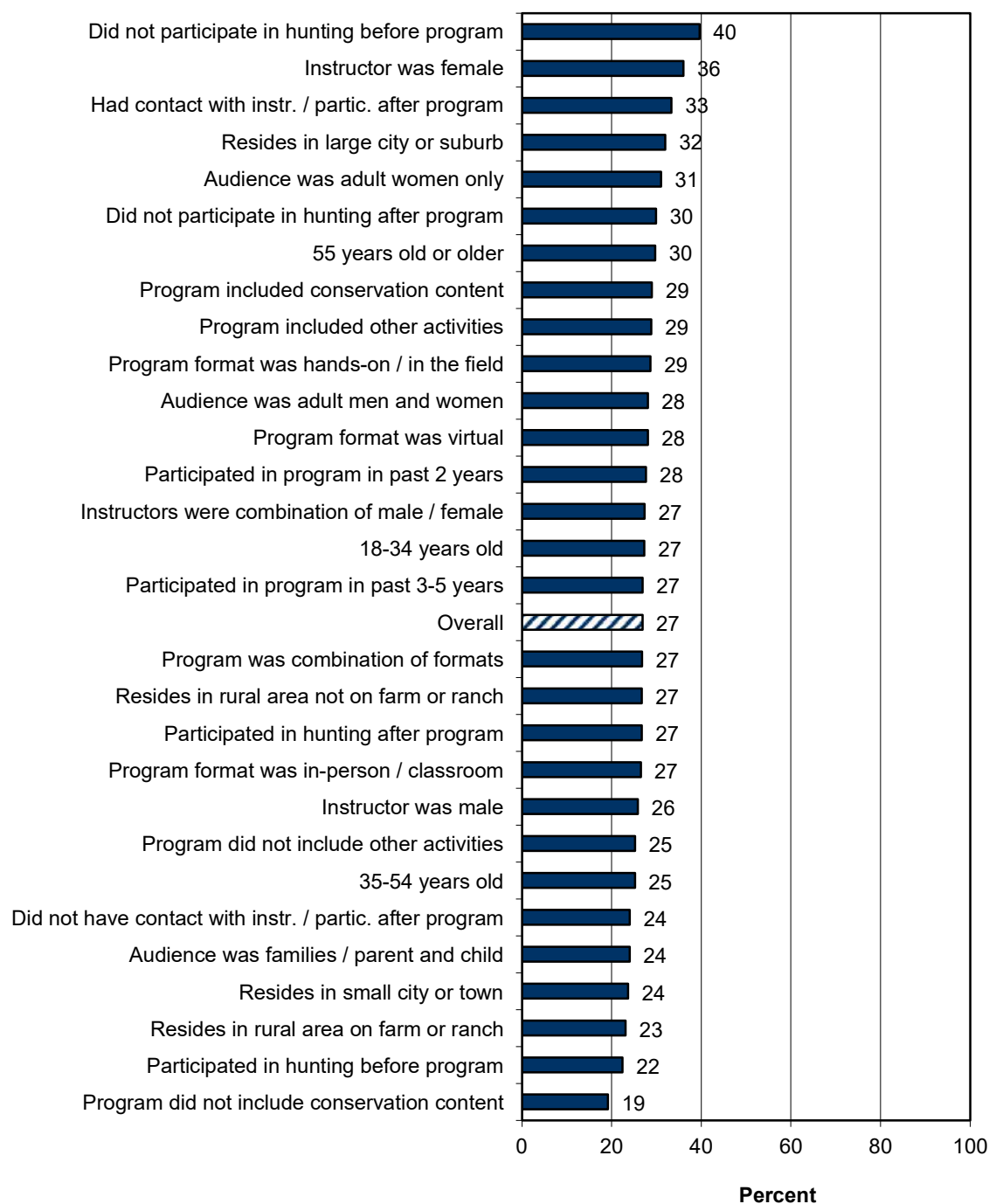
The program improved skill levels in hunting, with 61% of program participants saying that the program improved their hunting skills *a great deal* or *a moderate amount*. Furthermore, this improvement exceeds the improvement in skill level among activity-only participants, who were by definition not involved in a program.



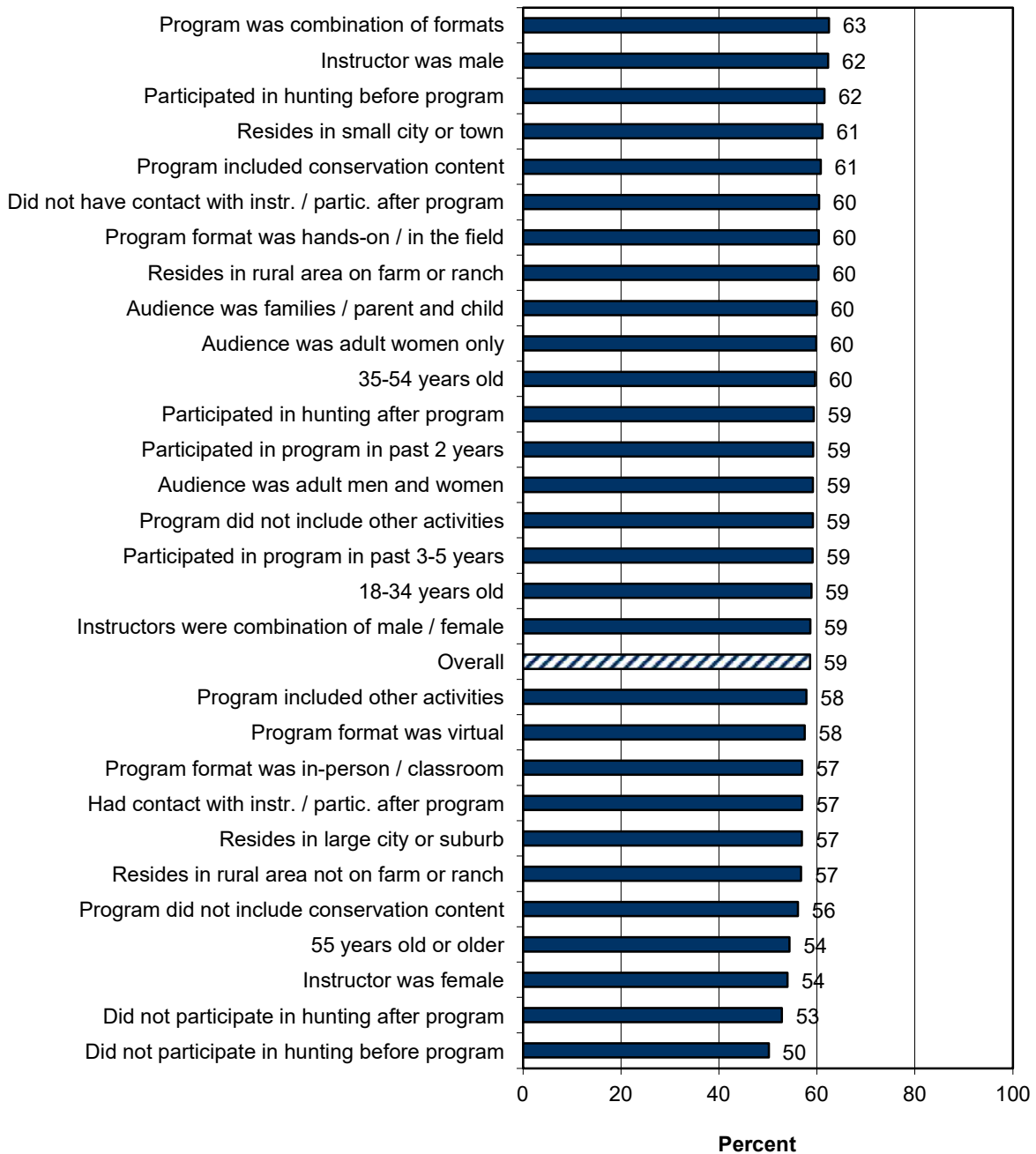
Of more interest on this question, however, are the characteristics and behaviors that affect that improvement in skill level. As shown on the graphs that follow, an increase in hunting skill is associated with, among other variables, having a female instructor, having contact with the instructor after the program, and residing in a large city or suburban area.

The middle of the three demographic analyses graphs does not show marked differences in the percentages saying that the program improved their hunting skills only a moderate amount or a little. However, the last graph of these three shows that a program without conservation content is associated with saying that the program did not improve hunting skills at all.

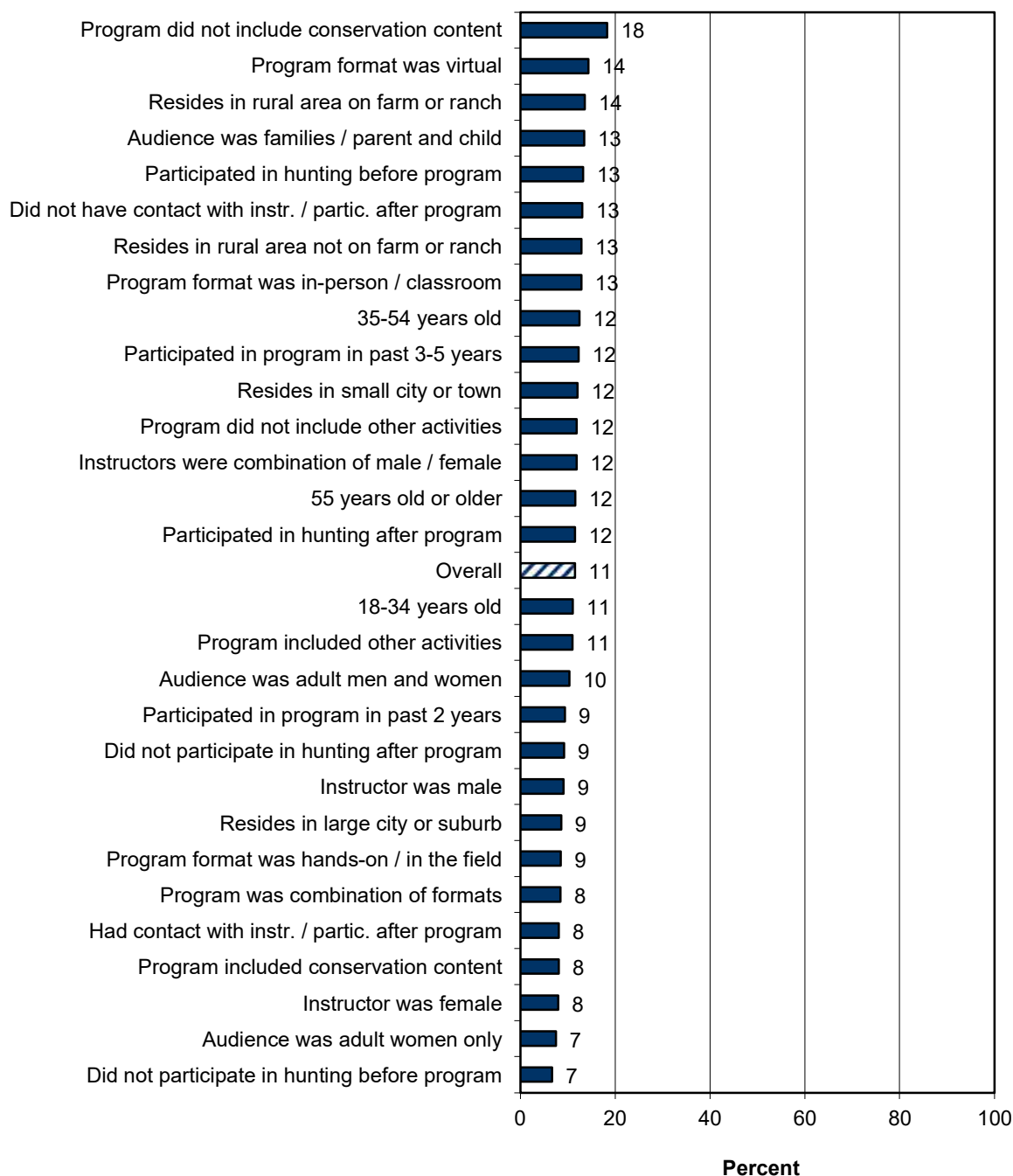
Percent of the following groups who say the program helped improve their hunting skills a great deal. (Hunting program participants)



**Percent of the following groups who say the program helped improve their hunting skills a moderate amount or a little.
(Hunting program participants)**

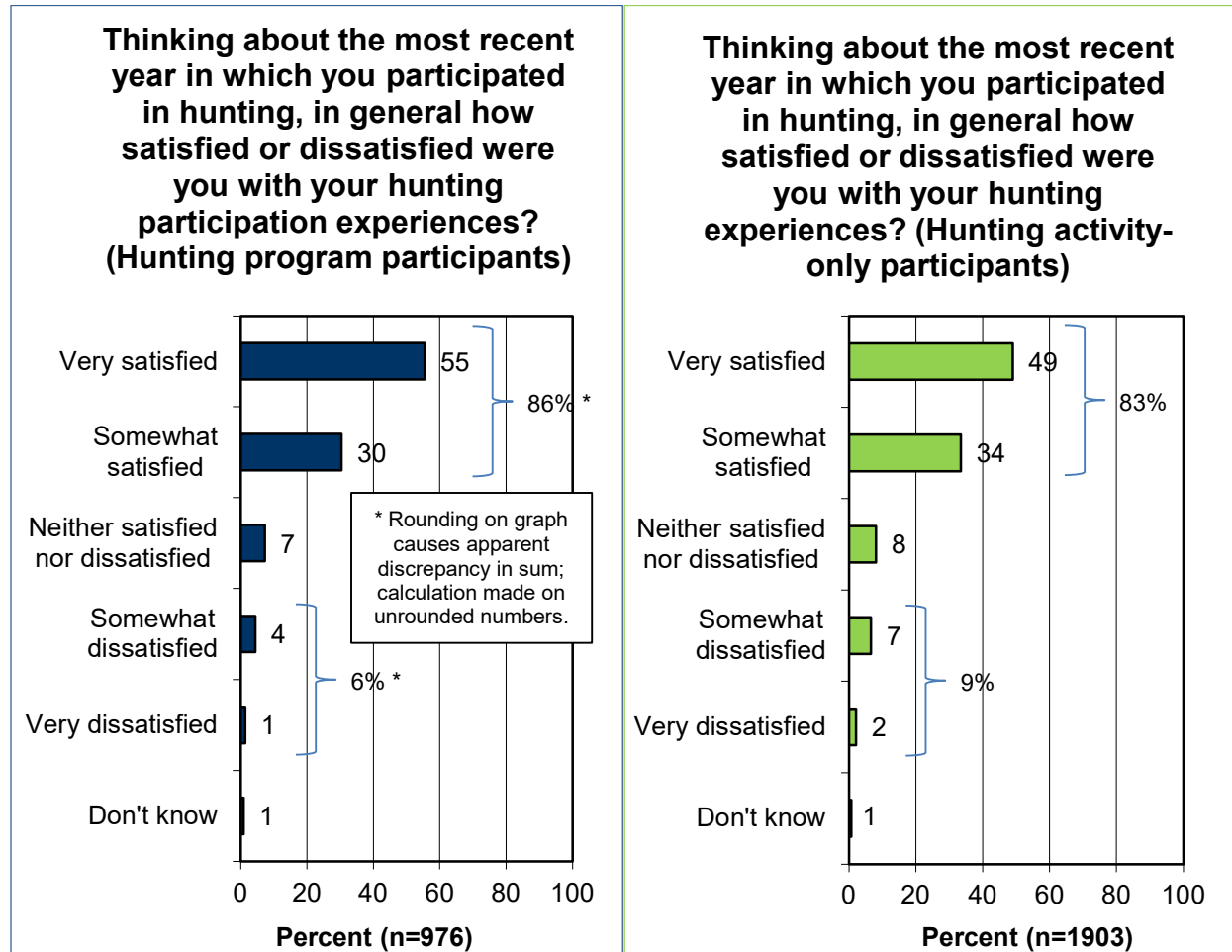


Percent of the following groups who say the program did not help improve their hunting skills at all. (Hunting program participants)



SATISFACTION OR DISSATISFACTION WITH HUNTING

For both hunting program participants and hunting activity-only participants, satisfaction with their most recent hunting experiences far exceeds dissatisfaction. Furthermore, both groups are quite similar in this, with no marked differences.



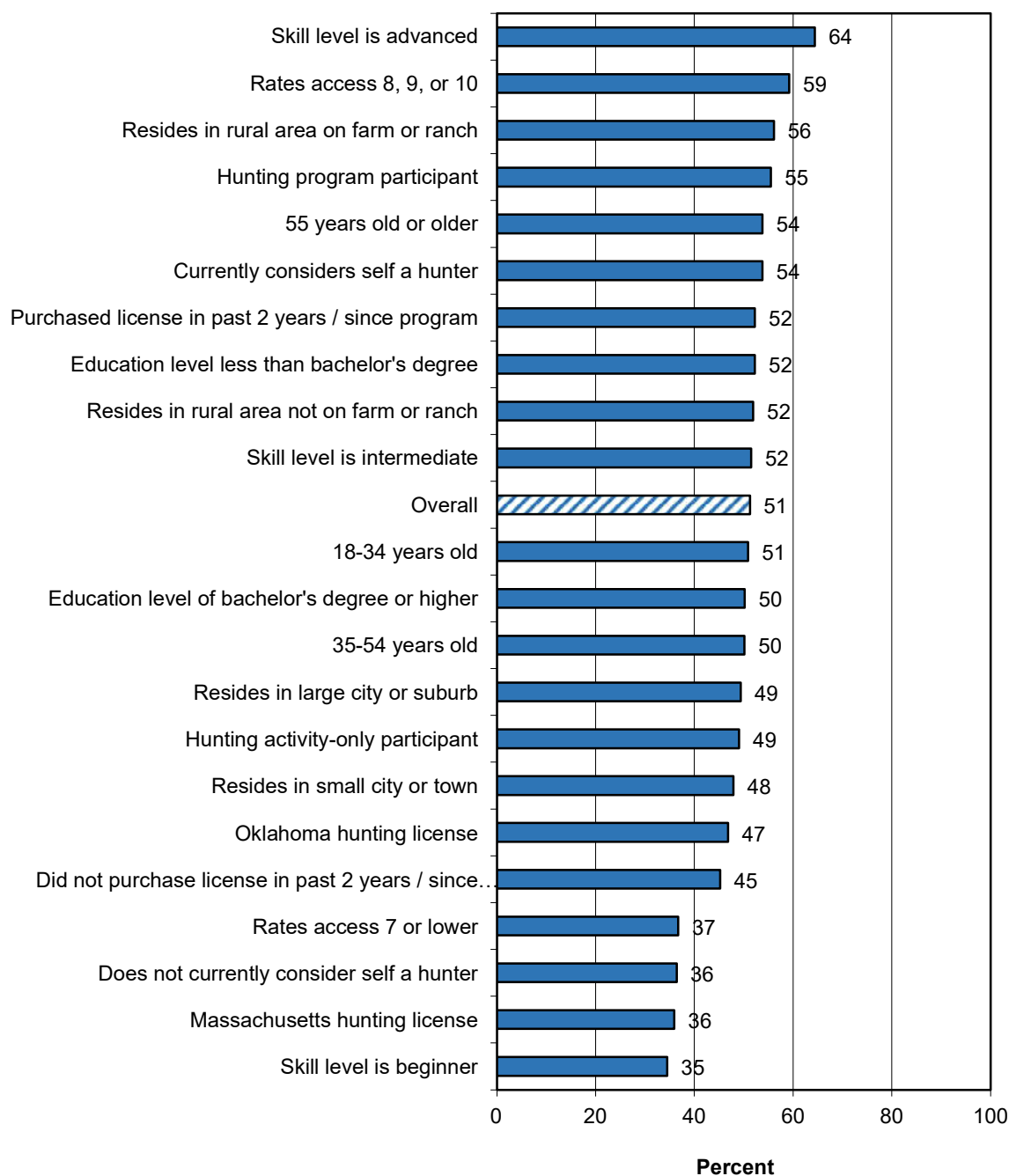
The demographic analyses, which begin on the next page, suggest that the following is related to being *very* satisfied with their most recent hunting experiences: being at an advanced skill level, having good access, and residing in a rural area on a farm or ranch.

In the middle ground (being *somewhat* satisfied or neither) is associated with being a beginner, not considering oneself to be a hunter, rating access relatively low, and having not purchased a license.

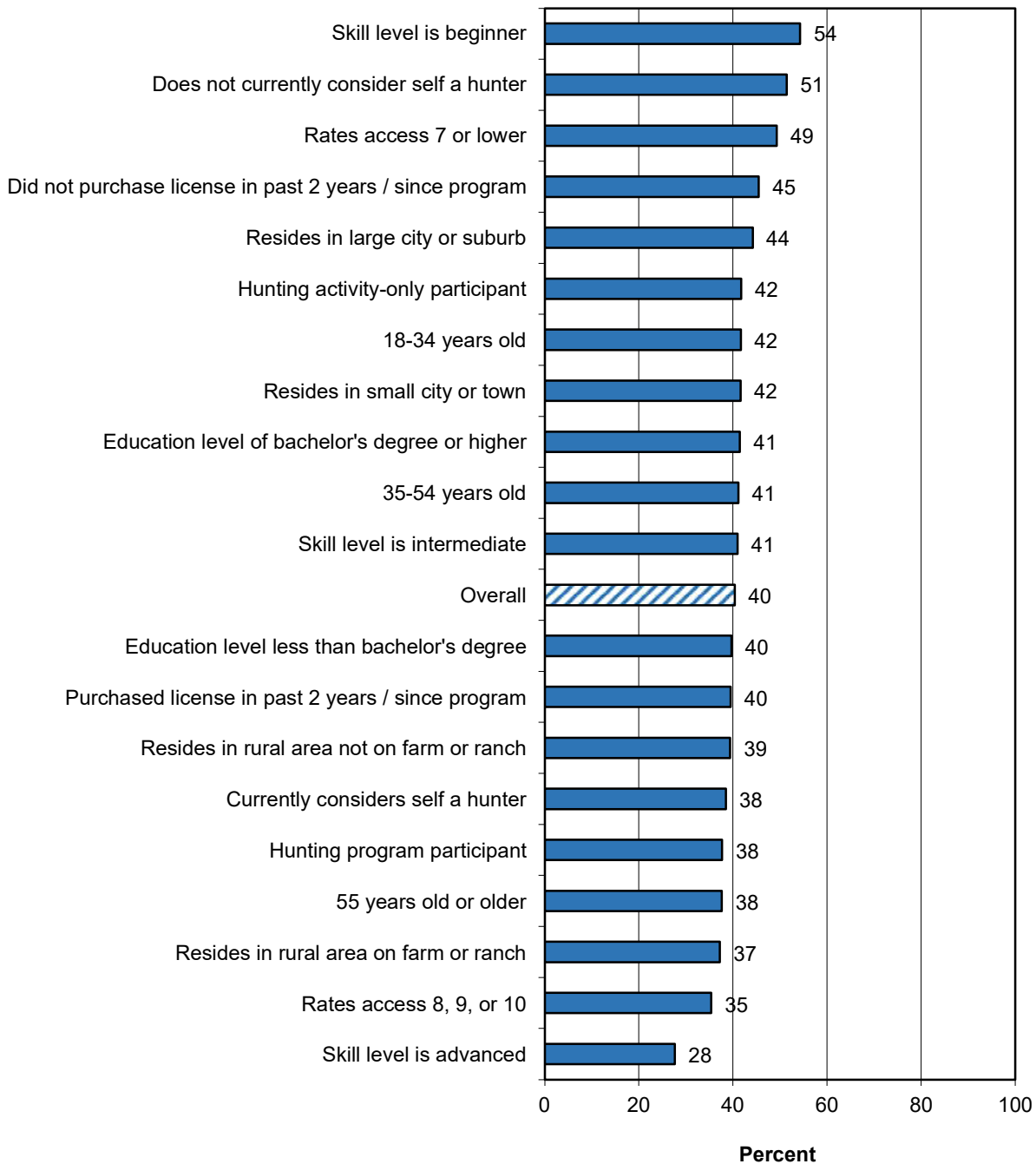
At the lowest end, those who are dissatisfied with their most recent hunting experiences are associated with giving a relatively low rating to access.

After these demographic analyses graphs, which were run on all those in the hunting survey path, are demographic analyses graphs run on program participants.

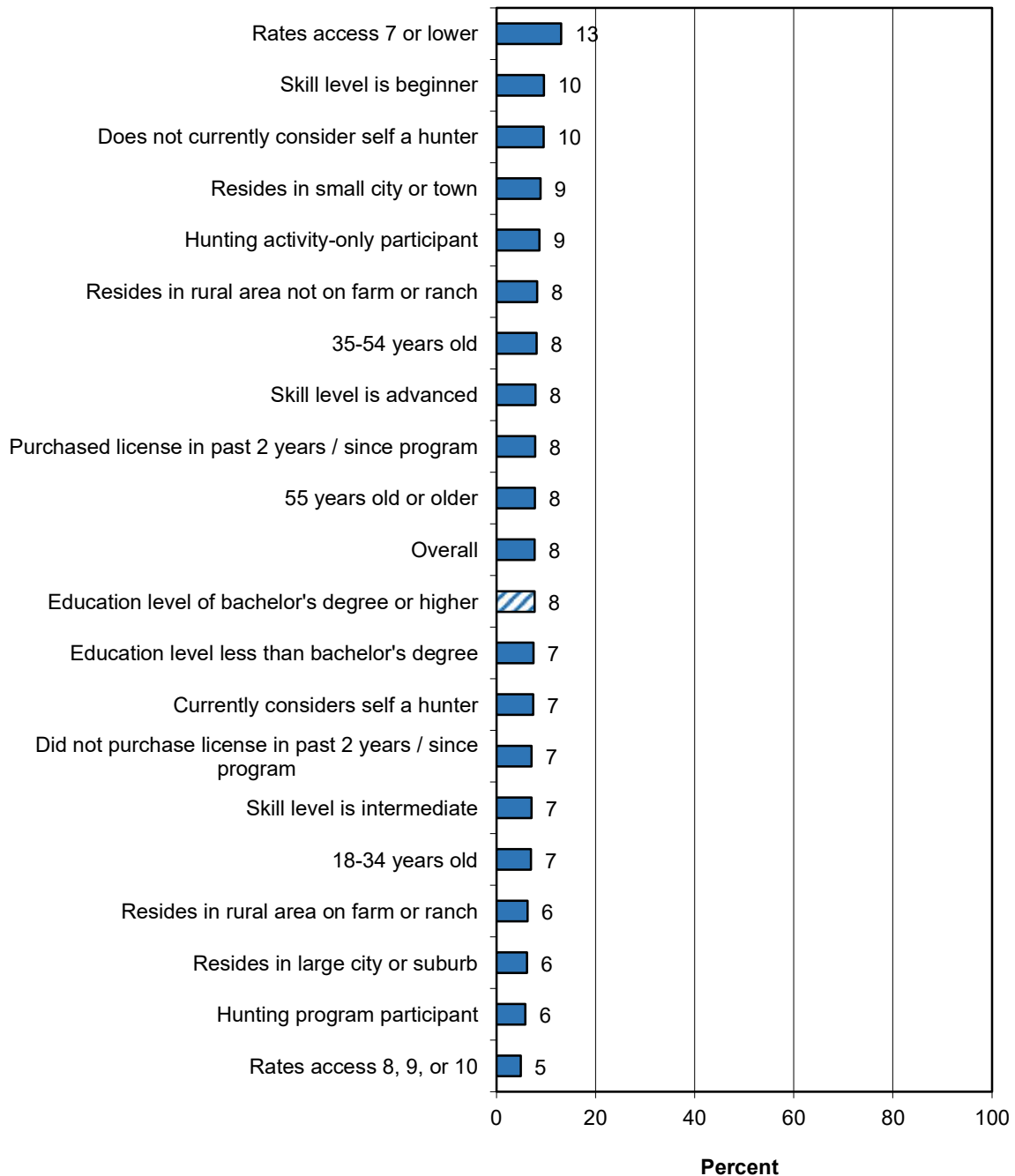
**Percent of the following groups who are very satisfied with their most recent hunting experiences:
(Hunting survey path)**



Percent of the following groups who are moderately satisfied or neither satisfied nor dissatisfied with their most recent hunting experiences: (Hunting survey path)

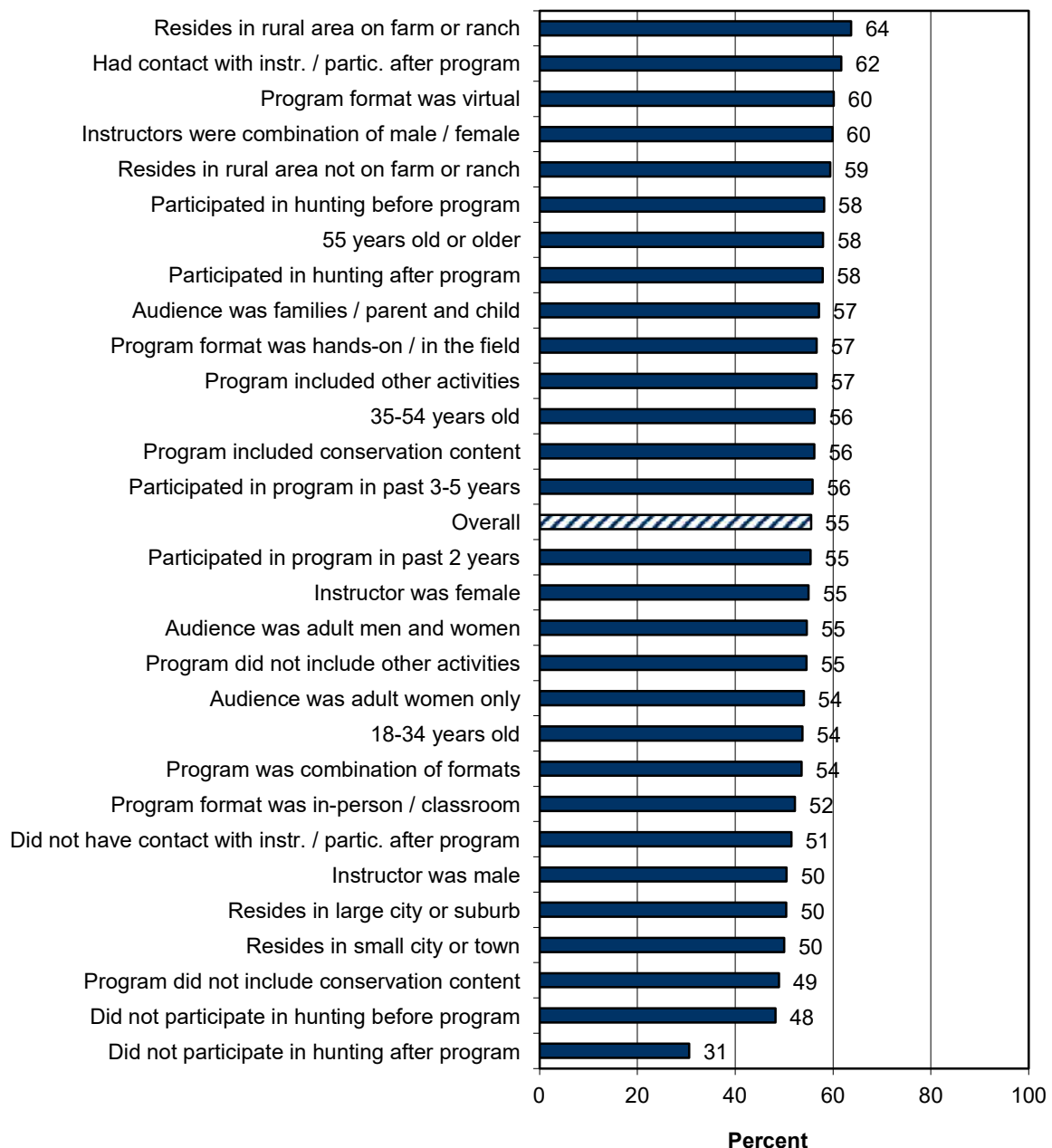


**Percent of the following groups who are very or moderately dissatisfied with their most recent hunting experiences:
(Hunting survey path)**



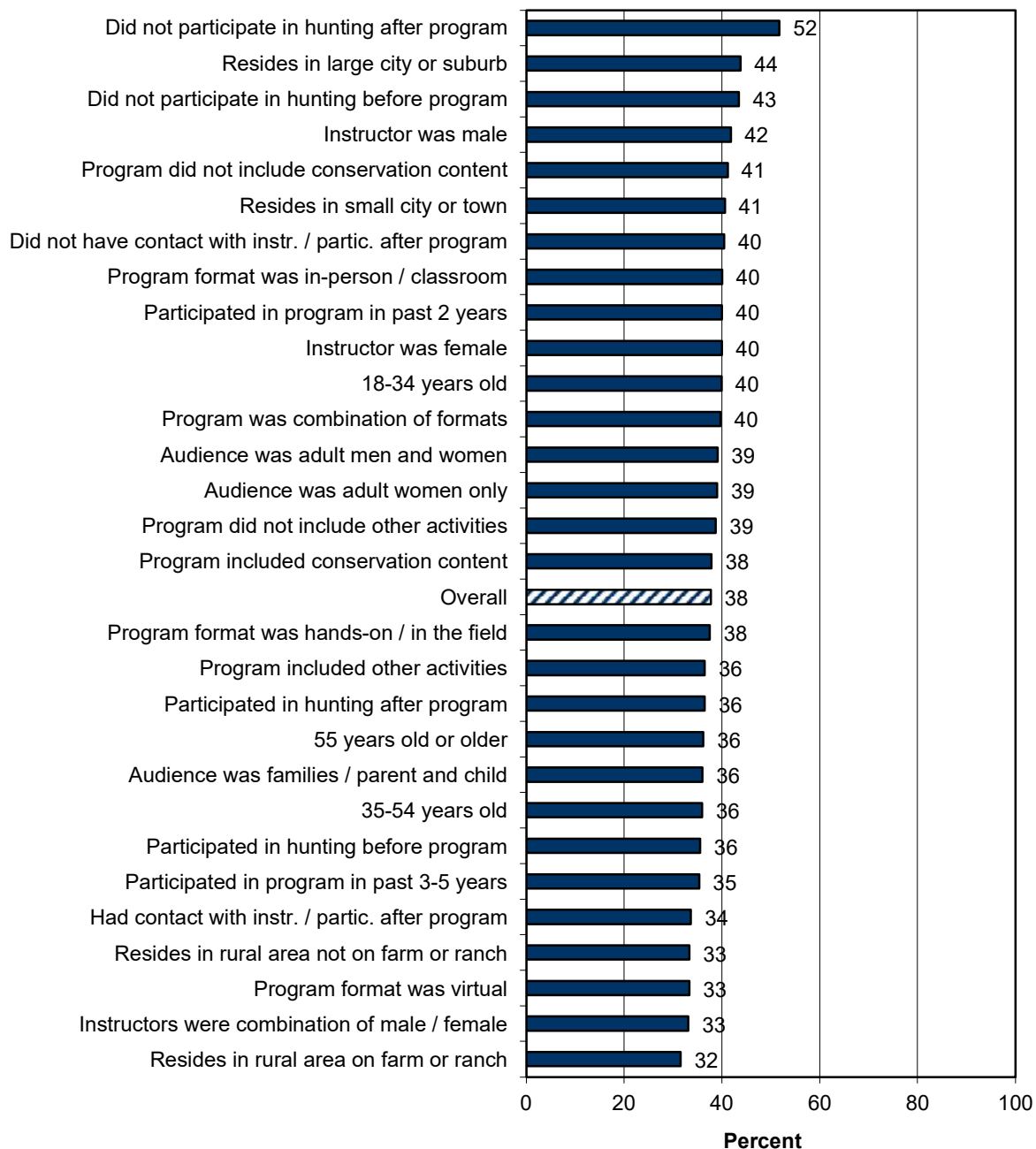
Being *very* satisfied with their most recent hunting experiences is associated with the following characteristics: residing in a rural area on a farm or ranch, having contact with the program instructor after the program, having a virtual element in the program, and having both male and female instructors.

Percent of the following groups who are very satisfied with their most recent hunting experiences. (Hunting program participants)



Having a lower level of satisfaction or giving a neutral response is associated with a lack of hunting participation after the program, residing in a large city or suburban area, and a lack of hunting before the program.

Percent of the following groups who are moderately satisfied or neither satisfied nor dissatisfied with their most recent hunting experiences. (Hunting program participants)



The survey also explored satisfaction through an open-ended question that asked about the elements of a successful hunt. A sampling of these results is tabulated on this page and the next. The table shows the results among both program participants and activity-only participants together.

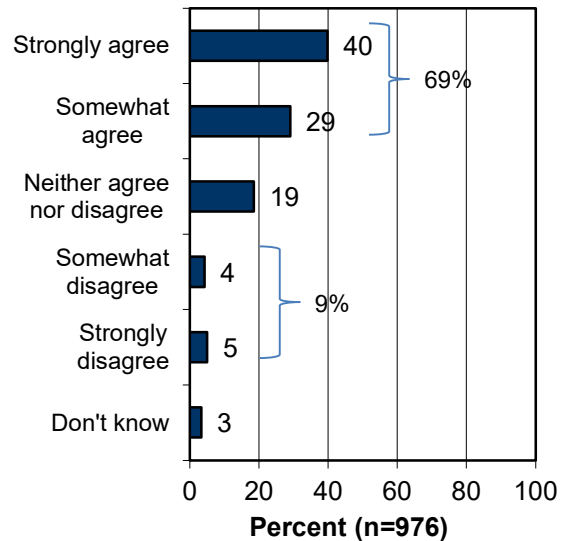
Can you please describe what a successful hunt would be like for you personally? (Hunting survey path)
Any time hunting with or without a harvest, but with hopes of one.
Going out alone in a tree stand, seeing animal life, being one with the forest. Ultimate success would be shooting a deer or whatever I'm hunting for but it's not always about that. I think you have to get to know your spot and you can't do that without consistency.
Having a place to go with people who are welcoming and share the same values (hunting with a purpose not for sport) and ultimately to have sightings of wildlife with an opportunity to shoot.
I think a successful hunt would be find a tree to put up a tree stand in an area that has a lot of sign and seeing animals moving. Getting the chance to take an animal would be ideal and actually harvesting one would be best. Sometimes luck is involved so I am not quite sure I have to take an animal for it to necessarily be successful. Being out in nature and seeing animals is always nice.
Success harvest of the animal.
I hunt on my own property so I'm satisfied with everything about it.
Harvesting an animal.
Most important to me is making a clean kill, honoring/prioritizing the spirit/soul of the animal, and its sacrifice. Using the meat and potentially the pelt. Spending peaceful time outside in a way that makes me reflect on my relation to the landscape. Acquiring and exercising new skills. Sharing the bounty with others/ teaching and bonding with others.
A single deer or a single/two ducks or geese.
Deer comes to the bait. I only shoot when they are broadside or quartering enough for a good shot. They run no more than 100 yards. Recovery is immediate with no tracking involved.
Having a good time and getting a kill.
Seeing deer while out and observing the movement as well as being able to leave with a kill.
Bag limit of birds.
1. Seeing wildlife. 2. Harvest a deer for the freezer.
Just being outside in a blind.
Seeing animals, being safe & comfortable (not necessarily harvesting anything).
Enjoy watching my spaniels produce birds and work.
Seeing multiple animals that I am hunting for and viewing other wildlife.
The 19 point I have on my wall.
A successful hunt to me is enjoying the outdoors, seeing animals that are native to my area, safely coming and going from the woods and not alerting whatever animal I see to my presence. Actually harvesting an animal is secondary to all the above.
Going hunting on a nice piece of land and seeing good quality wildlife.
A successful hunt is being able to go somewhere where I see deer during the hunt. Even if I am not able to get a shot.
To get a nice deer. Does are better eating but I would like a nice set of horns.
Ability to be selective on public land. It's always a race to get to the fields first and you feel like you have to shoot whatever comes your way because you may not get another chance. It would just be nice if there were more 'nice people' that allowed you to hunt their land rather than them leasing it for high dollars to out of state hunters.
A successful hunt bird hunting is a good tailgate at lunch and at least one bird in the truck, with more seen, at the end of the day. A successful deer hunt is when I get out in the woods with family, we hunt through to where we want to go, I get fresh air and exercise, and we share stories at the end of the day. Ideally, we'll have jumped a deer and had a shot at it or have shot it.
Hunting with my dog for wild birds—quail or grouse—would be fantastic. Currently only preserve hunting is available to me in our area.
Personally, I hunt for the meat. Success is killing a deer cleanly and quickly for the deer's sake and the meat.
Harvesting game.

Can you please describe what a successful hunt would be like for you personally? (Hunting survey path)
To kill a big buck.
If shooting deer able to get it out myself.
Observing/harvesting what you are hunting.
To go out one morning, and just spend the day out and feel free to be in the area I am, and to kill a big buck.
Safely entering a hunting zone with my hawk, good conditions, chasing a squirrel or rabbit for 15-20 minutes before successfully catching it. Dispatching the quarry swiftly and allowing my bird to feed on it in the field, then returning to my vehicle with quarry in the bag and my hawk safely in his transport carrier.
It would be a safe day where I can see many deer of both sexes, and I can take a clean shot where I use only one bullet (no more are needed if you hunt correctly), get it tagged and processed at home. (Too expensive to have someone else do it.) Knowing that when I harvested it that my meat was clean and safe to eat and that I did it by myself.
To fill your tag.
Able to harvest a nice buck.
Clean shot, quick kill.
Being able to see the animal they might want.
Tracking, seeing, skilled shot then gut independently.
Land with game that isn't overpopulated with other hunters.
Flushing and/or getting a shot at a grouse, quail, or woodcock.
Getting my first deer.
Being that I don't have a lot of time to hunt, a few days of deer hunting during rifle season where I'm at least seeing deer, is always enjoyable. Bagging a deer is success.
Enjoy my time away from work, enjoy companionship, do not have to harvest an animal to be successful.
Being in nature and coming across wildlife, scenery.
I put food on the table for my family. That's it.
Hunting with family, enjoying being outdoors, and feeding our family with the harvest.
Injury free with a successful harvest is what I would call a successful hunt.
Quick kill shot and easily located once downed.
Scouting out a great place and getting a trophy from the area I worked so hard to find.
I don't like to be in the woods hunting with 'weekend' hunters. I prefer not to have to worry about inexperienced hunters or being on someone else's property.
Coming out safe and alive.
Connecting with nature. Time spent with friends and family. Relaxing. Being in a beautiful spot. Observing wildlife. Acquire healthy meat.
When I can sit in a blind and harvest a deer or several ducks.
Harvesting a deer with a clean, ethical shot so it doesn't suffer to provide meat for my family.
To bag an antlered deer, with a nice rack. One shot kill, no tracking.
Peace and quiet. Wonderful sunrise. Choose to shoot or not.
Enough advanced notice to be sure to be off work. Someone else can arrange the baby to go to daycare. Weather that is safe to navigate, operate equipment, find and retrieve deer, maps to park and hunt with, a way to tell my spouse where I am, a hunt without dogs or people coming by, and a safe trip back home. Ideally I'd enjoy seeing and harvesting deer.
Getting in a good spot and seeing deer, harvesting would be ideal but seeing movement is good too.
Getting out and seeing something; don't need to bag anything. Just being there and enjoying nature.
See activity and leaving the area as it was found.
Filling my freezer, doing it safely and ethically.
A successful hunt would result in a safe, clean kill of whatever animal I was pursuing.
To be able to see the wildlife that I'm trying to shoot.
To shoot a doe or buck and not have someone else have to finish it (make the kill shot).
1. I don't freeze to death. 2. There is good sign, activity, and good wind. 3. I'm not distracted by what else I should be doing. 4. The deer falls right where it's shot.
Either from a tree stand or walking, shooting a buck and it dropping immediately. Not having to track it.
Being with family & friends.

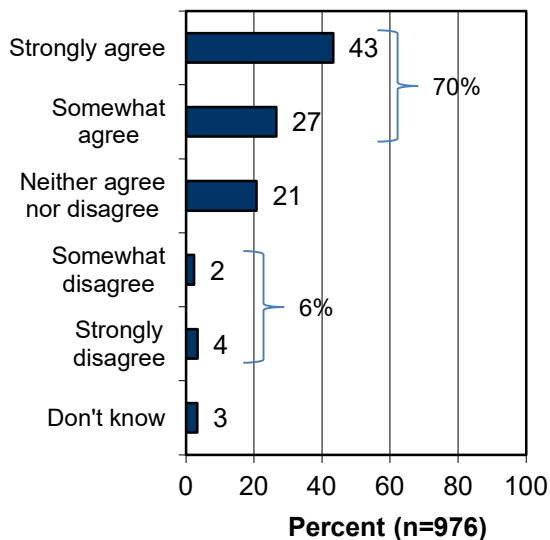
COMFORT AND CONFIDENCE IN HUNTING

The survey asked about whether the program increased feelings of comfort, safety, and preparedness. For each of these, agreement that the program did so is far higher than disagreement. The highest agreement is that the program increased the attendees' feeling or preparedness, although results are quite close across all three questions.

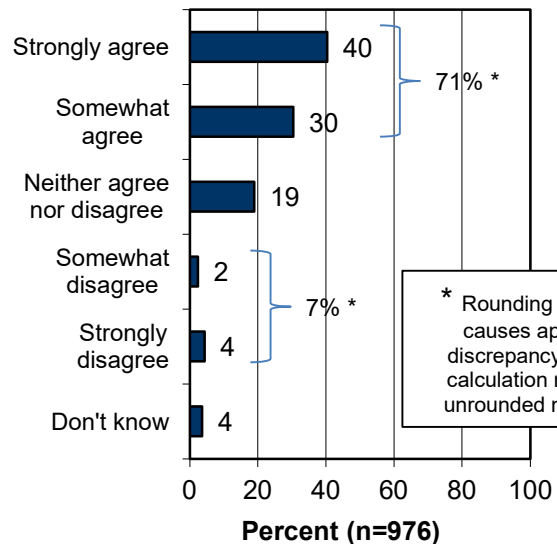
Do you agree or disagree that the program increased how comfortable you feel hunting independently? (Hunting program participants)



Do you agree or disagree that the program increased how safe you feel going hunting independently? (Hunting program participants)

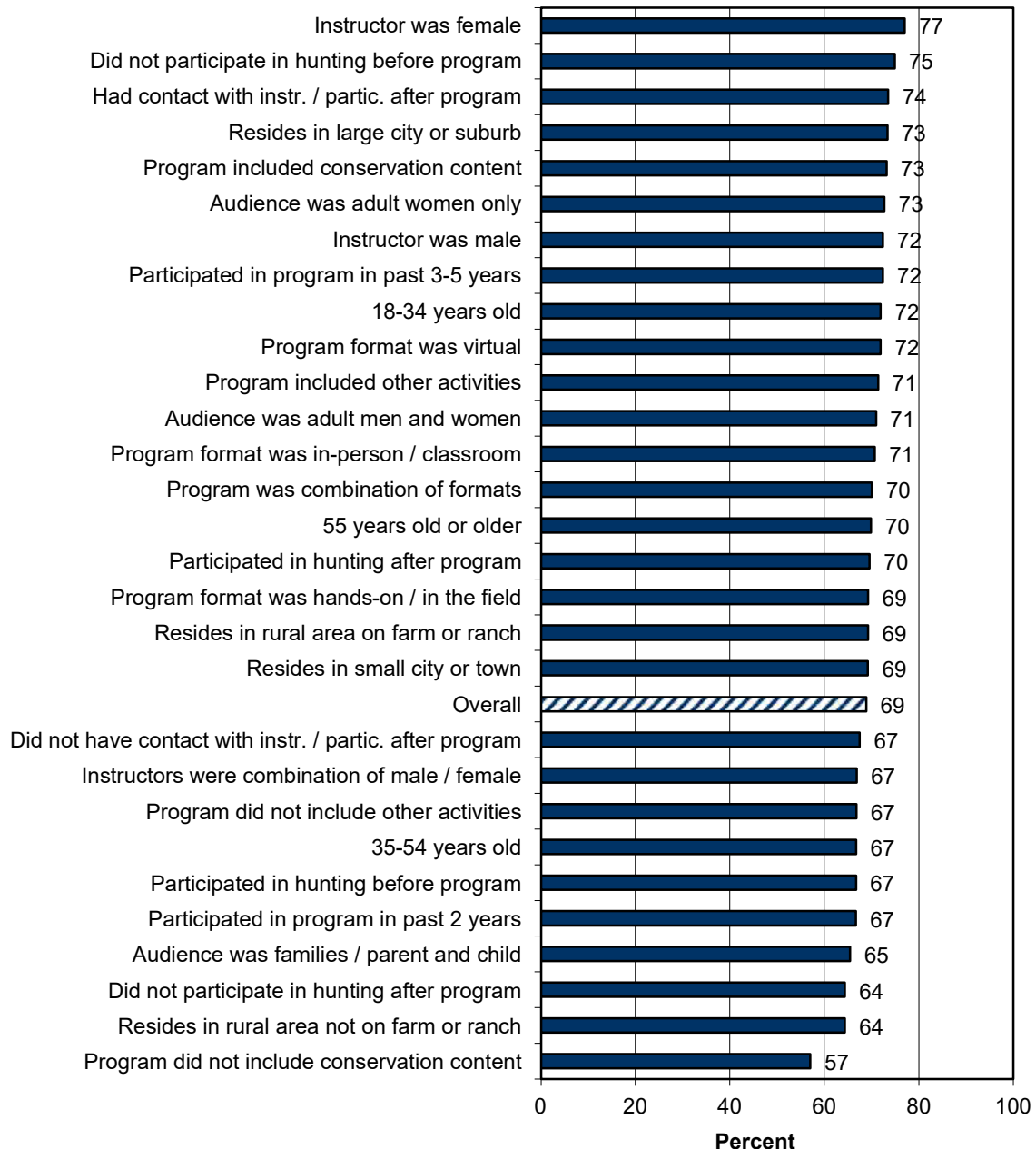


Do you agree or disagree that the program increased how prepared you feel to go hunting independently? (Hunting program participants)



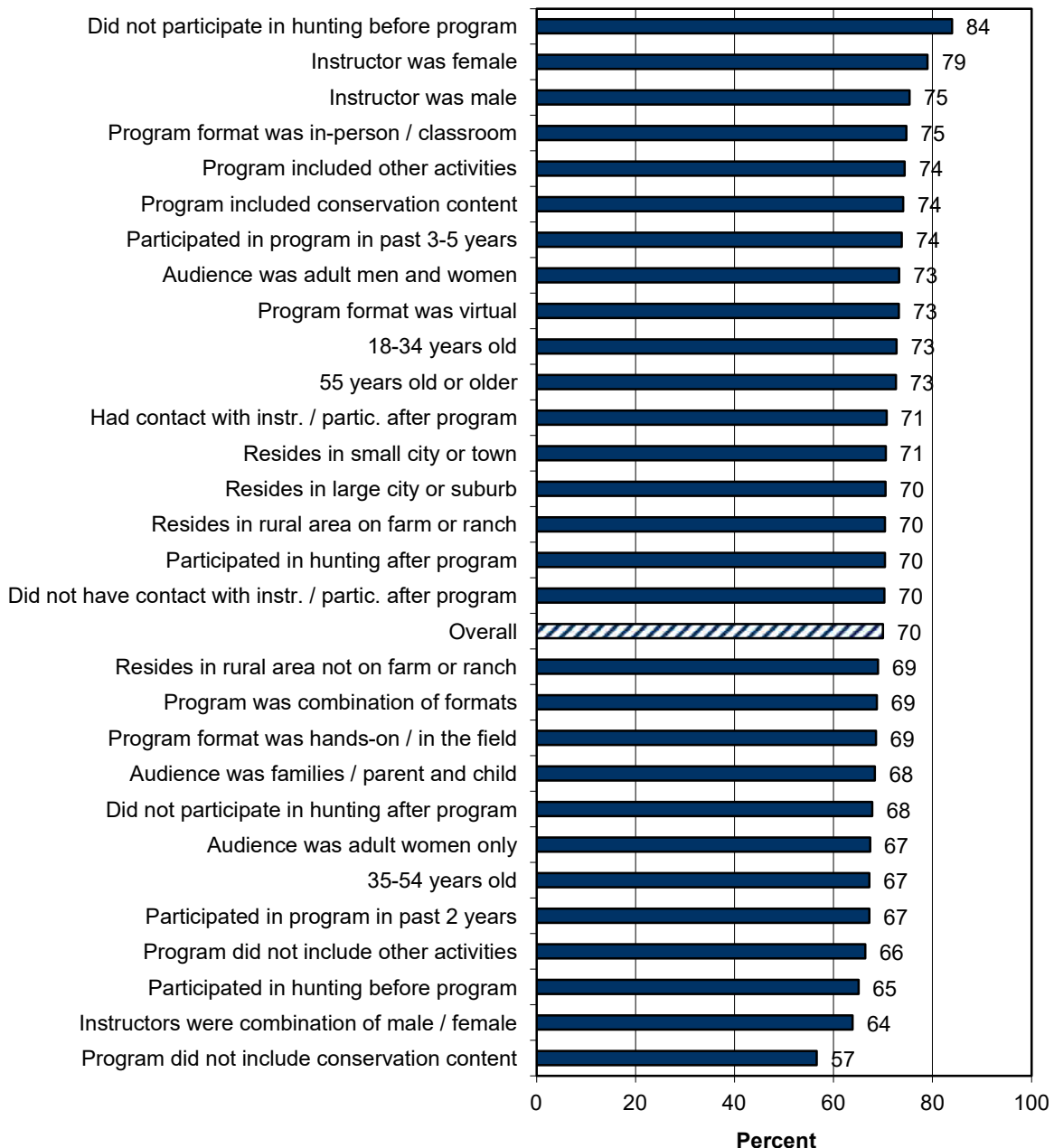
Demographic analyses show that positive associations between an increase in feelings of comfort exist with having a female program instructor, a lack of prior hunting before the program, and having contact with the instructor or participants after the program.

Percent of the following groups who strongly or somewhat agree that the program increased how comfortable they feel hunting independently. (Hunting program participants)



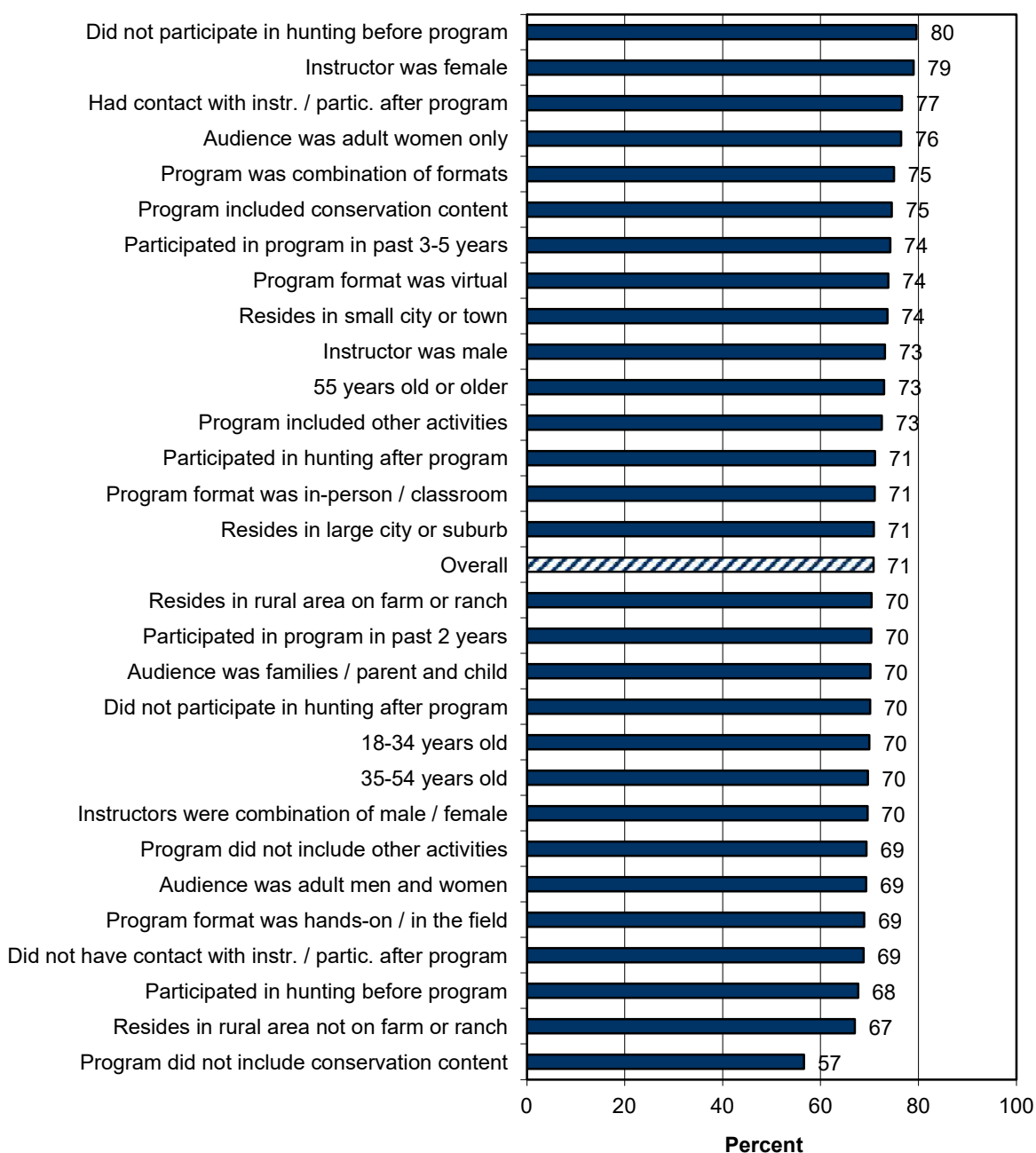
Among program participants, increases in feelings of safety are associated with not participating in hunting prior to the program, having a female instructor or a male instructor (not a combination of instructors), and having a program that included an in-person or classroom element.

**Percent of the following groups who strongly or somewhat agree that the program increased how safe they feel hunting independently.
(Hunting program participants)**



A lack of prior hunting, having a female instructor, maintaining contact with the instructor after the program, and having a class that was limited to women are all associated with increases in feelings of preparedness after the program.

Percent of the following groups who strongly or somewhat agree that the program increased how prepared they feel to go hunting independently. (Hunting program participants)



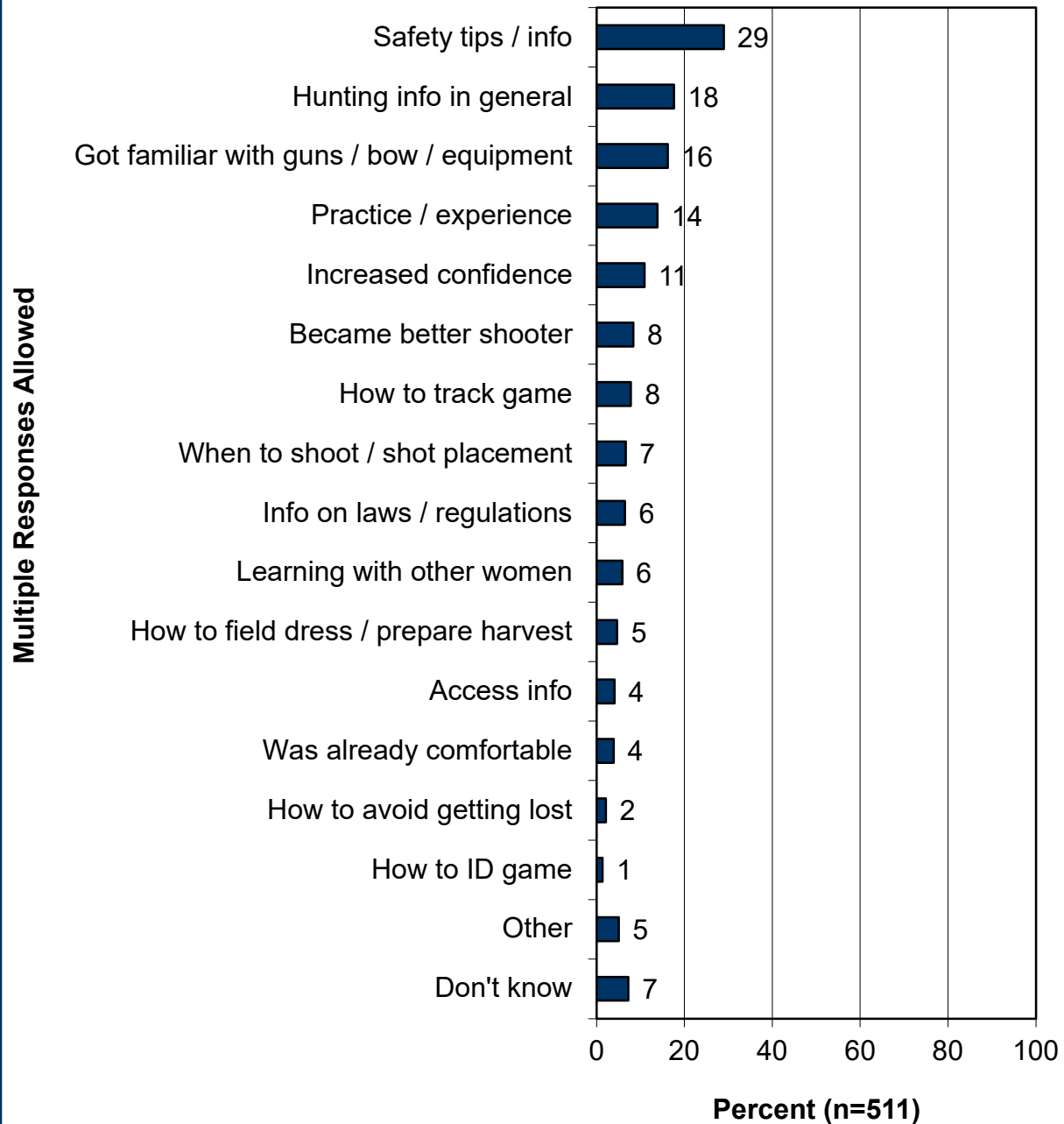
Open-ended questions explored aspects of the programs that helped women feel more comfortable participating in hunting independently, among program participants. For hunting activity-only participants, the survey asked them to indicate what they think a program should offer to make them more comfortable. Then similar questions asked about feeling safer and feeling more prepared.

The parts of the program that most helped women feel comfortable were the safety tips that were presented, as well as the provision of hunting information in general, the familiarization with equipment, the practice/experience, and the increase in confidence that the program engendered. Safety also tops the list in the companion graph among program participants who did not agree that the program increased comfort. The third graph shows what women would want in a program to make them feel comfortable.

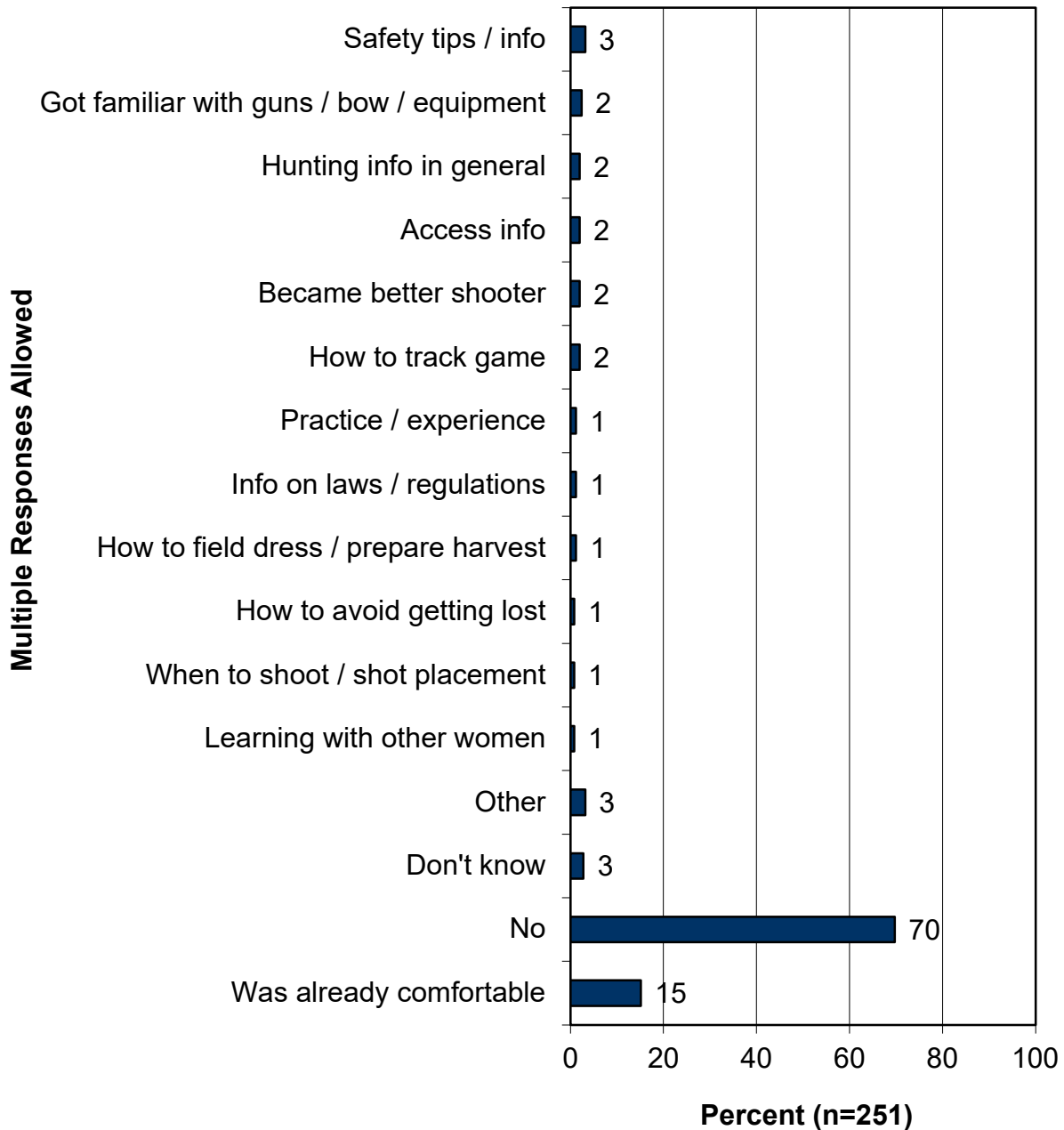
The parts of the program that most helped women feel safer were the equipment-specific lessons. This tops the list in the companion graph among program participants who did not agree that the program increased their feelings of safety. The third graph shows what women would want in a program to make them feel safer: safety and information on equipment top the list.

Finally, the parts of the program that most helped women feel properly prepared were safety tips, hunting information in general, and the information on gear. Safety also tops the list in the companion graph among program participants who did not agree that the program increased their feelings of being prepared. The third graph shows what women would want in a program to make them feel more prepared. At the top of the list are information on how to track game, safety tips, the practice and experience the program would provide, and information on equipment.

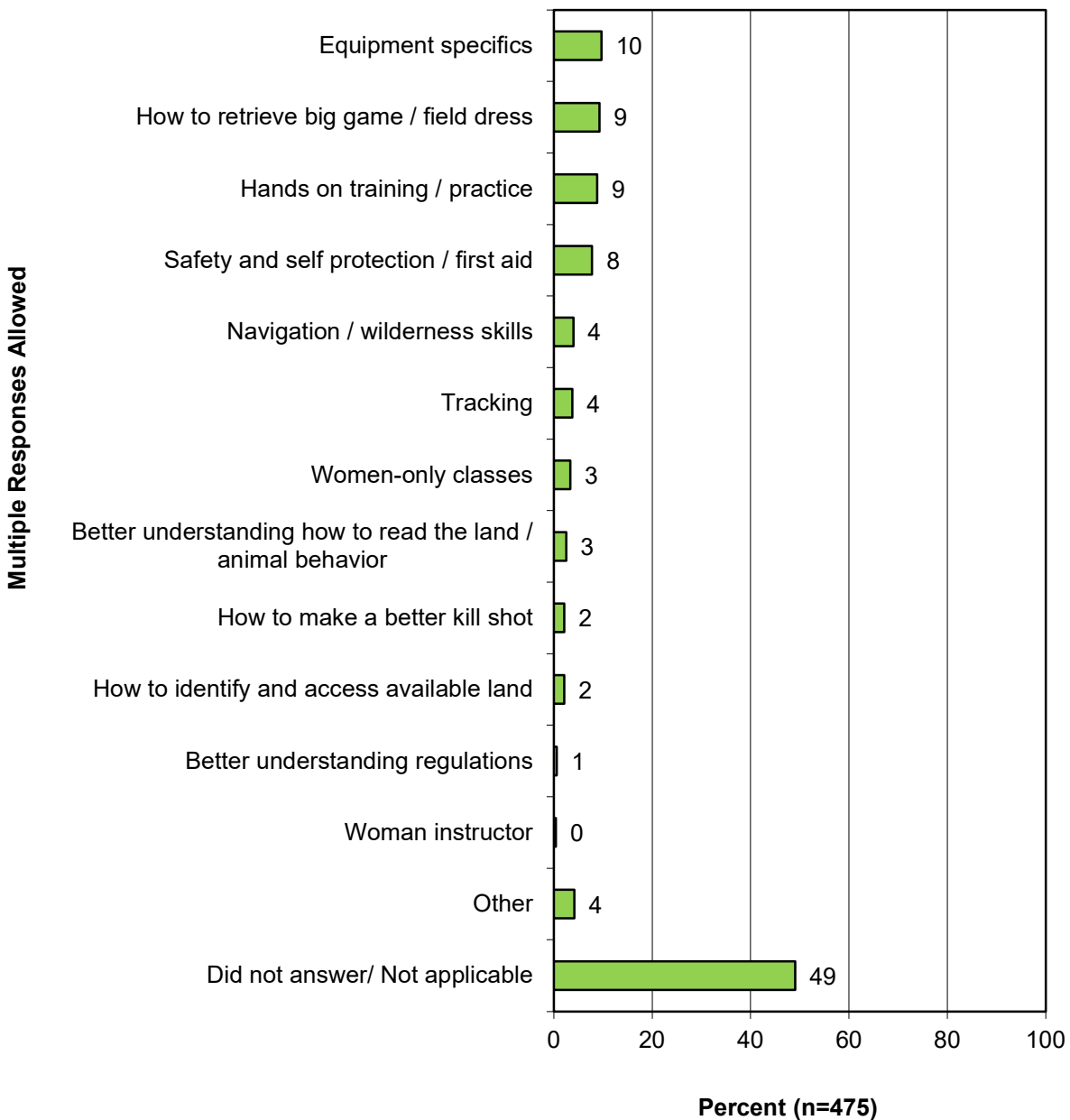
**Specifically, what parts of the program helped
you feel more comfortable about hunting
independently? (Asked of those who agree
program increased comfort.)
(Hunting program participants)**



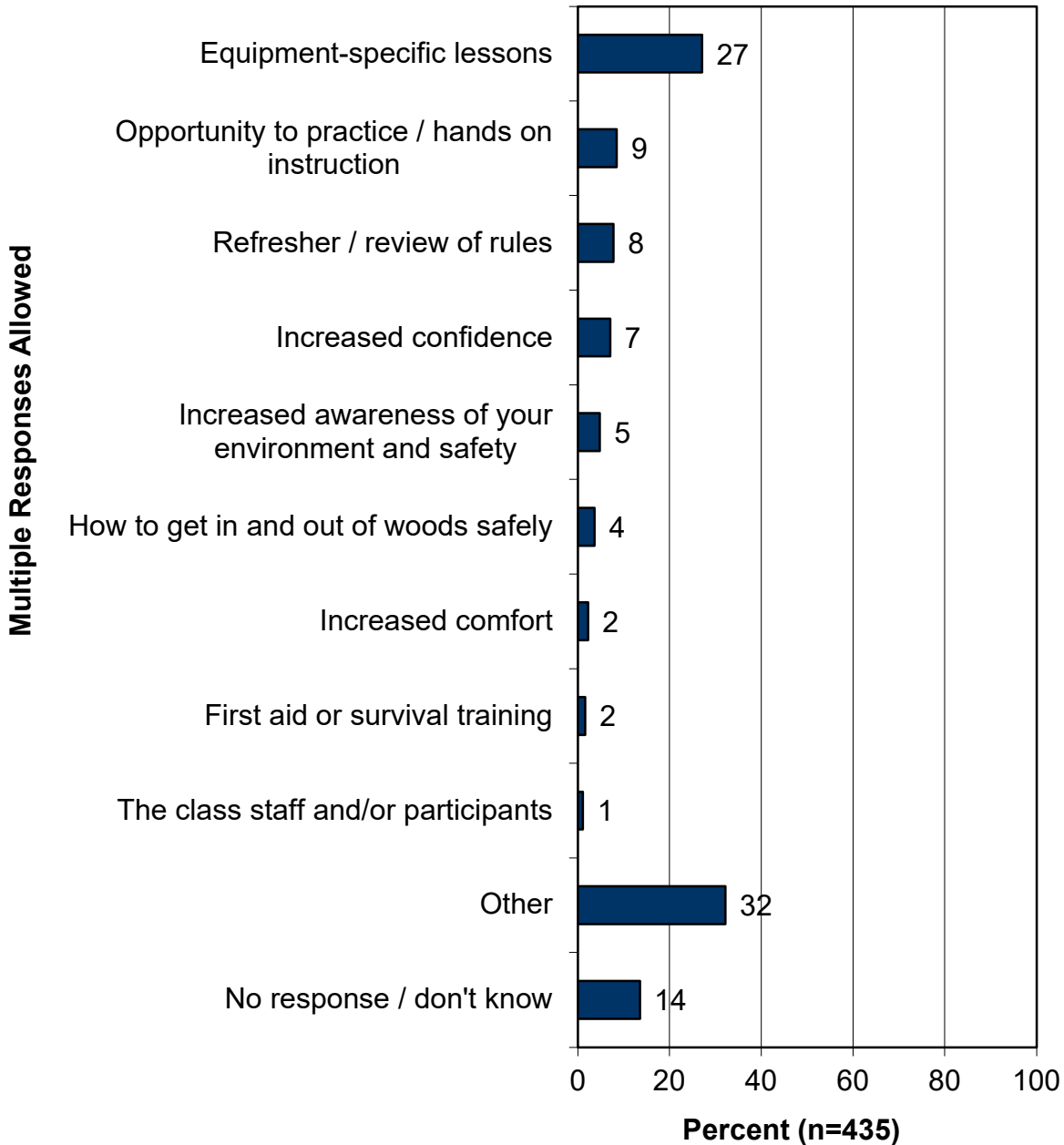
Specifically, did any parts of the program help you feel more comfortable about hunting independently? IF YES: Which parts? (Asked of those who did not agree program increased comfort.) (Hunting program participants)



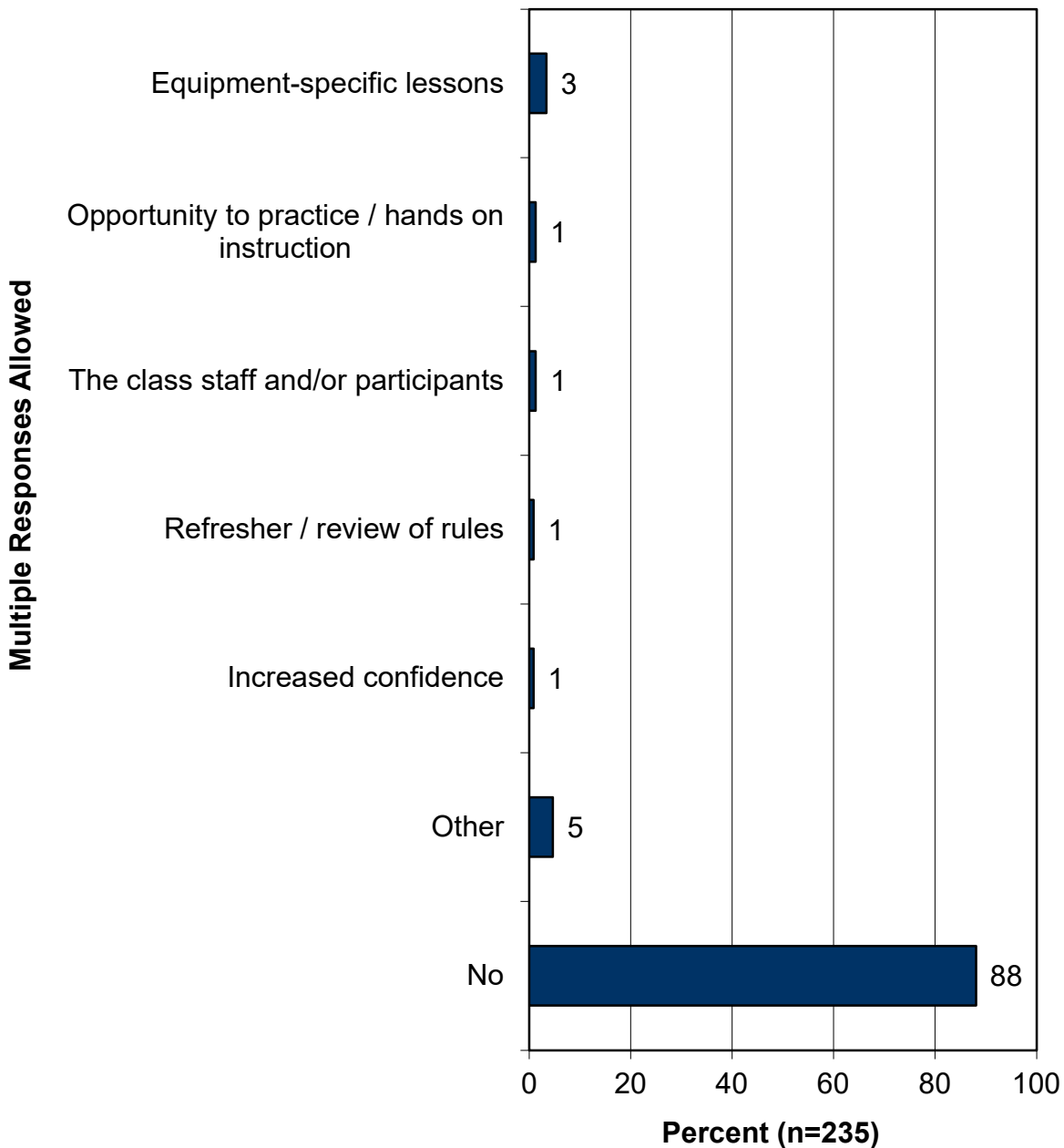
**If you were to participate in a hunting program in the next 2 years, specifically what do you think the program should offer or provide to make you feel more comfortable about going hunting independently?
(Hunting activity-only participants)**



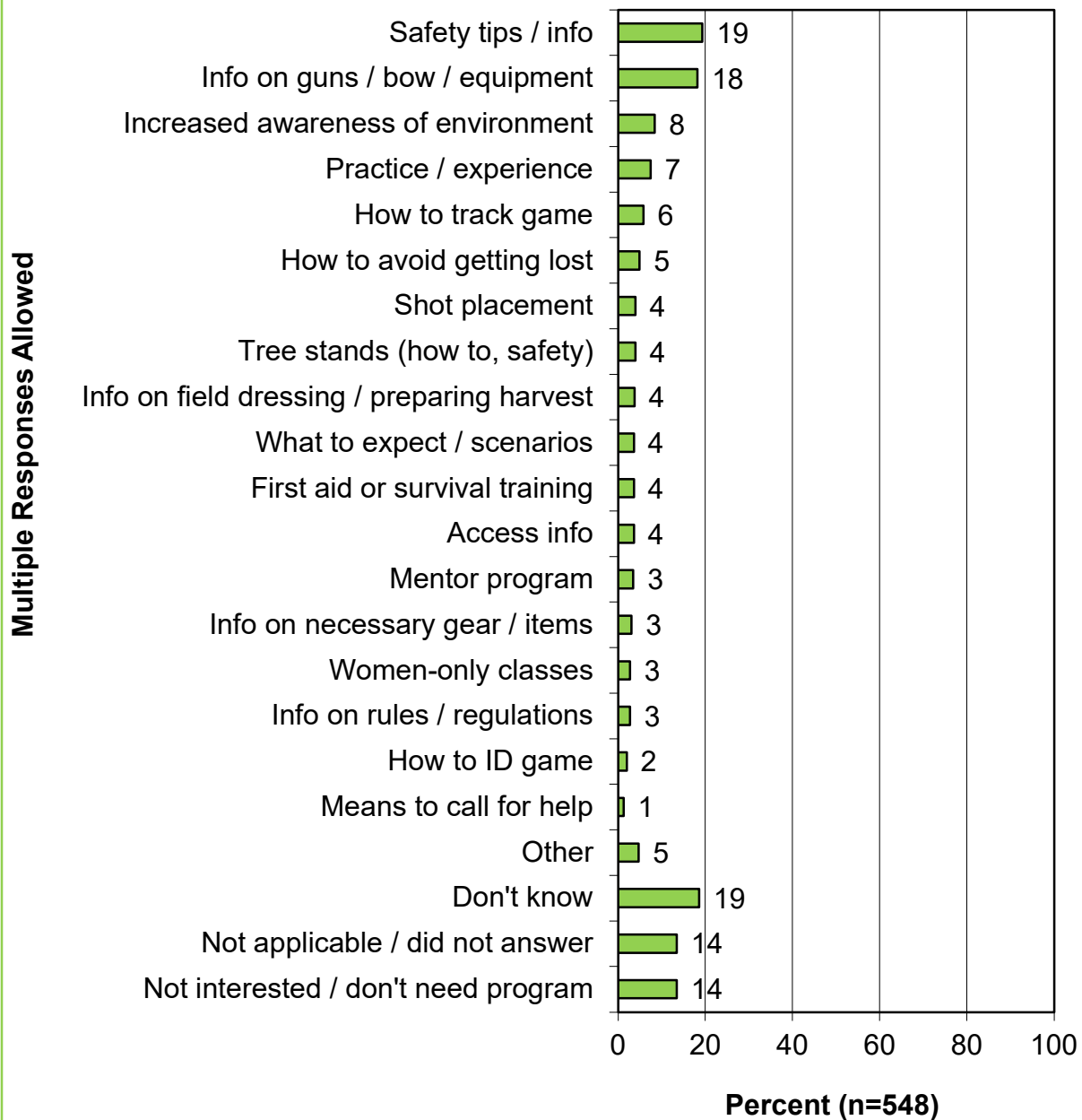
**Specifically, what parts of the program helped you feel safer going hunting independently?
(Asked of those who agree program increased safety.) (Hunting program participants)**



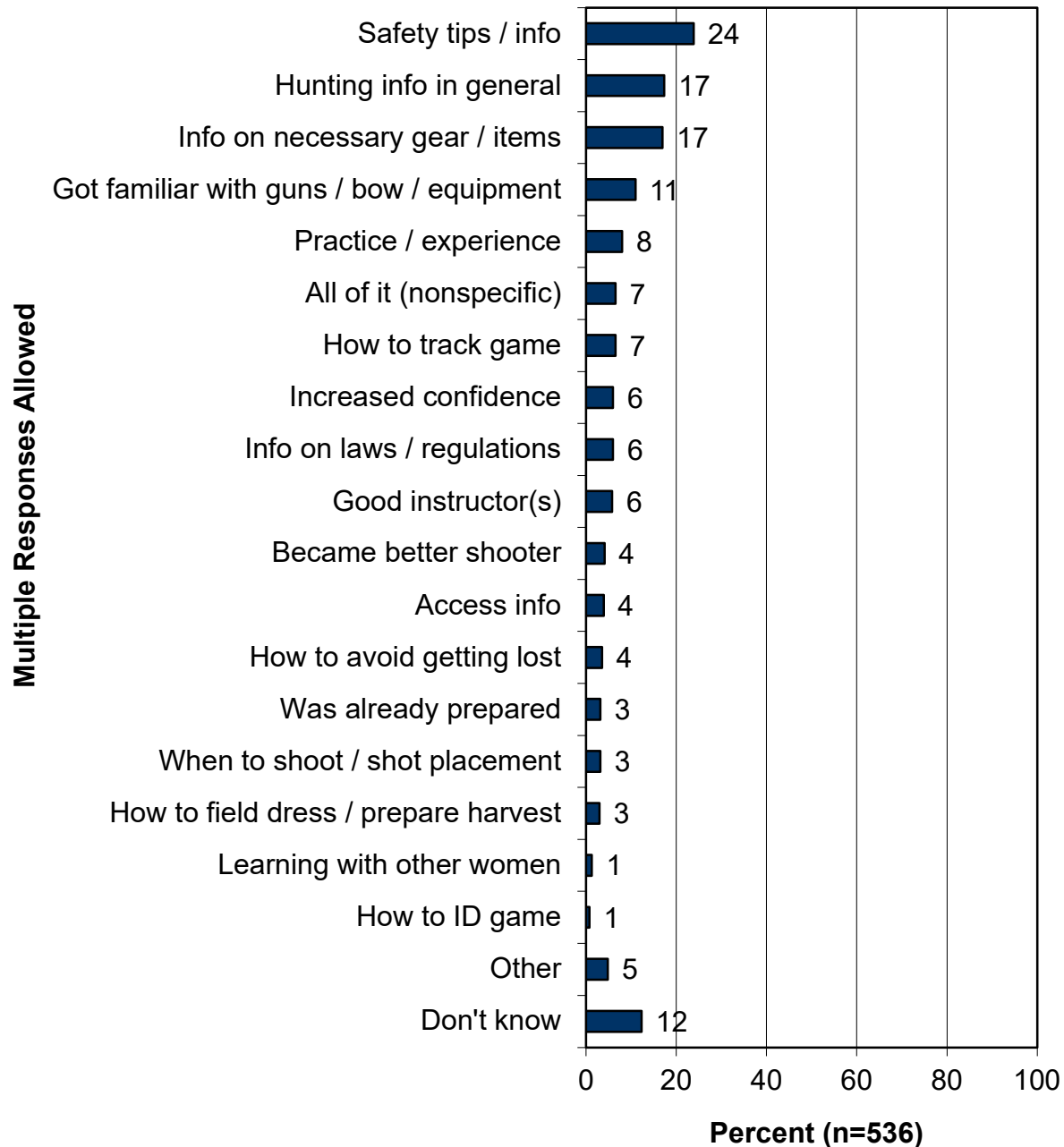
**Specifically, did any parts of the program help you feel safer going hunting independently?
IF YES: Which parts? (Asked of those who did not agree program increased their feeling of safety.) (Hunting program participants)**



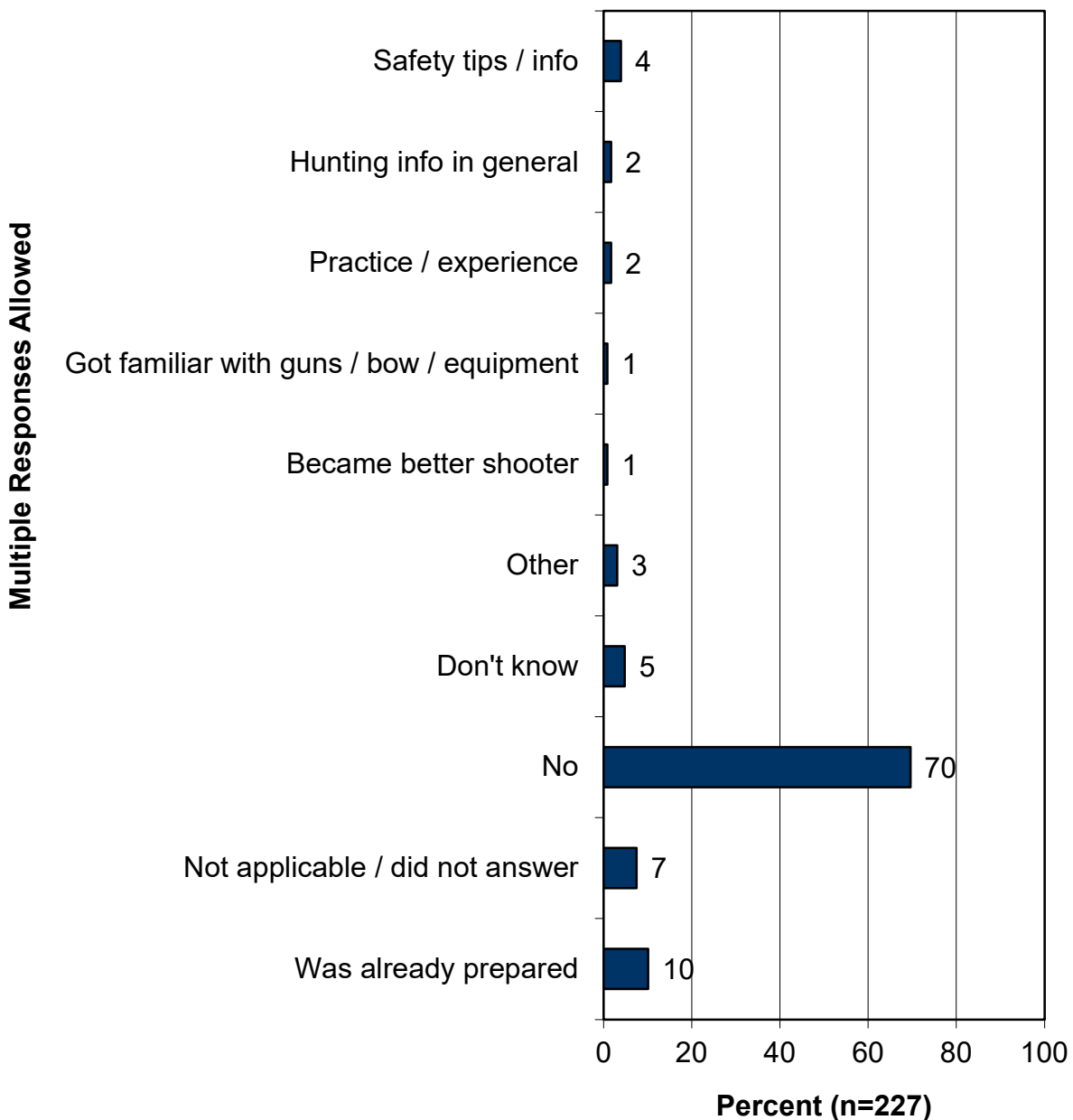
**If you were to participate in a hunting program in the next 2 years, specifically what do you think the program should offer or provide to make you feel safer going hunting independently?
(Hunting activity-only participants)**



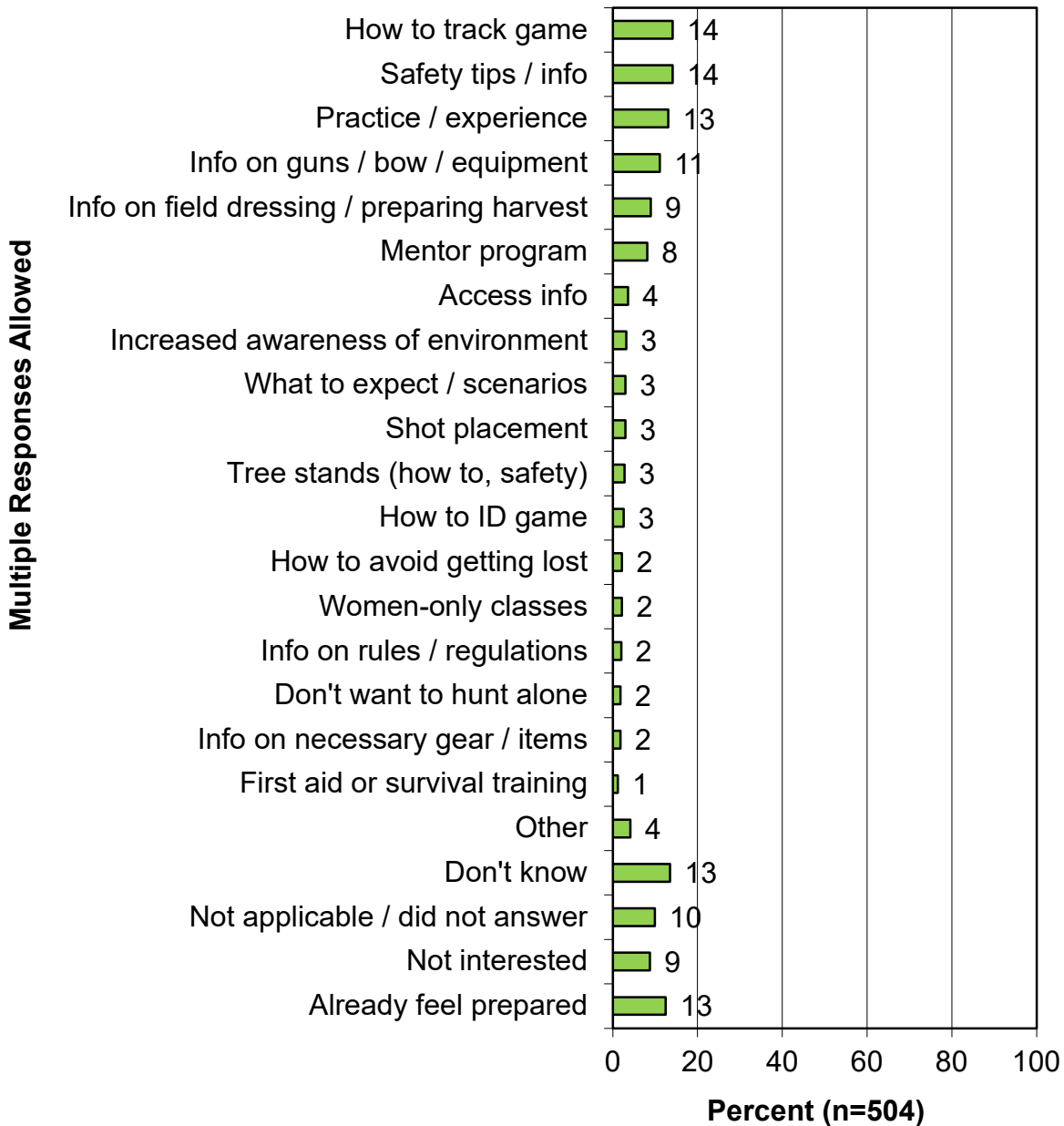
**Specifically, what parts of the program helped
you feel more prepared to go hunting
independently? (Asked of those who agree
program increased preparedness.)
(Hunting program participants)**



Specifically, did any parts of the program help you feel more prepared to go hunting independently? IF YES: Which parts?
(Asked of those who did not agree program increased preparedness.)
(Hunting program participants)



**If you were to participate in a hunting program in the next 2 years, specifically what do you think the program should offer or provide to make you feel more prepared to go hunting independently?
(Hunting activity-only participants)**



The survey presented statements about hunting and asked women to indicate their agreement or disagreement with each statement. Of the 13 statements, 5 of them have positive connotations (e.g., I am relaxed when hunting), 6 of them have negative connotations (e.g., Sometimes I feel my hunting skills are inadequate), and 2 of them pertain to preference of hunting alone or with someone else for safety reasons. The horizontal lines divide the graphs into these parts. The sums for overall agreeing and overall disagreeing are shown below each bar, summed on unrounded numbers (the graphs are rounded to the integer, but the data are stored in decimal format). Also note that the values in the “Don’t know” response are deleted for better legibility.

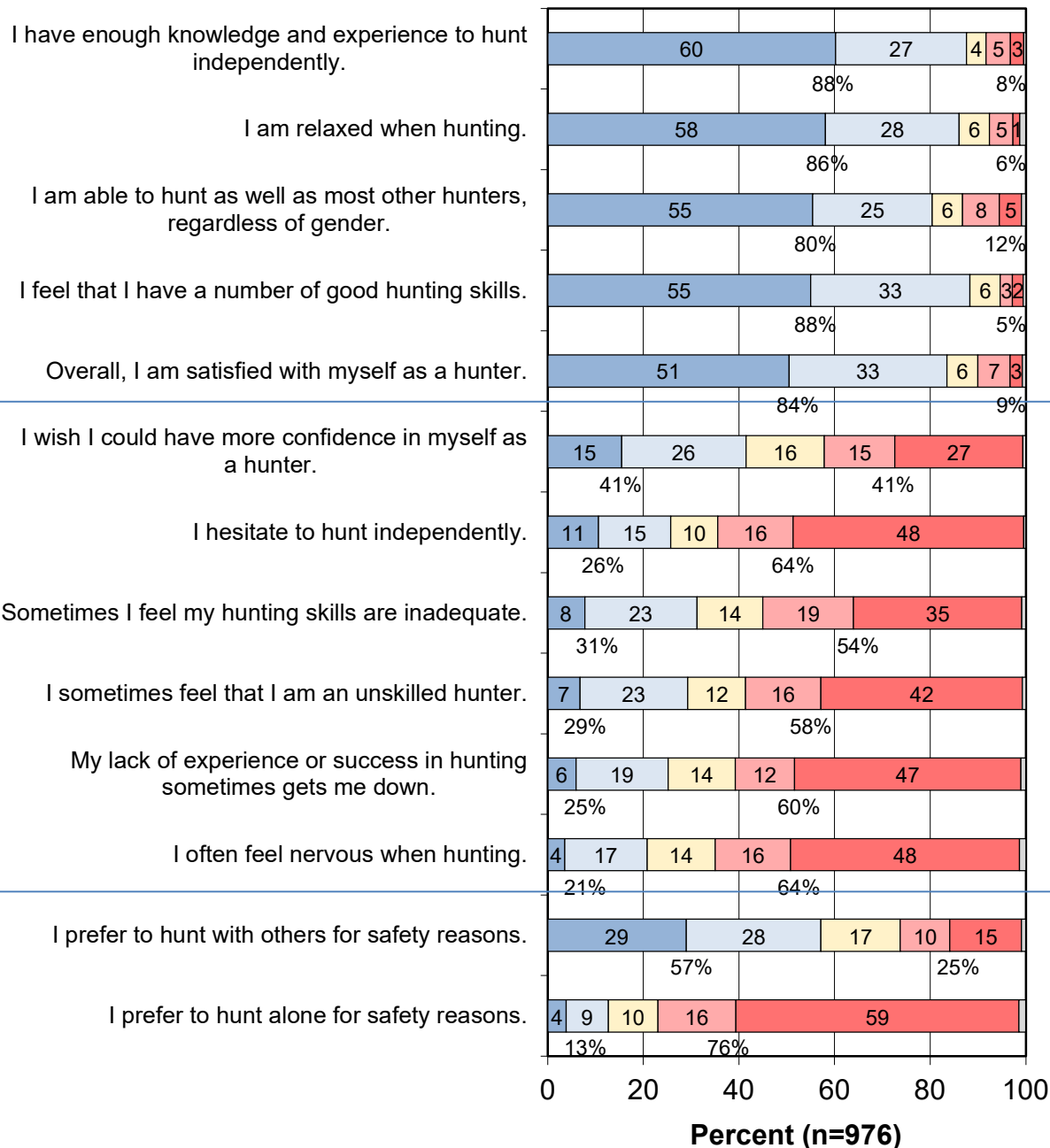
Among both hunting program participants and hunting activity-only participants, agreement is quite robust for all of the positive statements. Among program participants, agreement is highest for the statement, “I have enough knowledge and experience to hunt independently” (60% *strongly* agree and 88% agree overall). Among hunting activity-only participants, agreement is highest for the statement, “I am relaxed when hunting” (78% *strongly* agree and 92% agree overall).

Likewise, disagreement is fairly high for all of the negative statements. Nonetheless, among hunting program participants, disagreement is relatively low with two statements: “I wish I could have more confidence in myself as a hunter” (27% *strongly* disagree and 41% disagree overall) and “Sometimes I feel my hunting skills are inadequate” (35% *strongly* disagree and 54% disagree overall). Among hunting activity-only participants, disagreement is relatively low for “I wish I could have more confidence in myself as a hunter” (39% *strongly* disagree and 55% disagree overall) and “I hesitate to hunt independently” (47% *strongly* disagree and 64% disagree overall).

Finally, among both groups, there is a preference for hunting with others for safety reasons over hunting alone for safety reasons.

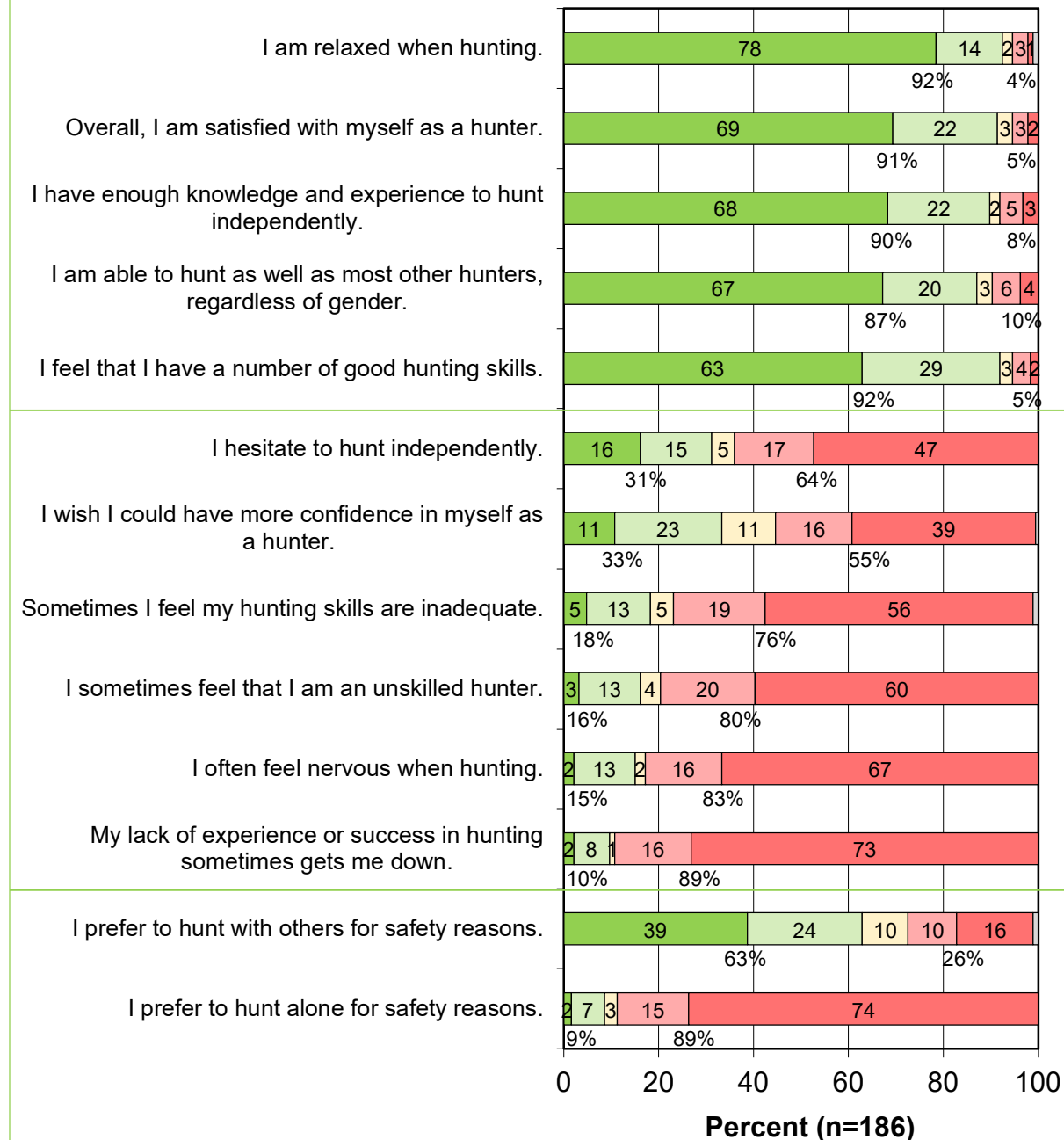
Next, please [tell me / indicate] how much you agree or disagree with each of the following statements. (Hunting program participants)

Strongly agree Somewhat agree Neither Somewhat disagree Strongly disagree Don't know



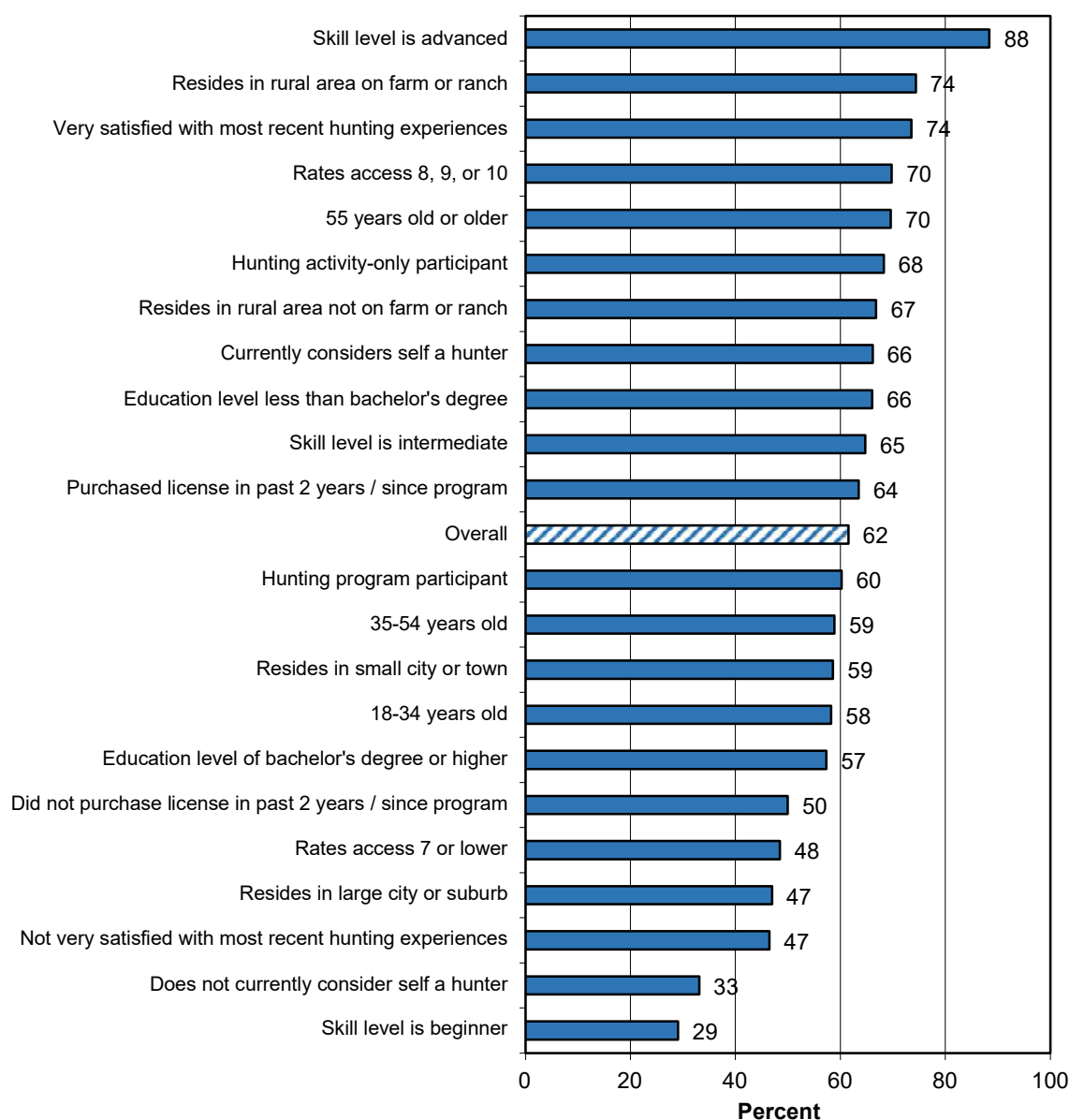
Next, please [tell me / indicate] how much you agree or disagree with each of the following statements. (Hunting activity-only participants)

■ Strongly agree
 ■ Somewhat agree
 ■ Neither
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

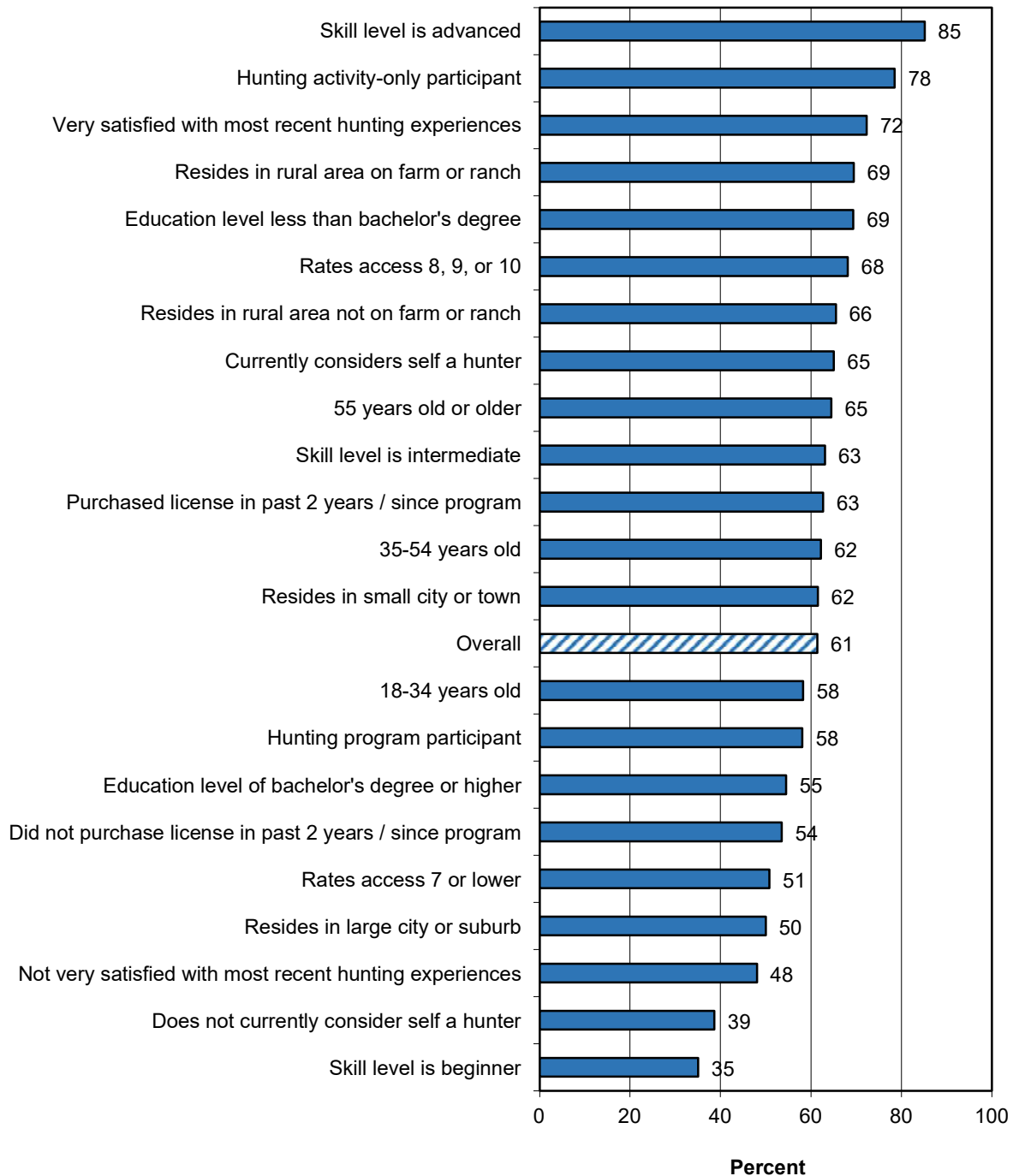


The demographic analyses graphs that follow are presented in the same order as the graph for program participants above. For the five positive statements, being at an advanced skill level is the top characteristic associated with agreeing. Additional characteristics that are among the top in the five positive statements are being rural, being satisfied with hunting, rating access high, and not participating in a program. (Most of these graphs show *strongly* agree; however, when the percentage who *strongly* agree is too low, the graphs show *strongly* agree and *somewhat* agree.)

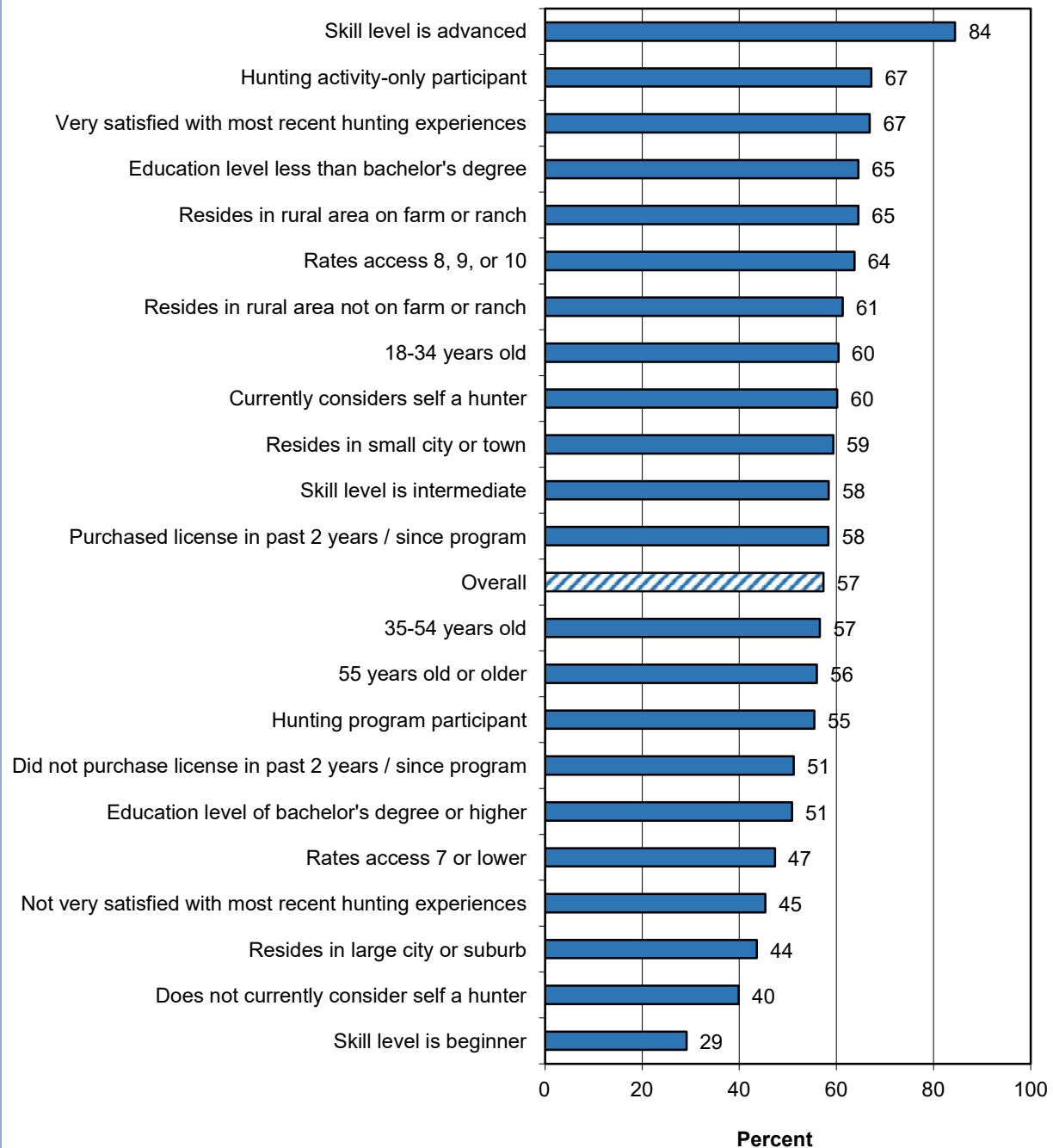
**Percent of the following groups who strongly agree that they have enough knowledge and experience to hunt independently:
(Hunting survey path)**



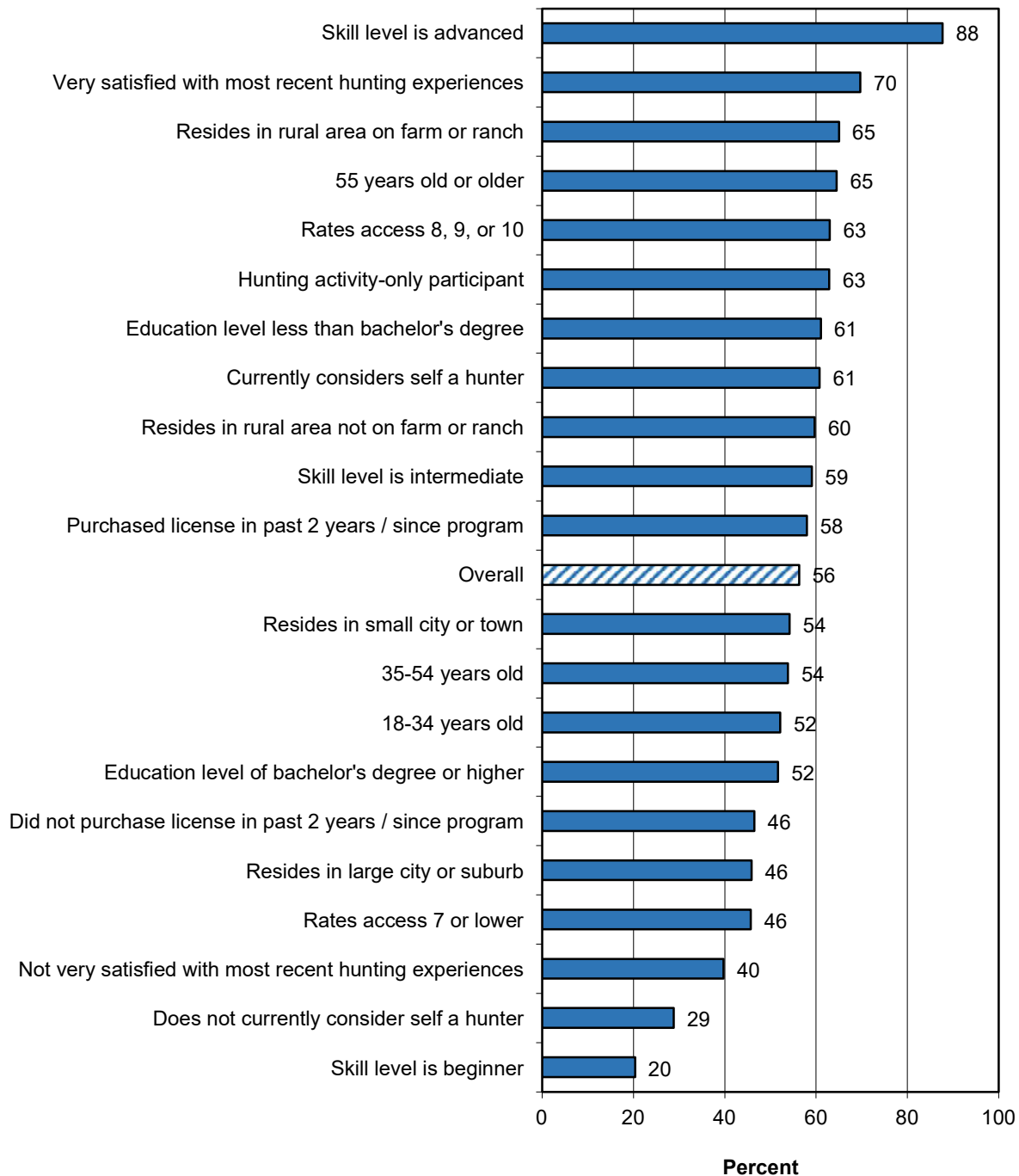
**Percent of the following groups who strongly agree that they are relaxed when hunting:
(Hunting survey path)**



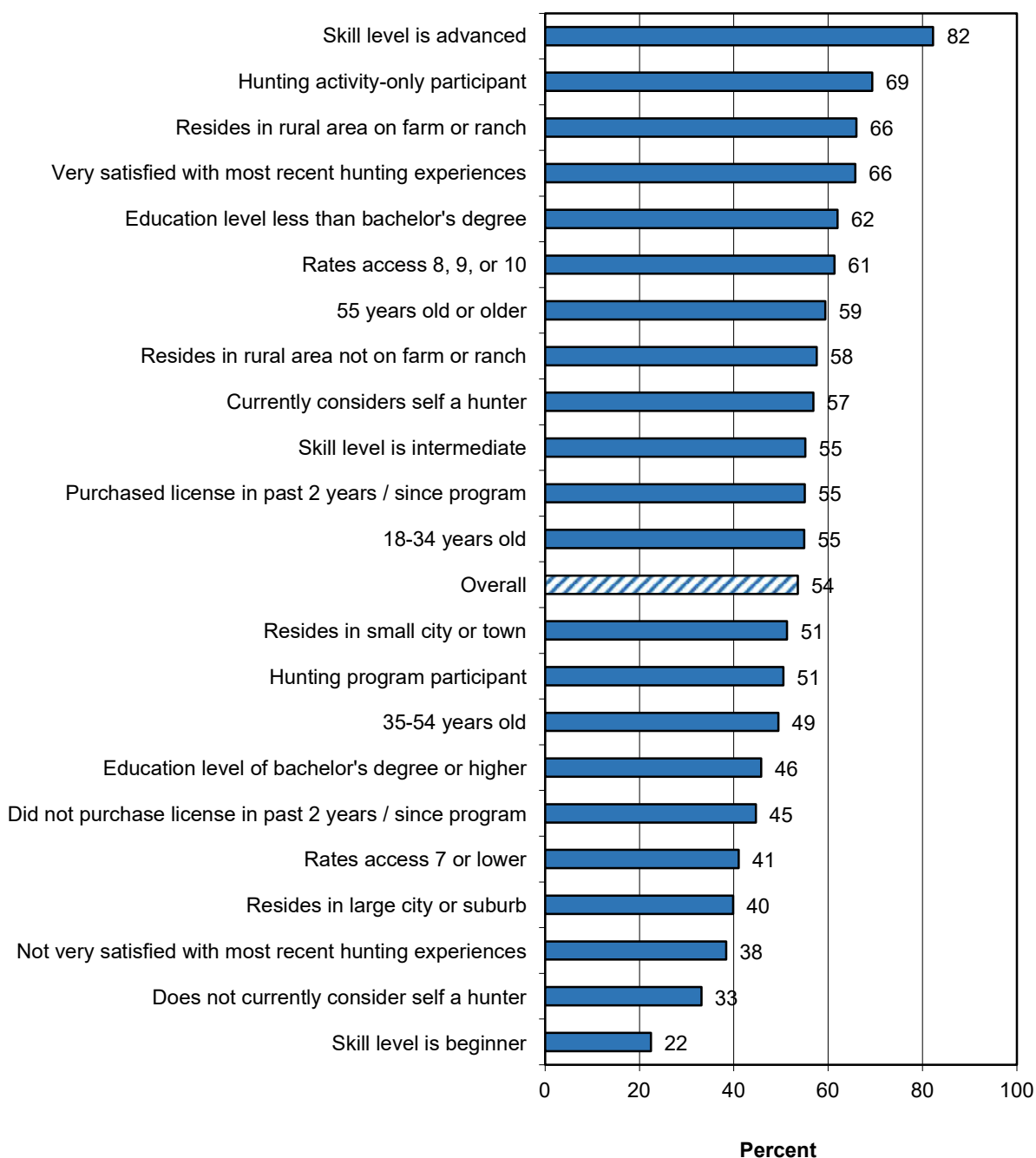
**Percent of the following groups who strongly agree that they are able to hunt as well as most other hunters, regardless of gender:
(Hunting survey path)**



Percent of the following groups who strongly agree that they have a number of good hunting skills: (Hunting survey path)

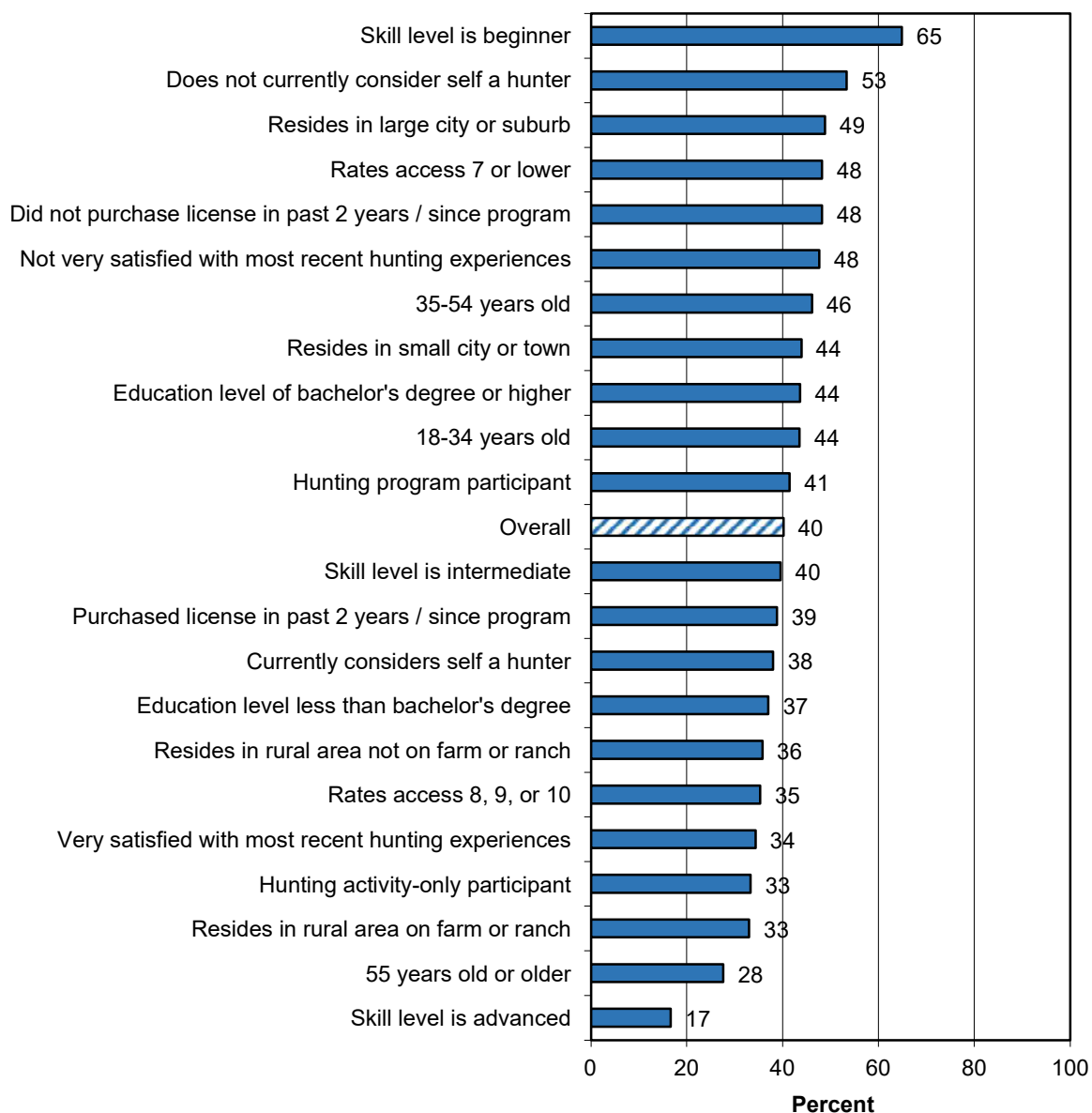


**Percent of the following groups who strongly agree that they are overall satisfied with themselves as hunters:
(Hunting survey path)**

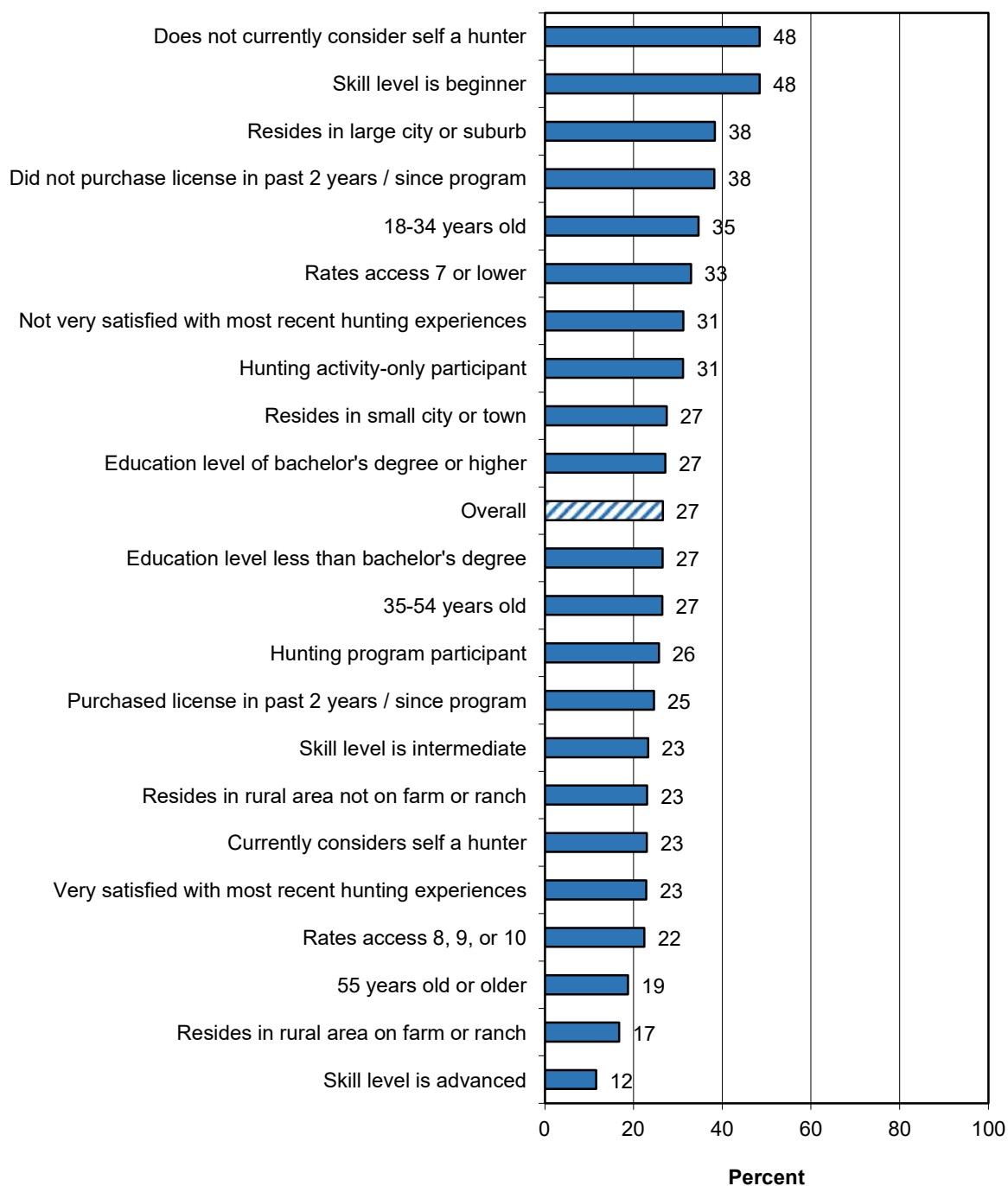


On the negative statements, three of the characteristics are markedly higher in agreement on all the questions: being a beginner, not considering oneself a hunter, and living in a large city or suburban area. A fourth characteristic is high on five of the six negative questions: rating access relatively low. Finally, women 55 years old and older are consistently *less* likely to agree than women overall.

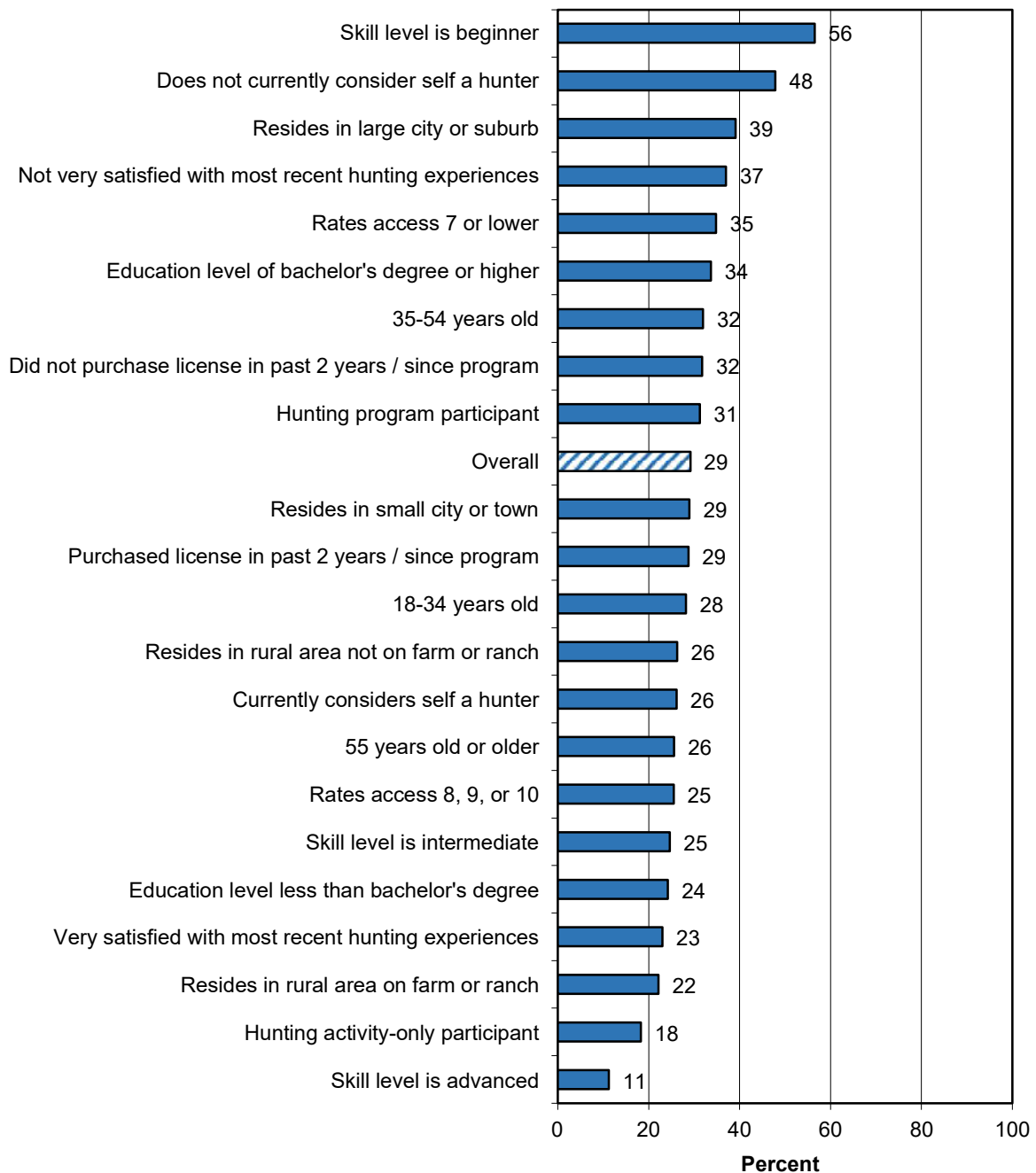
**Percent of the following groups who strongly or somewhat agree that they wish they could have more confidence in themselves as hunters:
(Hunting survey path)**



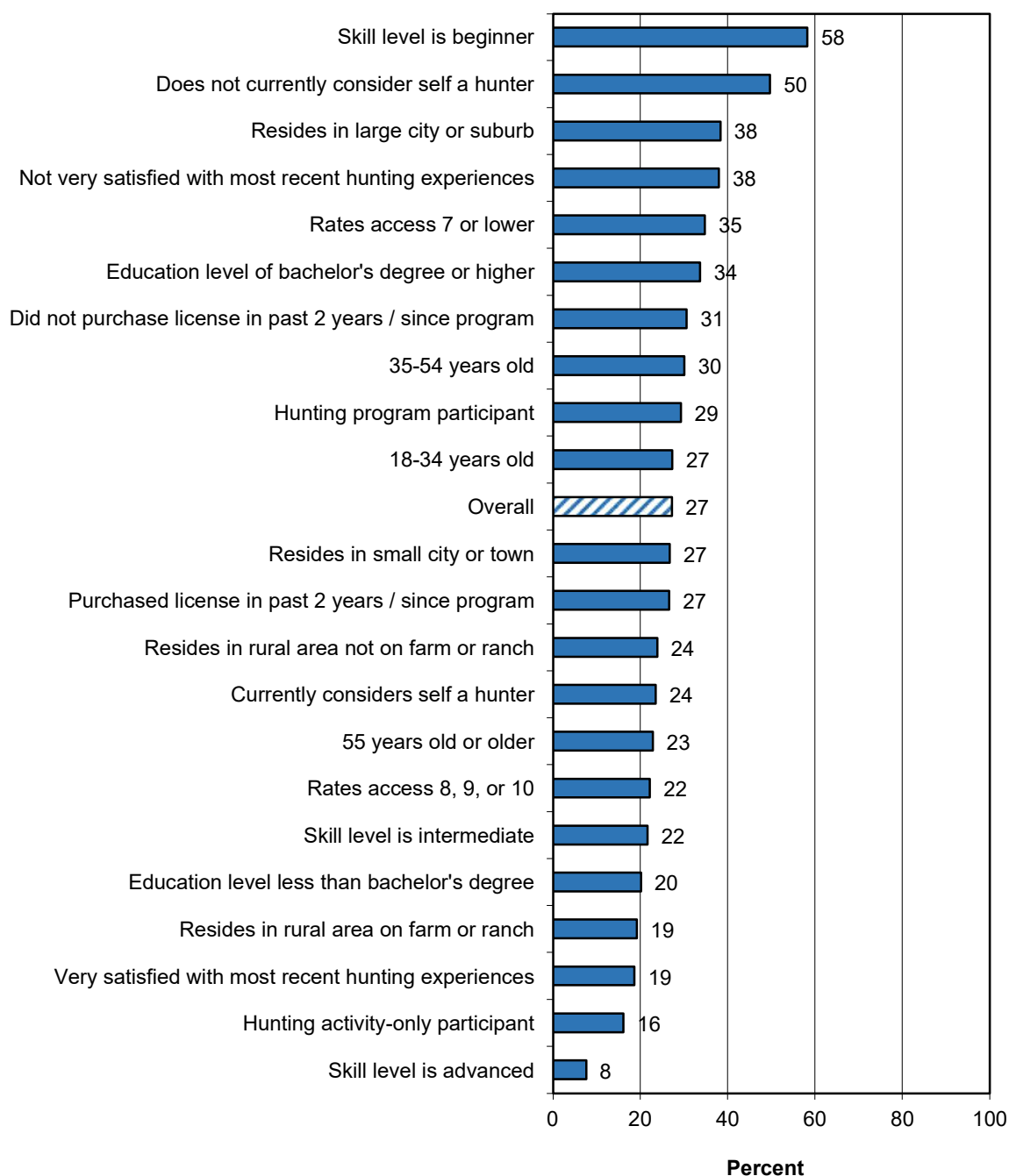
Percent of the following groups who strongly or somewhat agree that they hesitate to hunt independently: (Hunting survey path)



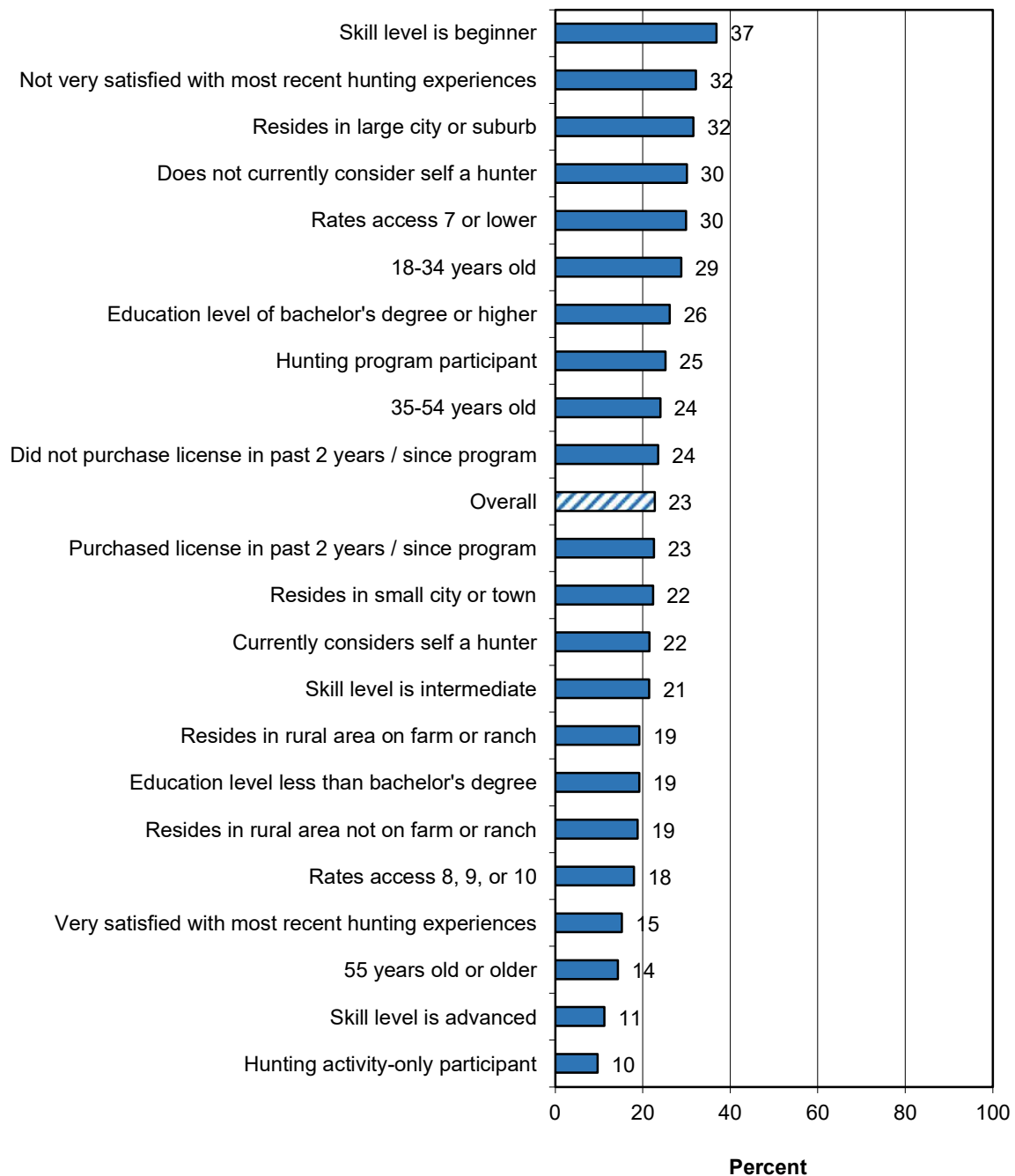
**Percent of the following groups who strongly or somewhat agree that sometimes they feel their hunting skills are inadequate:
(Hunting survey path)**



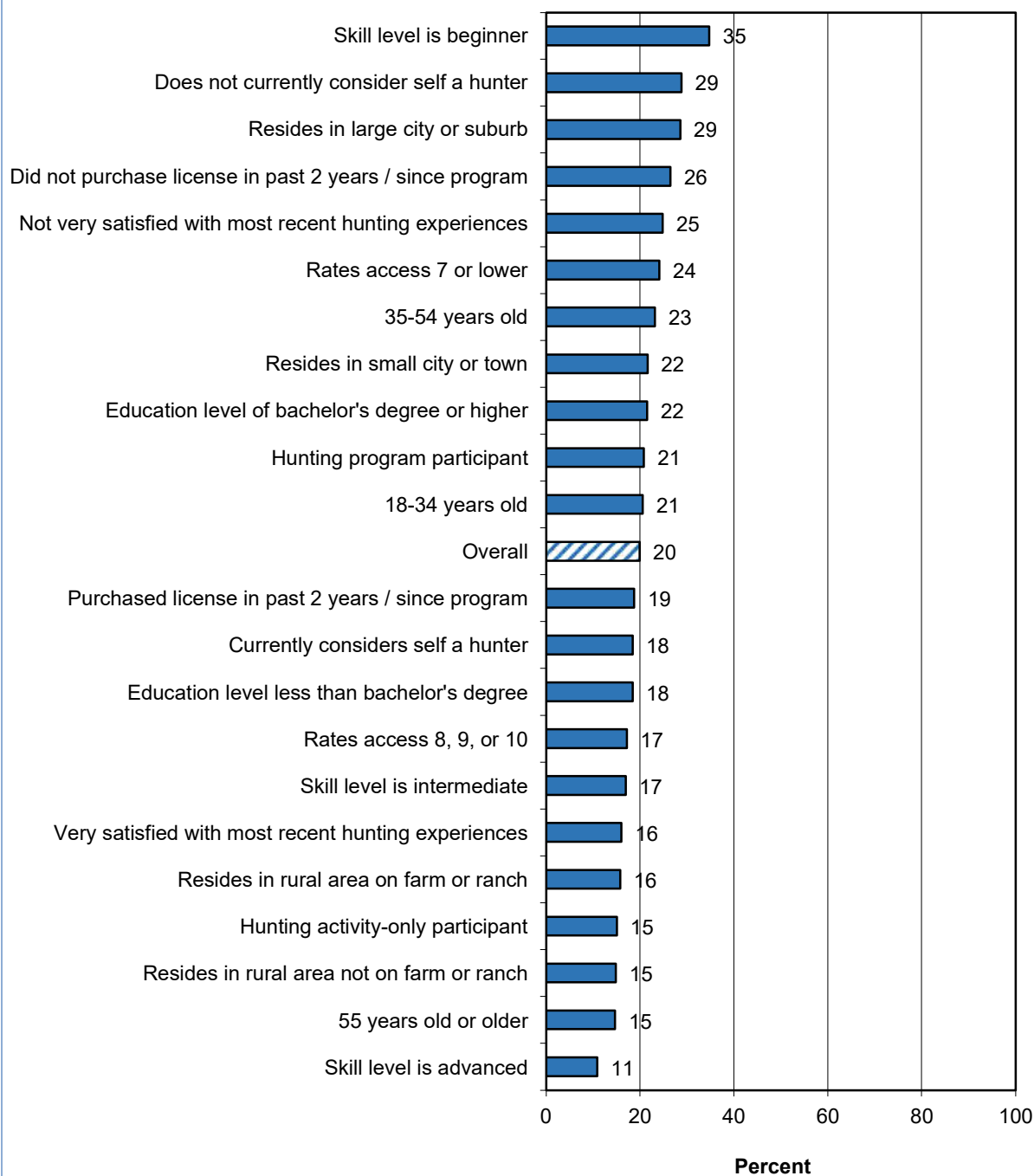
**Percent of the following groups who strongly or somewhat agree that they sometimes feel like they are unskilled hunters:
(Hunting survey path)**



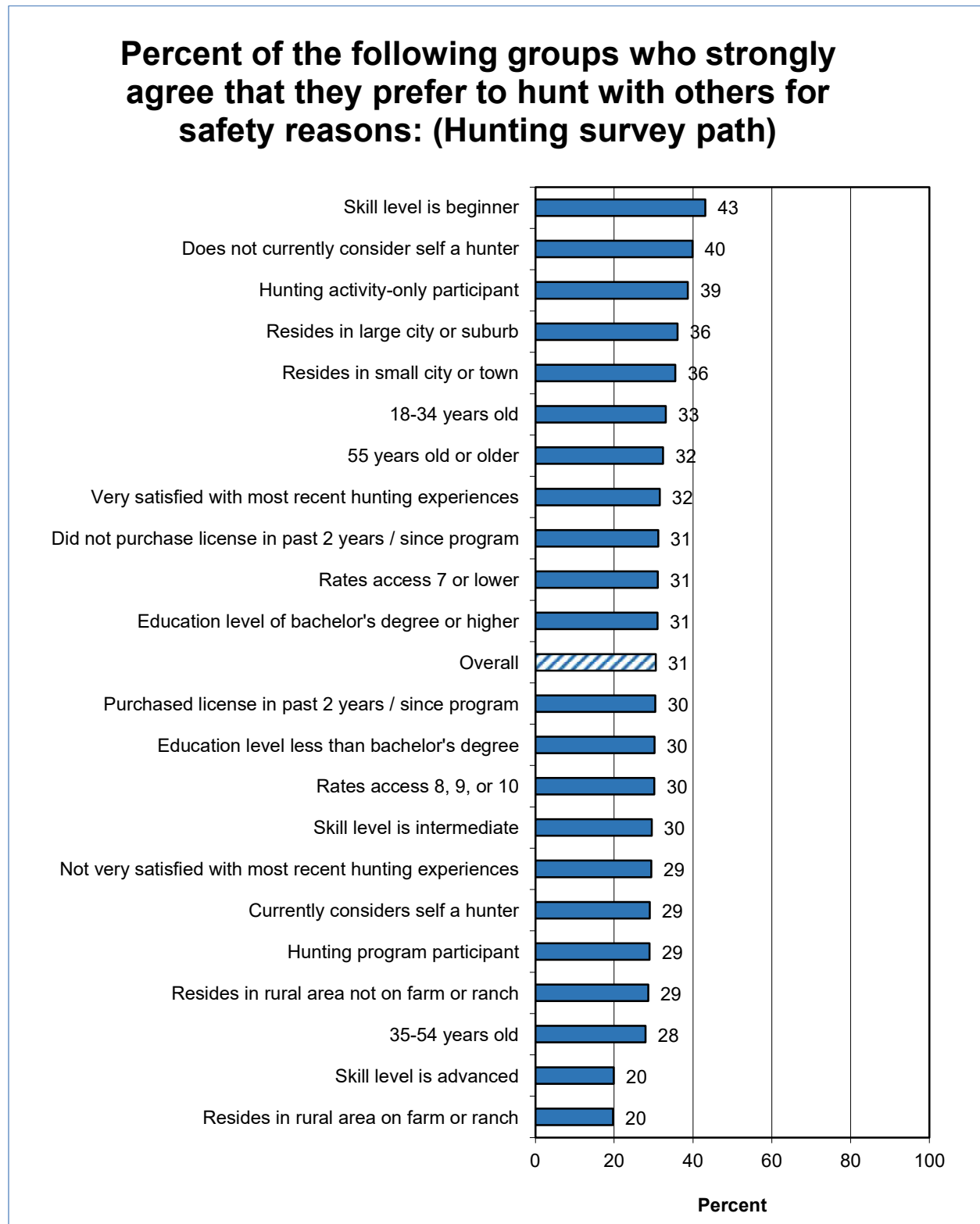
**Percent of the following groups who strongly or somewhat agree that their lack of experience or success in hunting sometimes gets them down:
(Hunting survey path)**



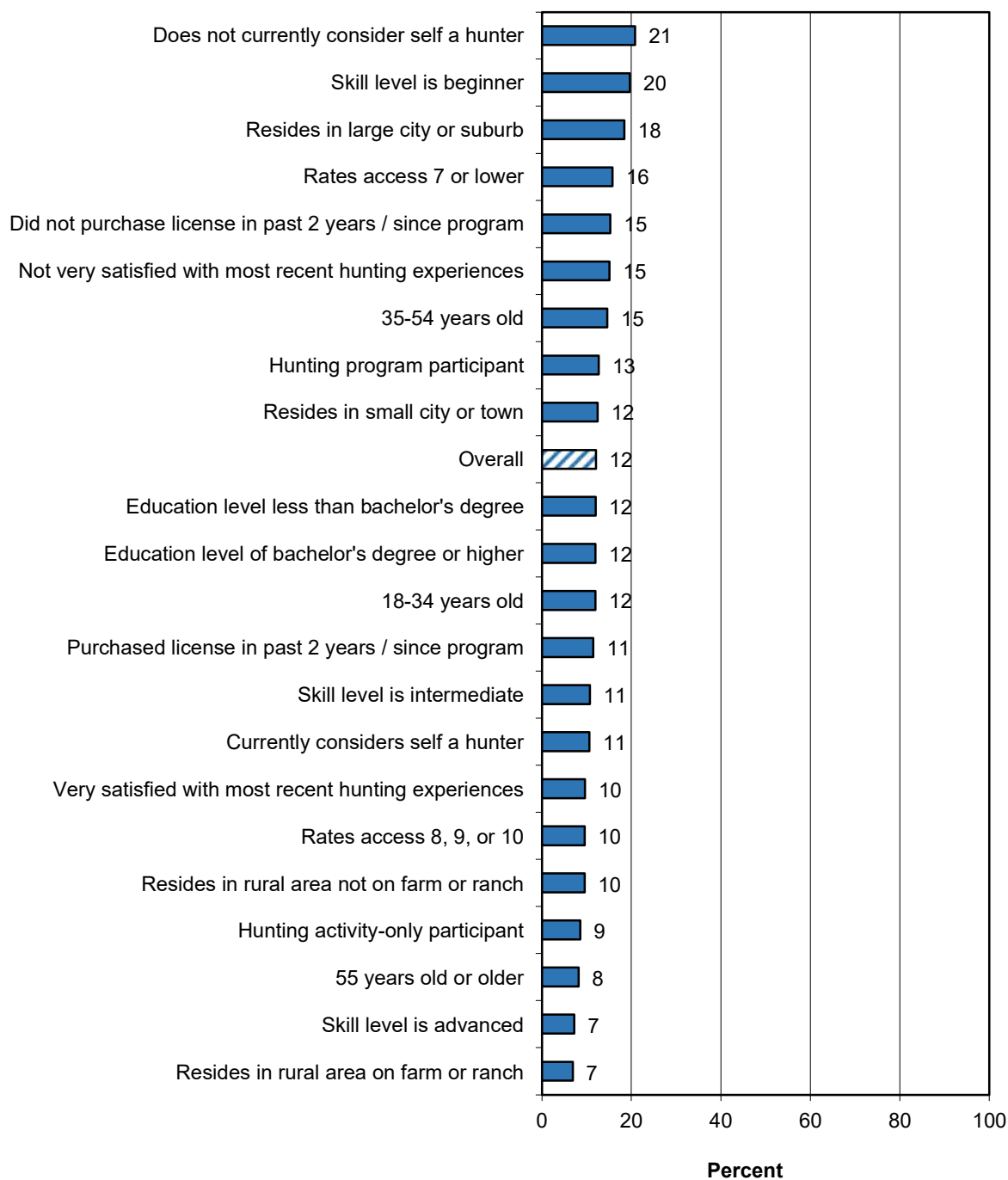
Percent of the following groups who strongly or somewhat agree that they often feel nervous when hunting: (Hunting survey path)



Beginners, those who do not consider themselves to be a hunter, hunting activity-only participants, and those living in more urban environments are more likely to agree that they like hunting with someone else for safety reasons.

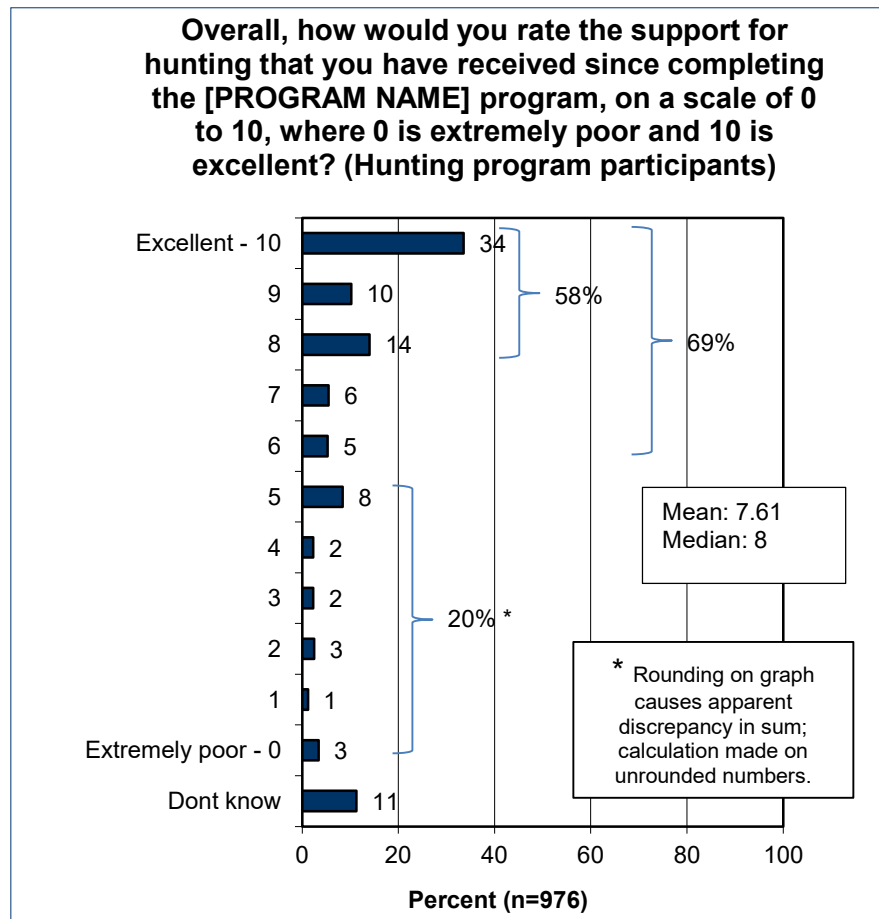


Percent of the following groups who strongly agree that they prefer to hunt alone for safety reasons: (Hunting survey path)



SUPPORT AND CAMARADERIE IN HUNTING

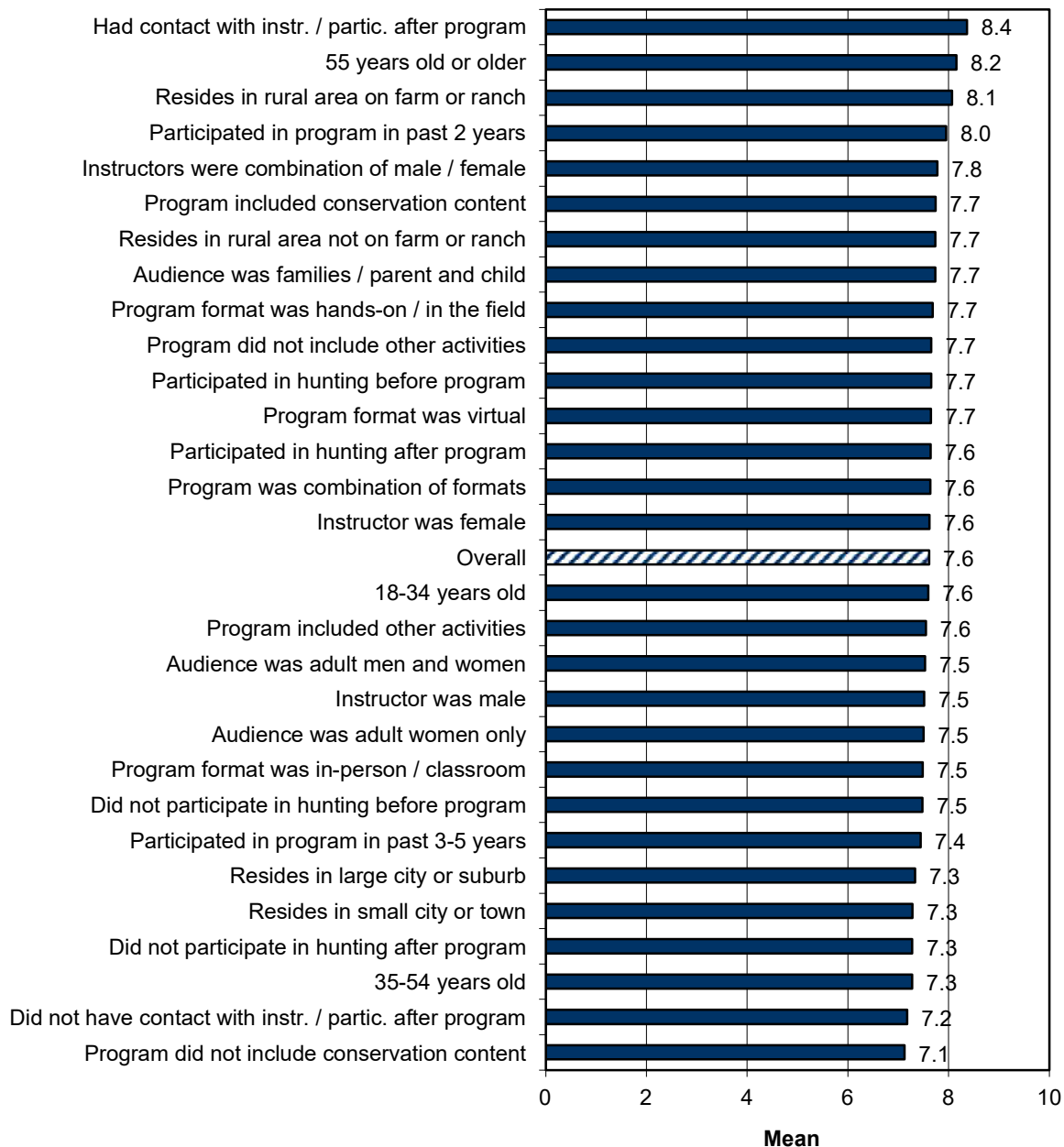
Using a 0 to 10 scale, hunting program participants rated the amount of support that they felt they received since completing the program. About a third (34%) felt very much supported, giving the highest rating of 10. In looking at sums (on unrounded numbers), 58% gave a high rating of 8, 9, or 10, and 69% gave a rating higher than the midpoint (the midpoint is 5). Nonetheless, 20% gave a rating of the midpoint or lower. The mean rating was 7.61, and the median was 8.



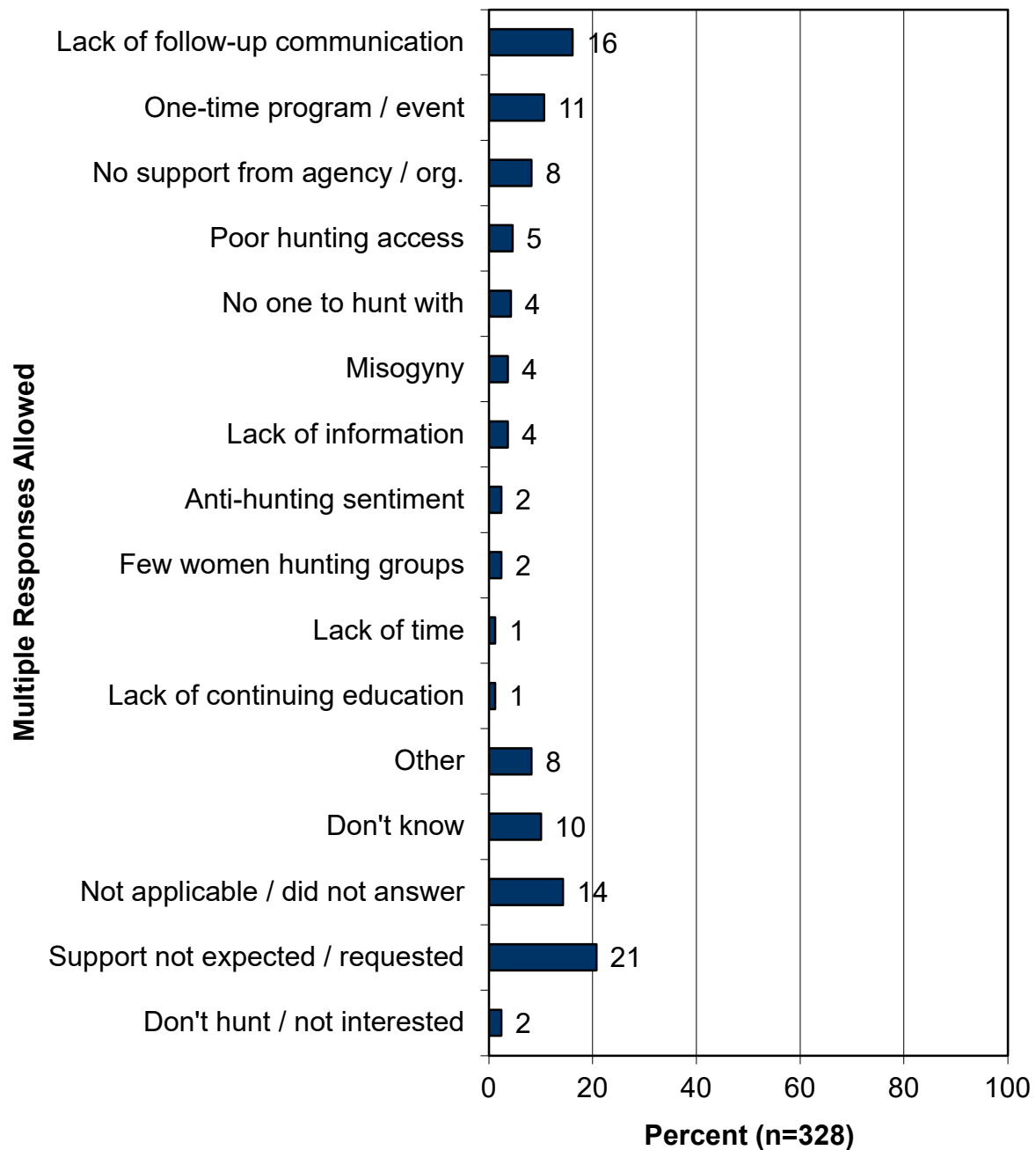
Demographic analyses on this question, as shown in the graph on the next page, suggest that high ratings of support are associated with having contact with people involved in the program after its conclusion, being older, and living in a rural area on a farm or ranch.

Following the demographic analyses graph are the results of an open-ended question that asked about the reasons for not giving a higher rating, among those who gave a rating of 7 or lower. The top-named problem was lack of follow-up communications. Right below that is that the program is a one-time event (a response that implies, for at least some of the programs, that there was no follow-up communication). Also of some note as important reasons for a low rating are poor hunting access, no one to hunt with, a feeling of misogyny regarding the program or the activity, and a lack of information.

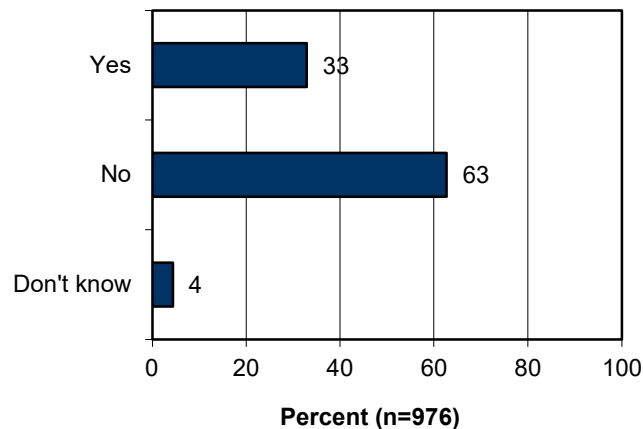
Mean ratings from the following groups for the support for hunting that they have received since completing the hunting program, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Hunting program participants)



Specifically, why didn't you rate the support for hunting you have received since the program higher? (Asked of those who gave a rating of 7 or lower.) (Hunting program participants)



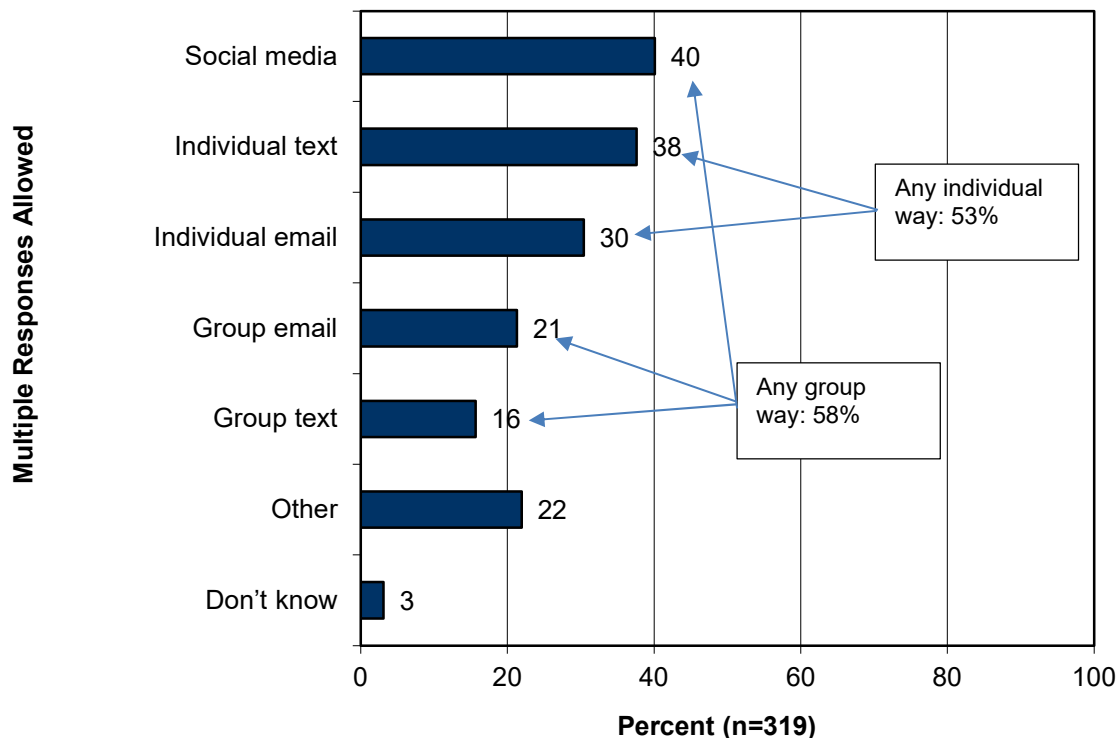
**Did you stay in touch with the instructor and/or other program participants after the [PROGRAM NAME] program?
(Hunting program participants)**



About a third of hunting program participants (33%) stayed in touch with the instructor or other program participants after the program, with social media being the most popular way to stay in contact.

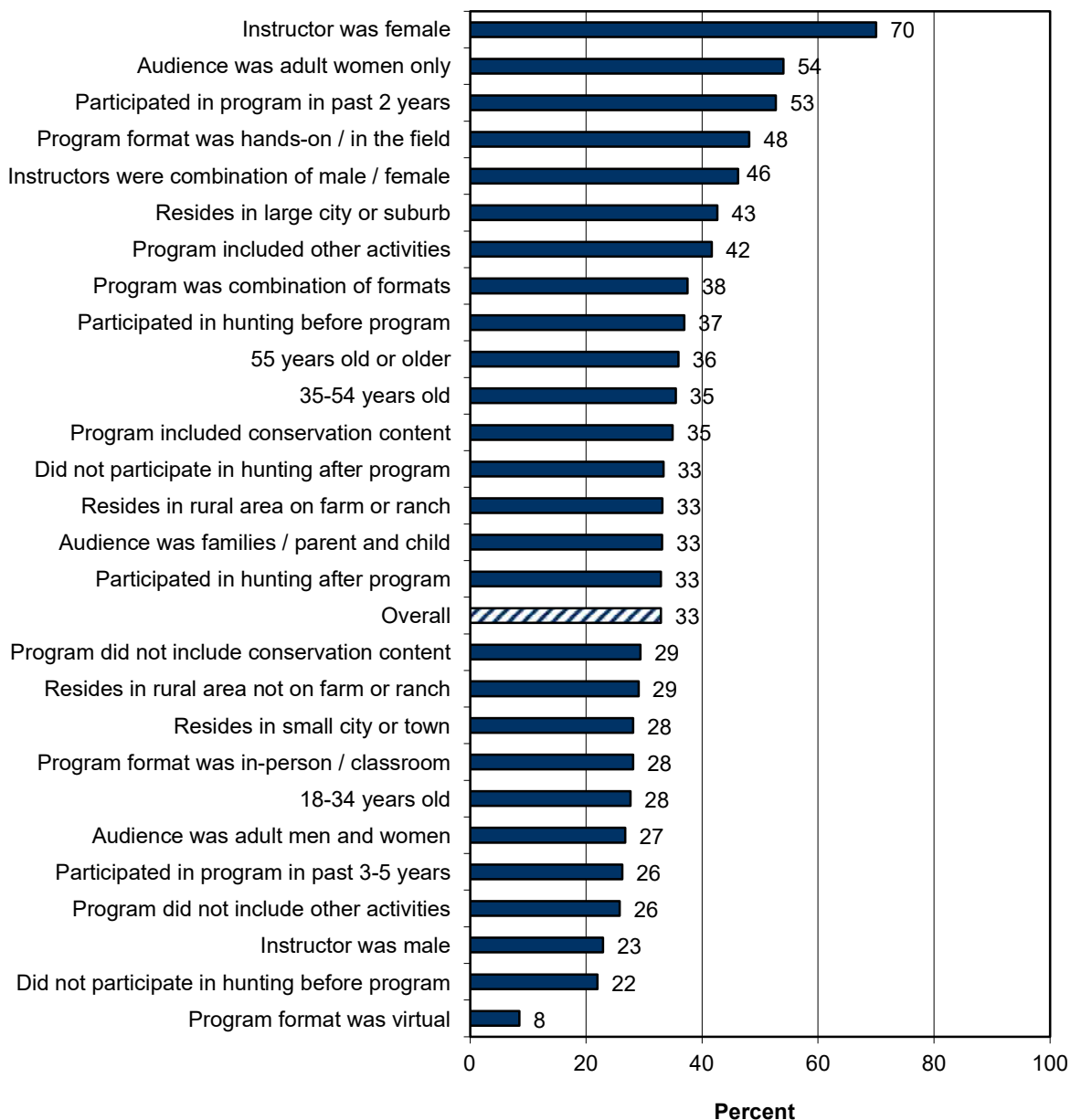
In looking at group versus individual ways to stay in contact, 53% did so through individual ways (text or email), while 58% did so through group ways (social media, group email, or group texts). Note that these are not sums because respondents could select multiple responses to the question.

**How did you stay in touch with others from the [PROGRAM NAME] program? Did you use...?
(Asked of those who stayed in contact.)
(Hunting program participants)**

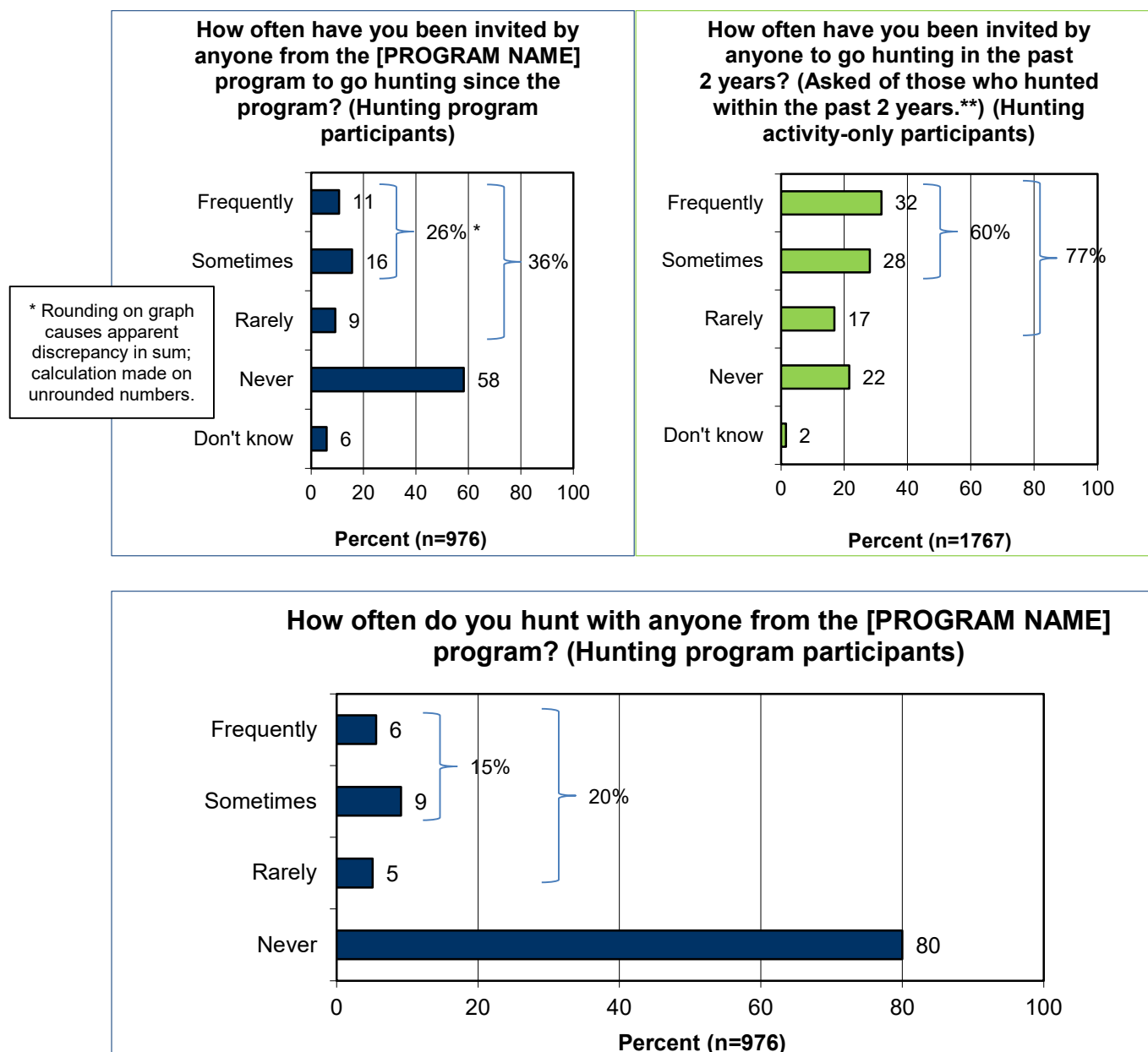


The demographic analyses of those program participants who stayed in contact with their program instructor or others from the program found associations with those whose instructor was female, those whose program was for women only, recent program participants, those whose program included a hands-on or in-the-field element, those whose program was led by both men and women, residents of large cities or suburban areas, and those whose program included other activities.

**Percent of the following groups who stayed in touch with the instructor and/or other program participants after the program.
(Hunting program participants)**



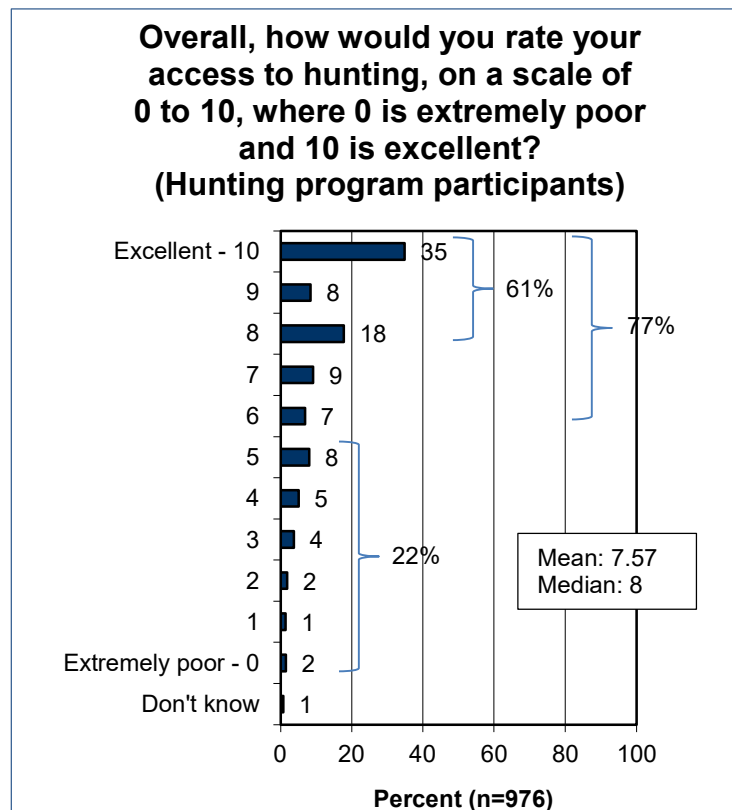
About a third of hunting program participants have been invited by other program participants or associates of the program to go hunting since the program, with 26% saying that they had been *frequently* or *sometimes* invited. This rate of being invited is lower than the rate of hunting activity-only participants (those who had hunted within the previous 2 years) to have been invited by anyone. The final graph shows that 20% of program participants went hunting with other program participants or associates of the program.



** A requirement to be included in the hunting activity-only participant group was to have hunted *within the previous 5 years*. Most had also hunted within the previous 2 years, but some had hunted 3 to 5 years previously but not within the most recent 2-year span. Therefore, the n-value is 1,767 instead of the full sample.

ACCESS FOR HUNTING AND OTHER POTENTIAL CONSTRAINTS

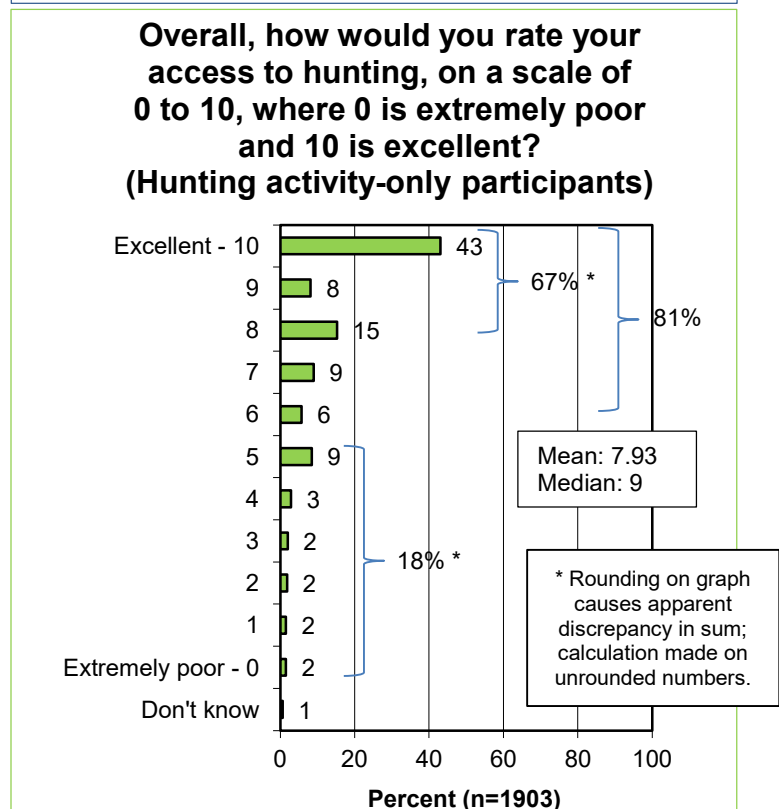
Almost two thirds of program participants (61%) give a high rating of 8, 9, or 10 to their hunting access. This suggests that about a third have some problems with getting access, giving a rating of 7 or lower. Those problems approach the extreme level among 22%—those who rate their access at the midpoint or lower. (The graph also shows the total percentage who give a rating higher than the midpoint of 5.)



The access ratings given by hunting activity-only participants are quite similar to the ratings given by program participants described above. Among activity-only participants, 67% give a high rating of 8, 9, or 10 to their hunting access, while 18% rate their access at the midpoint or lower.

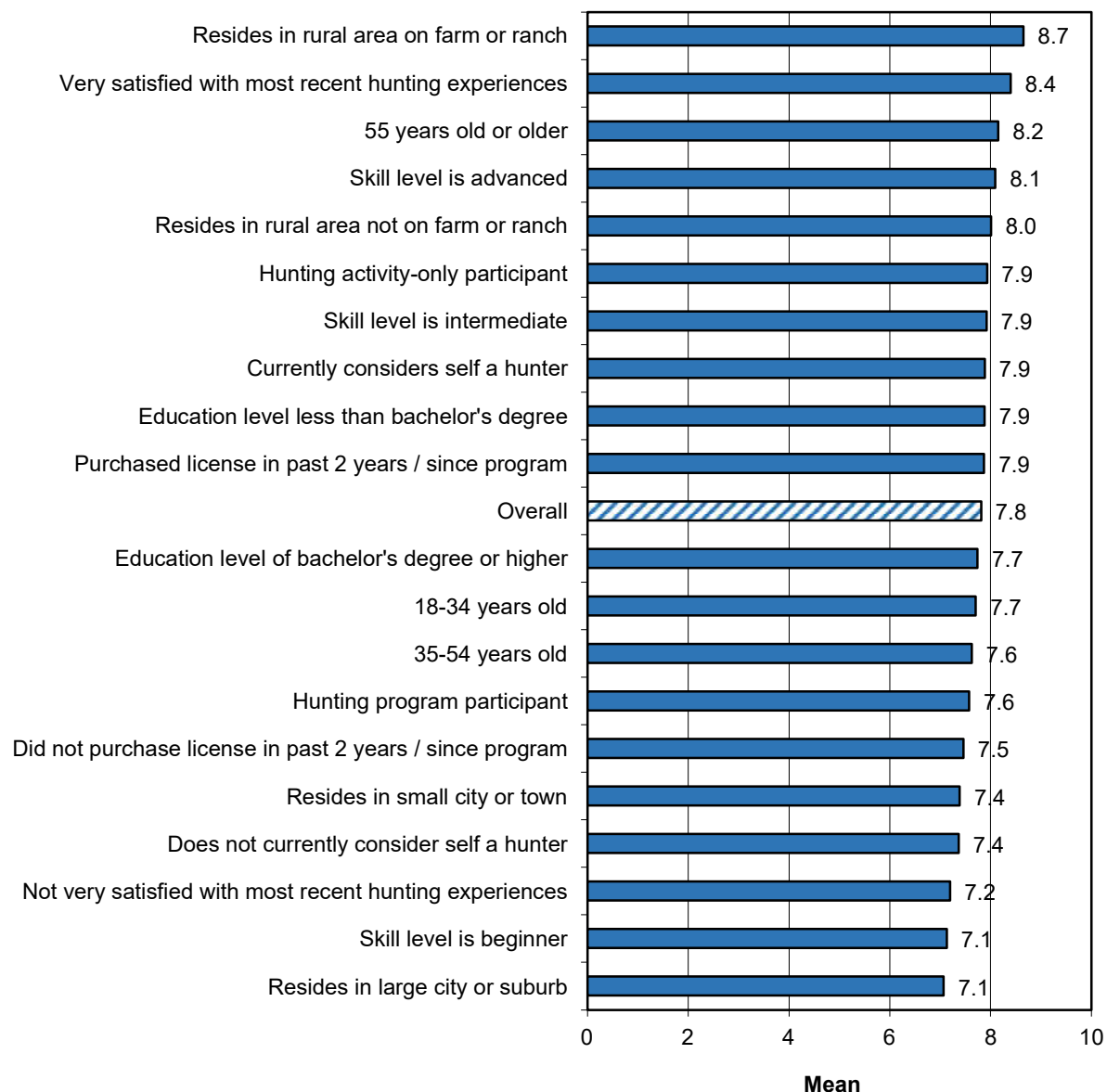
The means and medians also are similar, as shown on the graphs.

These questions were used in the demographic analyses, as shown and discussed on the following page.



The highest access ratings in the demographic analyses conducted on everyone in the hunting survey path are among those who reside in a rural area on a farm or ranch, those *very* satisfied with their most recent hunting experiences, those 55 years old and older, and those at an advanced skill level. At the low end (those with lower ratings of access) are residents of large cities or suburban areas, beginners, those not *very* satisfied with their hunting, those who do not consider themselves a hunter, and residents of small cities or towns.

Mean ratings from the following groups regarding their overall access to hunting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Hunting survey path)

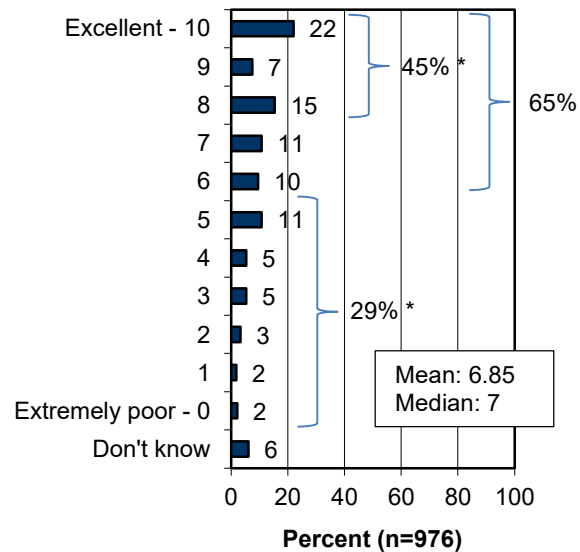


Three aspects of access for hunting were examined in the survey, each rated on a 0 to 10 scale from extremely poor to excellent. All three have moderately positive ratings—overall on the positive side, but the ratings could be better. For all three, about half of hunting program participants give a high rating of 8, 9, or 10. Nonetheless, about a quarter give ratings of the midpoint or below; this applies to both program participants and activity-only participants. On the following page are the results among hunting activity-only participants, and the ratings are not markedly different from those of program participants.

* Rounding on graphs causes apparent discrepancy in sums; calculations made on unrounded numbers.

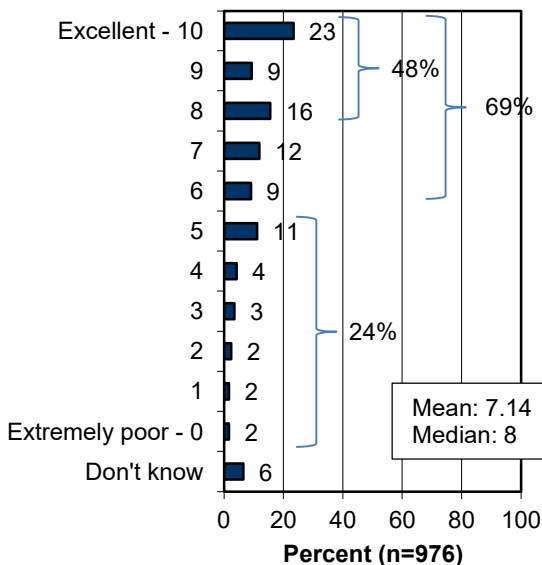
How would you rate quantity (or amount) of available land or areas for hunting when it comes to your access for hunting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent?

(Hunting program participants)



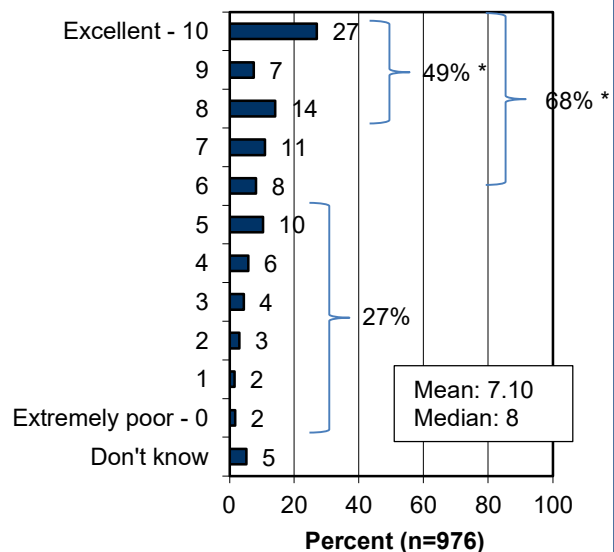
How would you rate quality of available land or areas when it comes to your access for hunting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent?

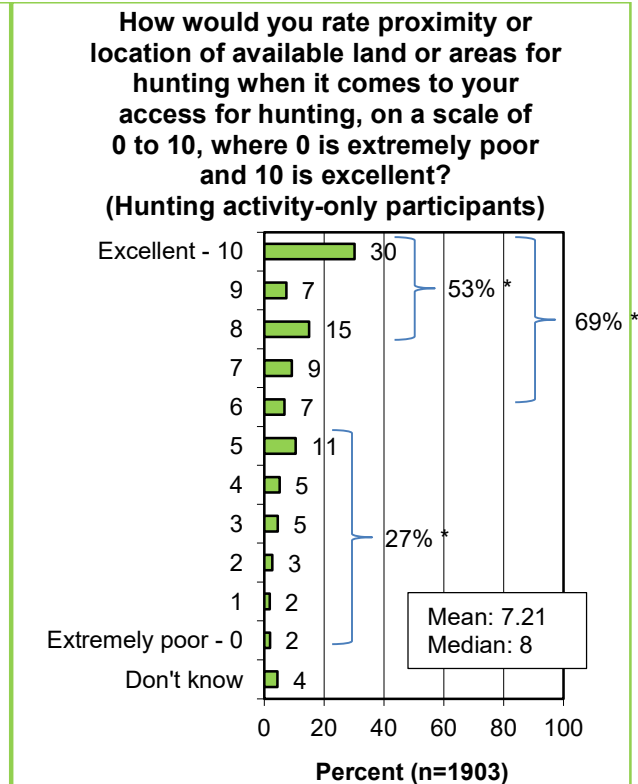
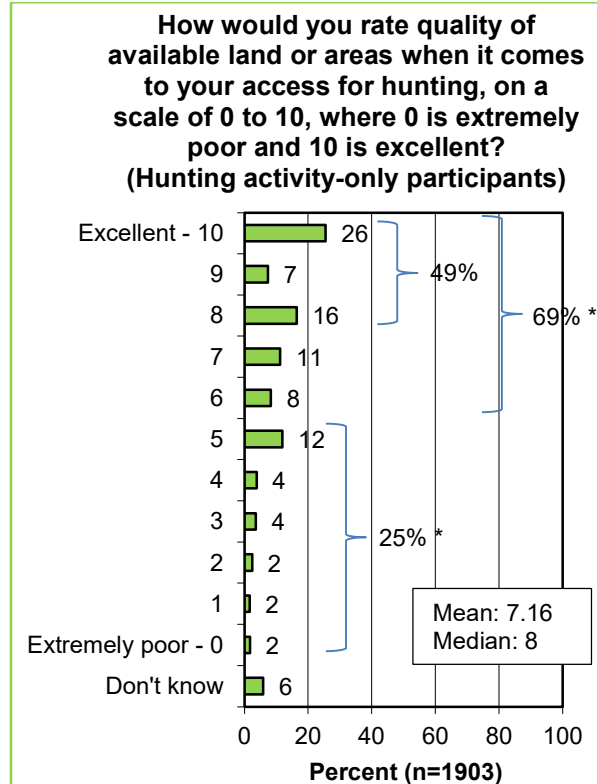
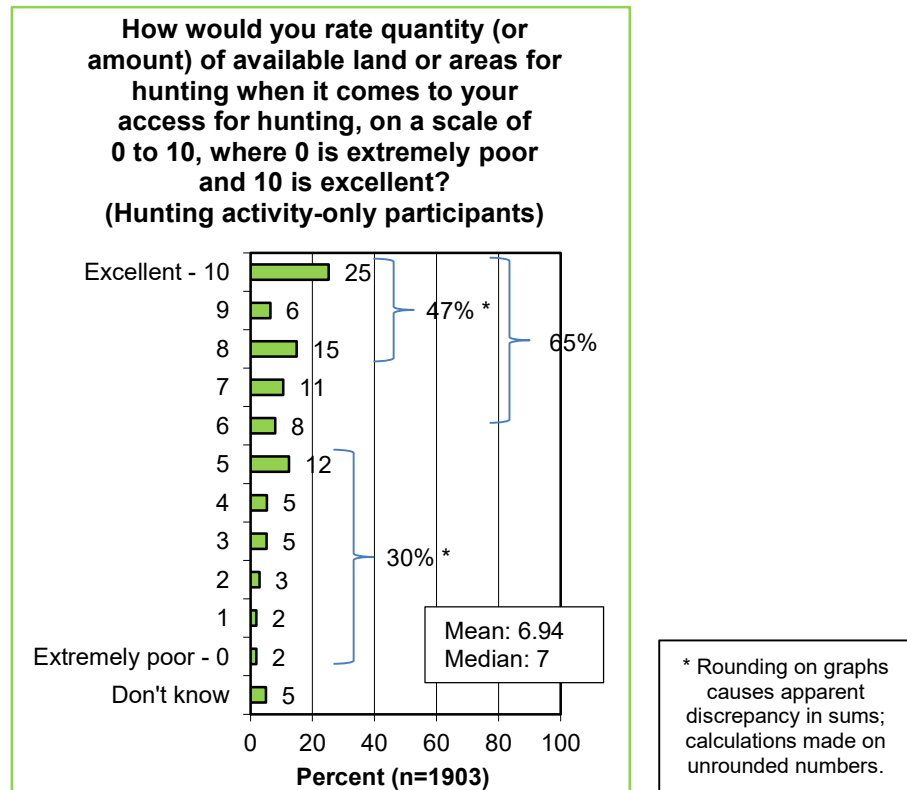
(Hunting program participants)



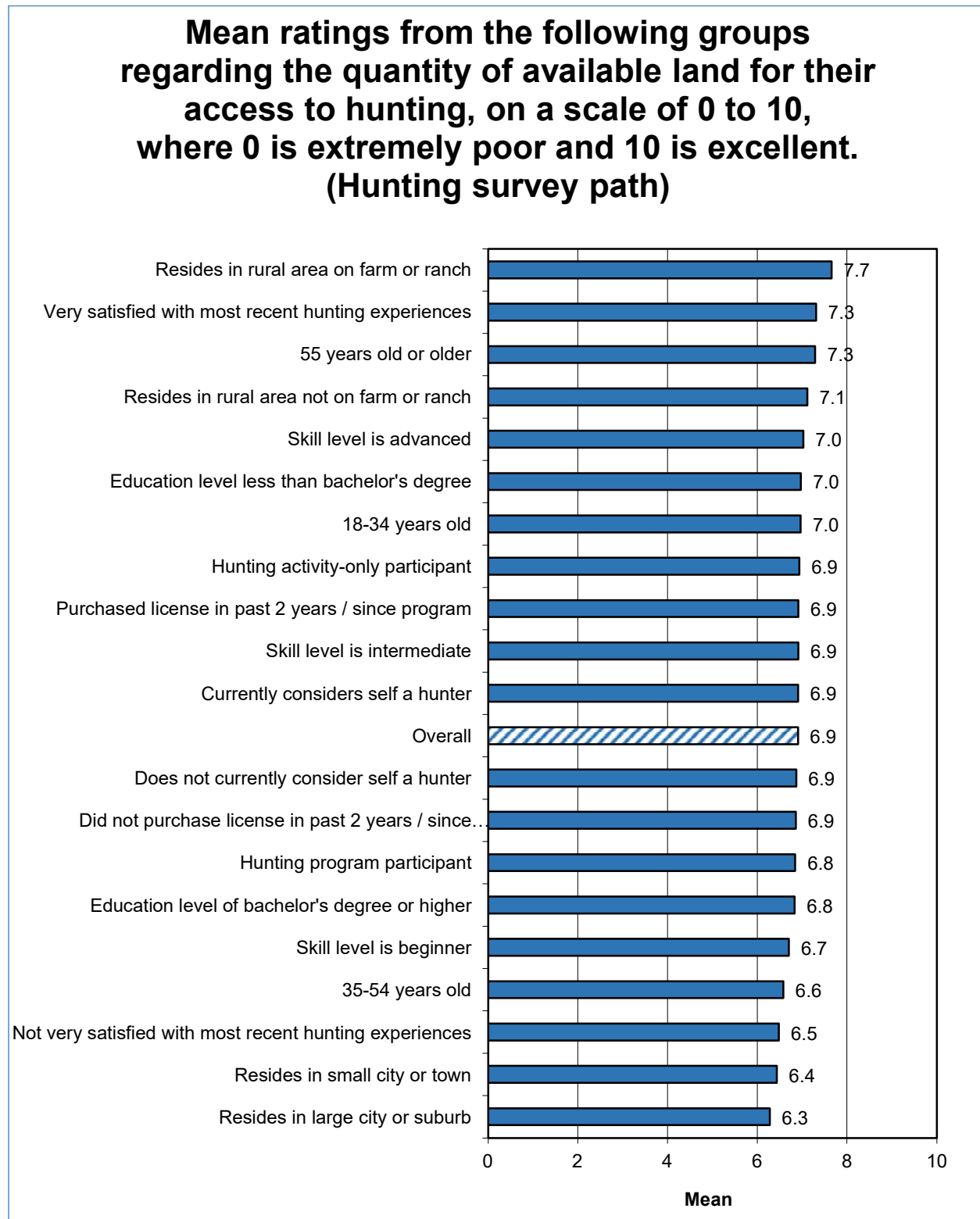
How would you rate proximity or location of available land or areas for hunting when it comes to your access for hunting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent?

(Hunting program participants)

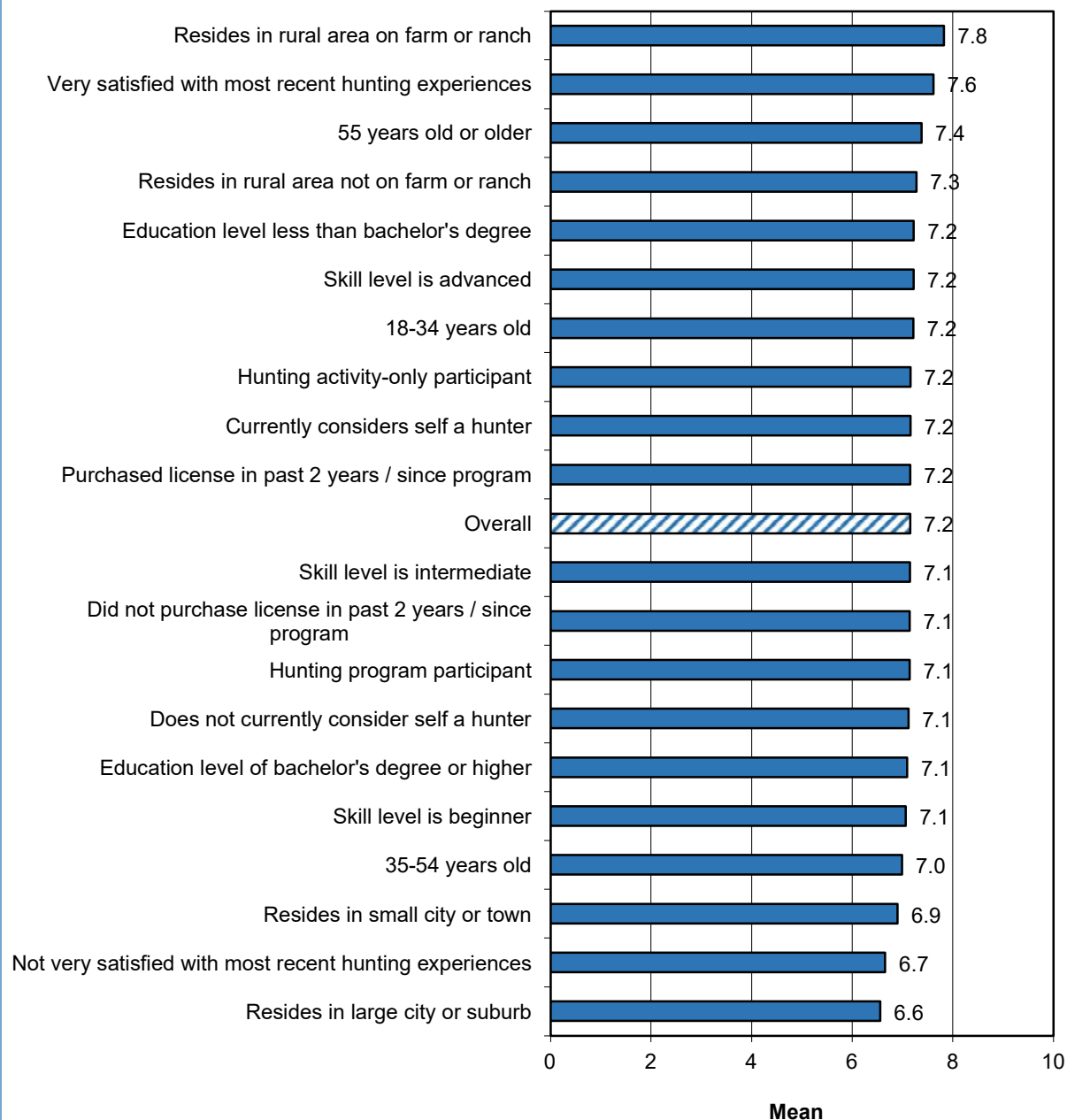




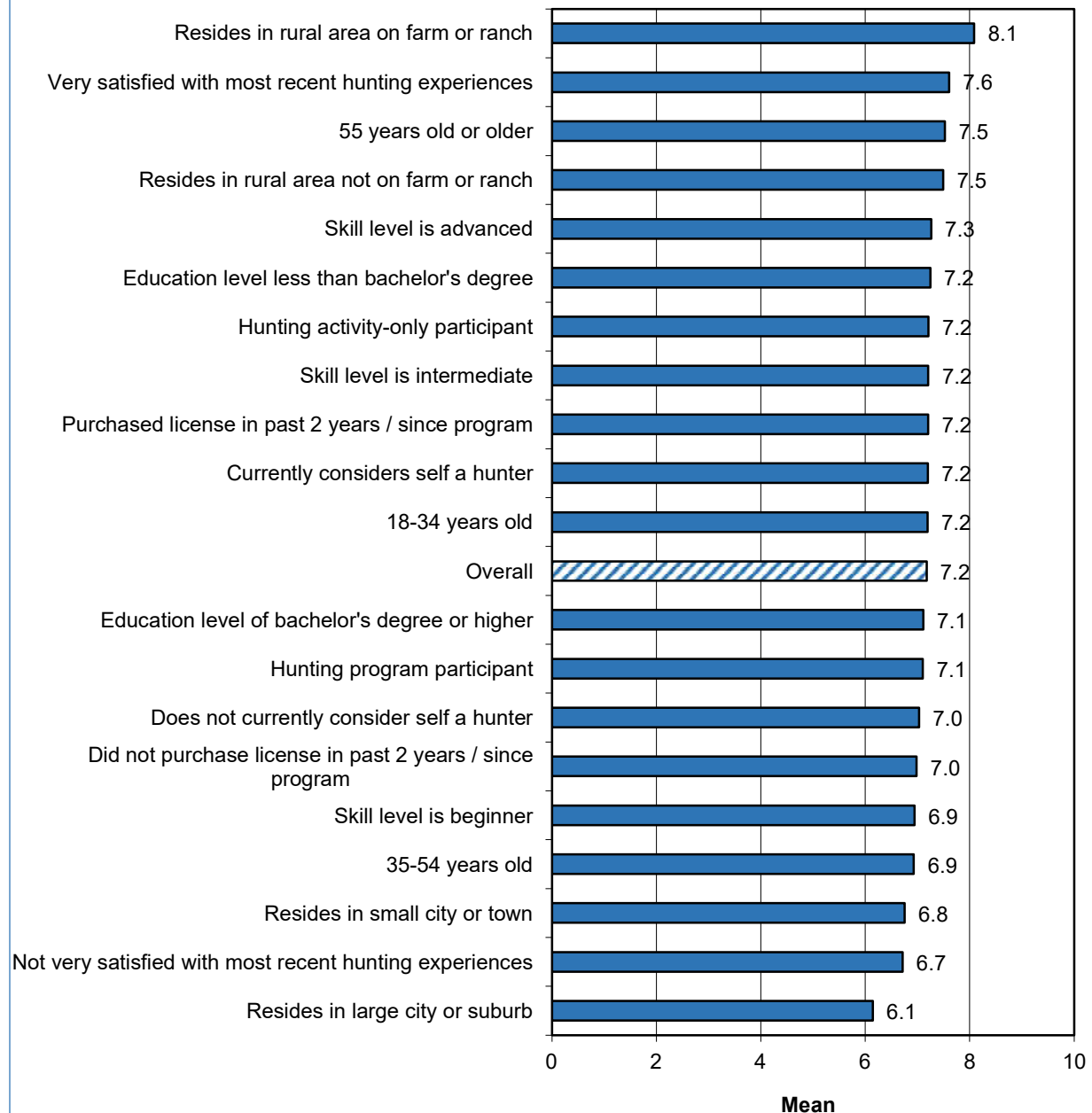
Demographic analyses graphs are included for the ratings of quantity, quality, and proximity for places to go hunting. They mirror the demographic analyses graph for overall access ratings. These are of everyone in the hunting survey path.



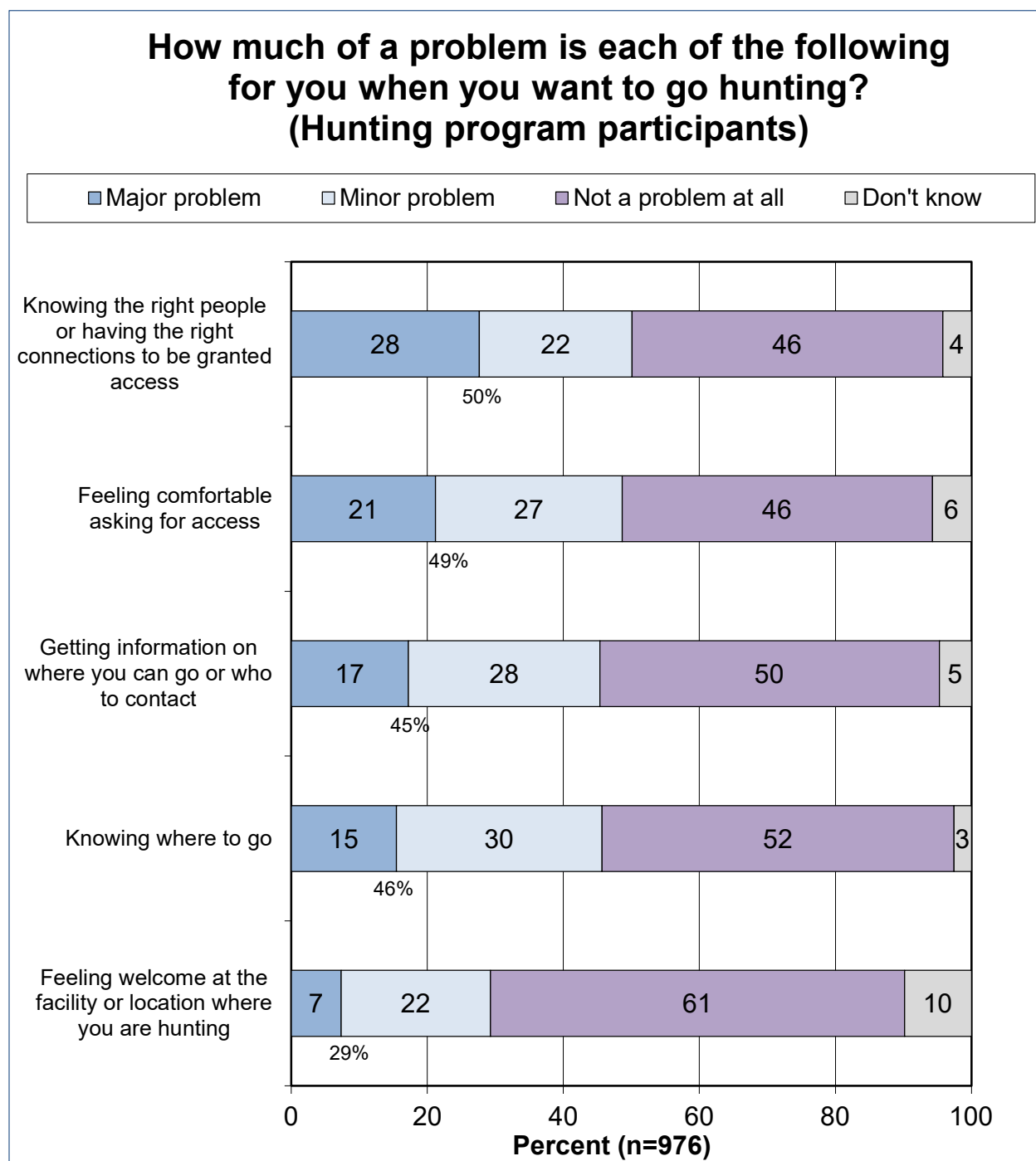
Mean ratings from the following groups regarding the quality of available land for their access to hunting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Hunting survey path)



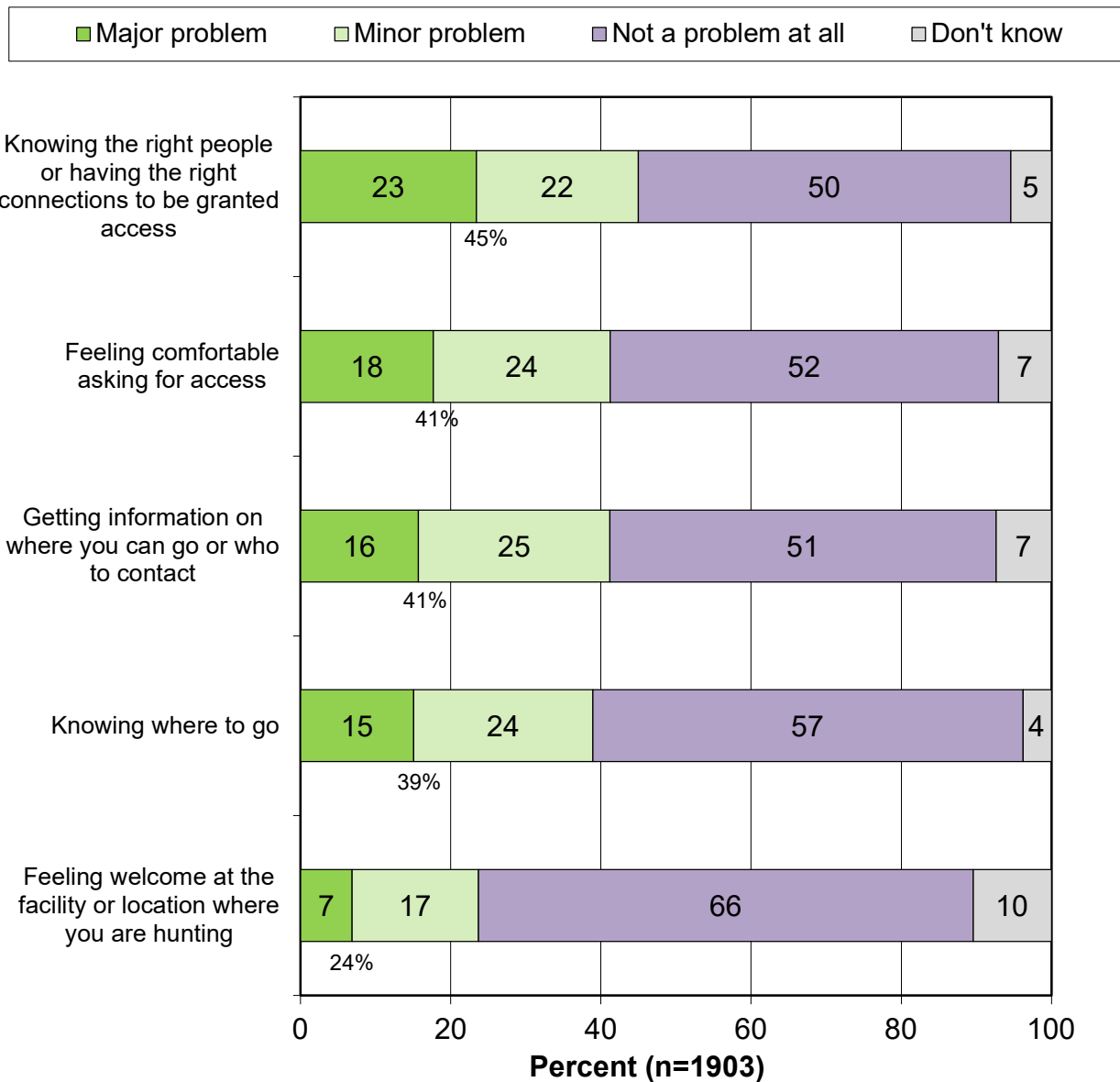
Mean ratings from the following groups regarding the proximity or location of available land for their access to hunting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Hunting survey path)



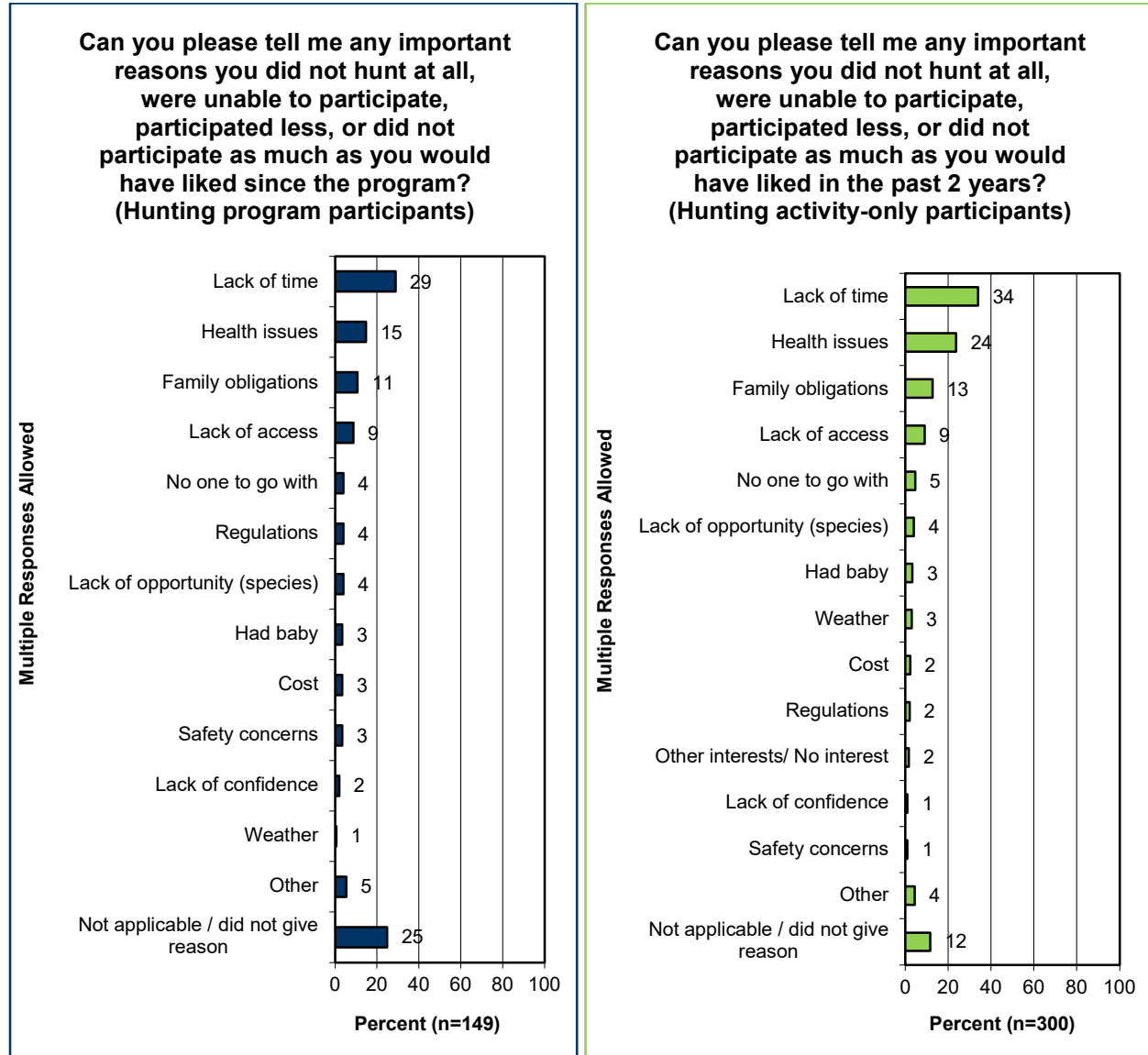
The survey tested five common access-related constraints to hunting participation, wherein the lack of each would be a major or minor problem. About a quarter of both groups (program participants and activity-only participants) say that *knowing the right people/having right connections* is a major problem. In a second tier among both groups are three more problems: *feeling comfortable asking*, *getting information on access*, and *knowing where to go*. The only potential problem asked about in the survey that does not appear to be much of a problem is *feeling welcome at the facility or location* of hunting—at the bottom of both graphs. The sum of *major* and *minor* problem is shown below each bar, summed on unrounded numbers. Each graph is ranked by *major* problem.



How much of a problem is each of the following for you when you want to go hunting? (Hunting activity-only participants)



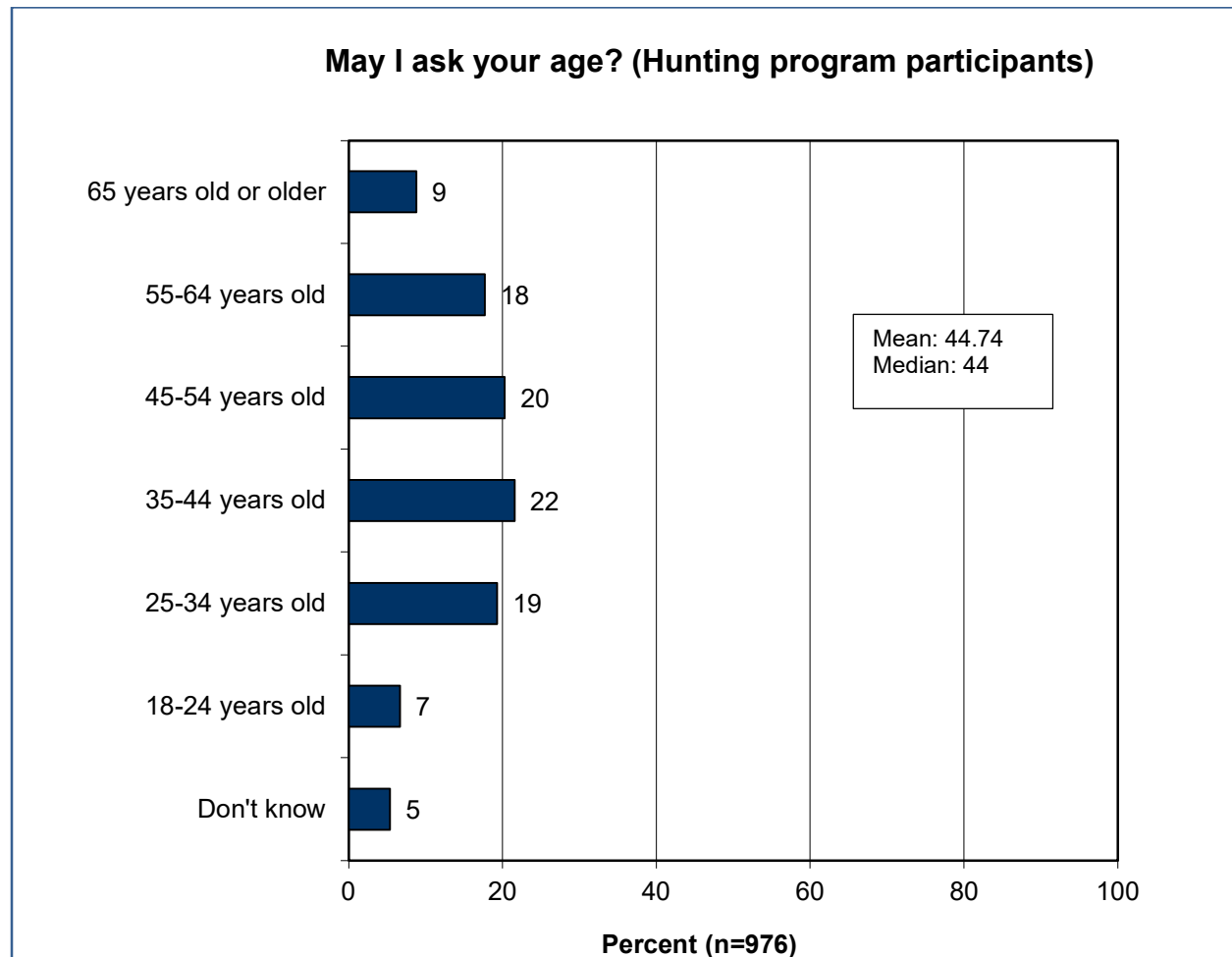
Finally in this section, an open-ended question explored constraints to hunting. Among both groups, lack of time, health issues, and family obligations are the most important constraints. The fourth-ranked among both groups is lack of access, and the fifth-ranked is no one to go hunting with.

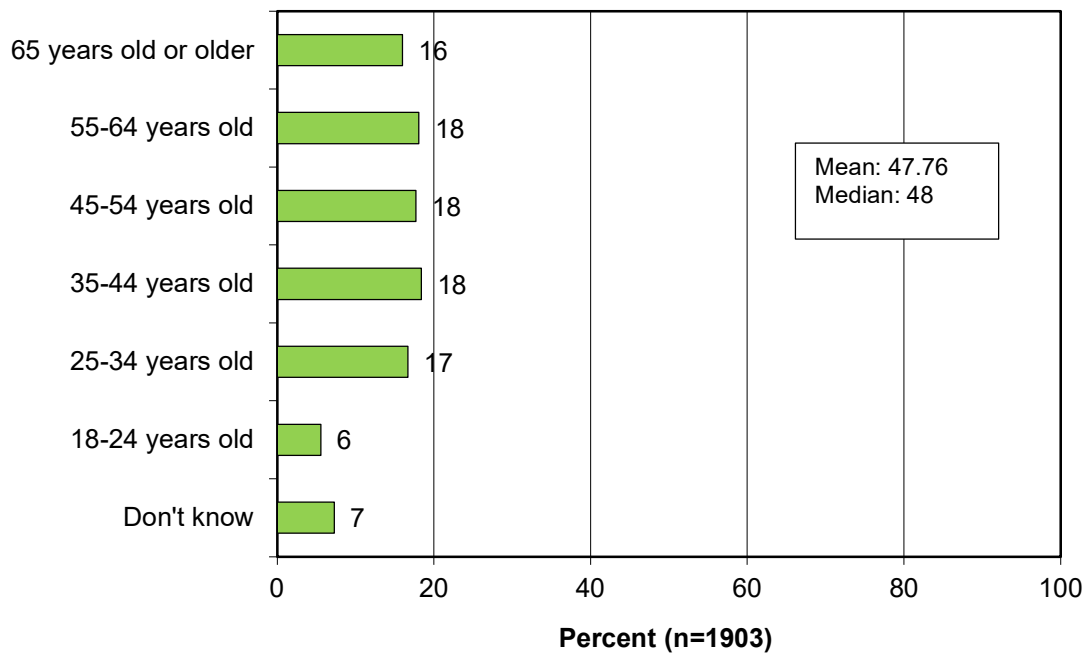
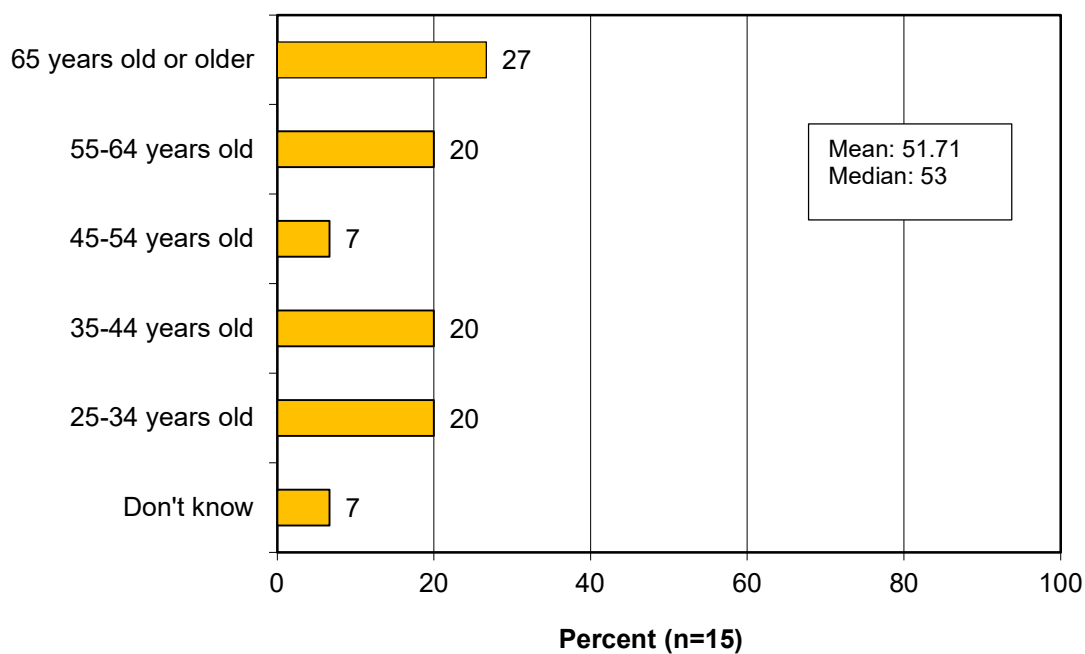


DEMOGRAPHIC CHARACTERISTICS OF HUNTING GROUPS

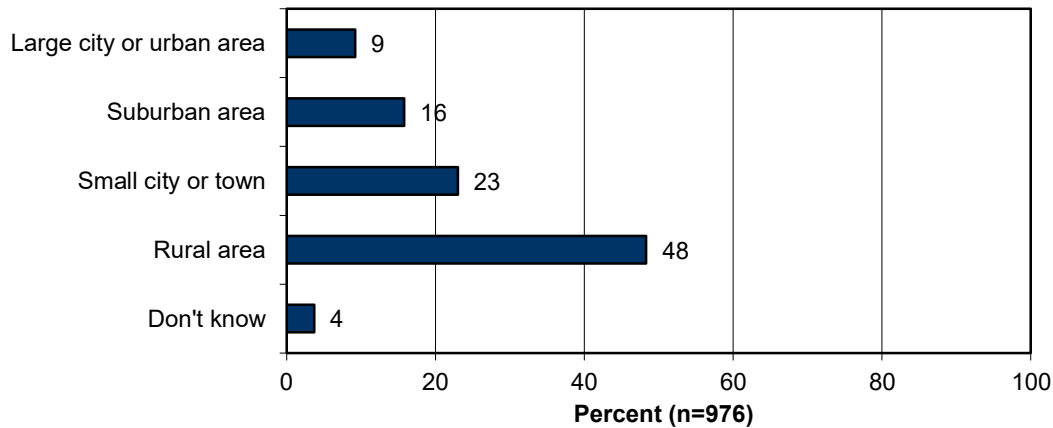
In addition to the gender screener ensuring that all respondents were women, four other demographic characteristics were tracked in the survey:

- Age.
- Place of residence on the urban-rural continuum.
- State of residence.
- Education.

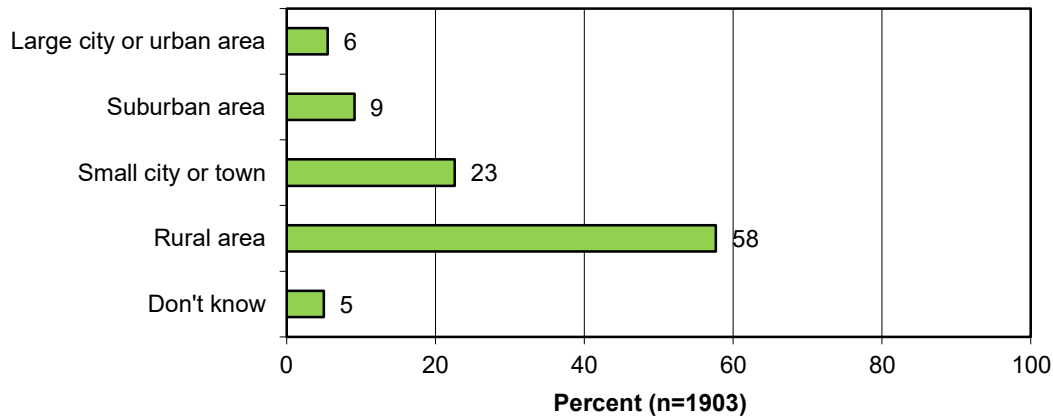


May I ask your age? (Hunting activity-only participants)**May I ask your age? (Non-participants interested in hunting)**

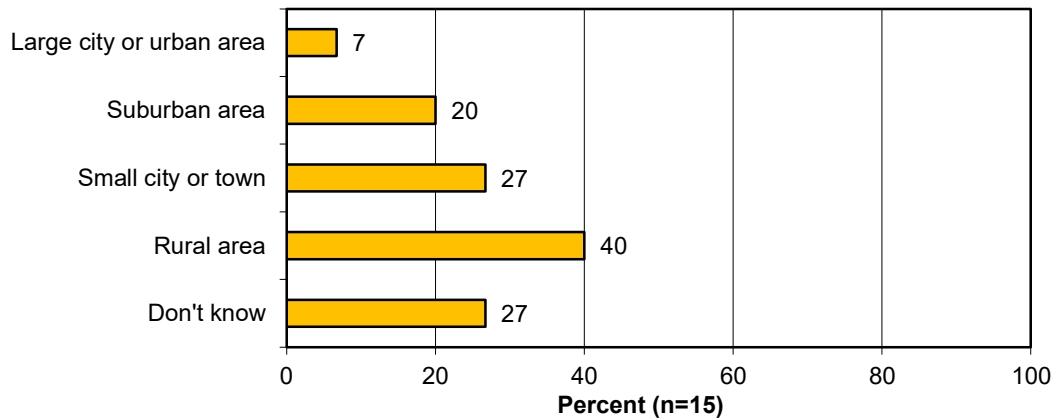
Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch? (Hunting program participants)

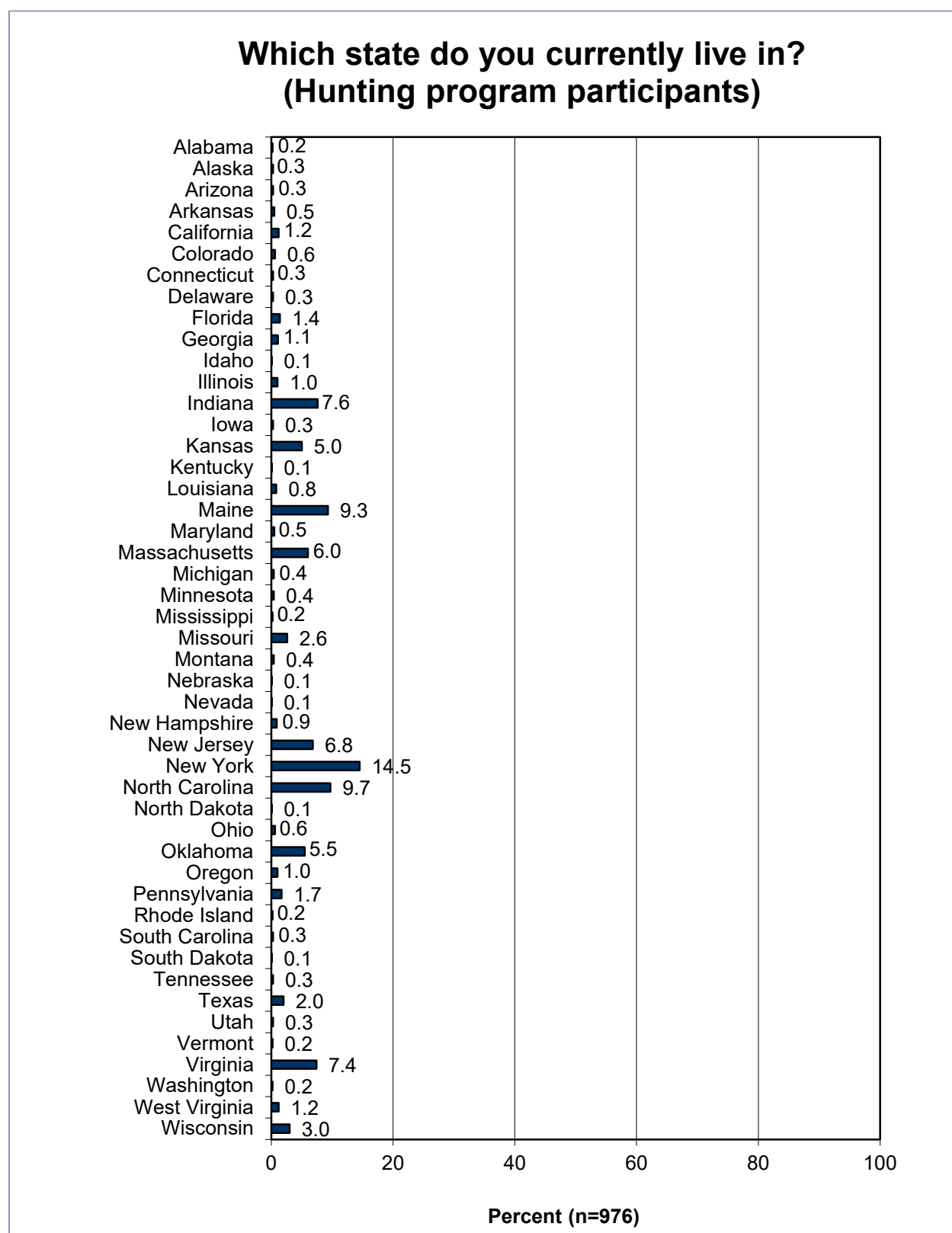


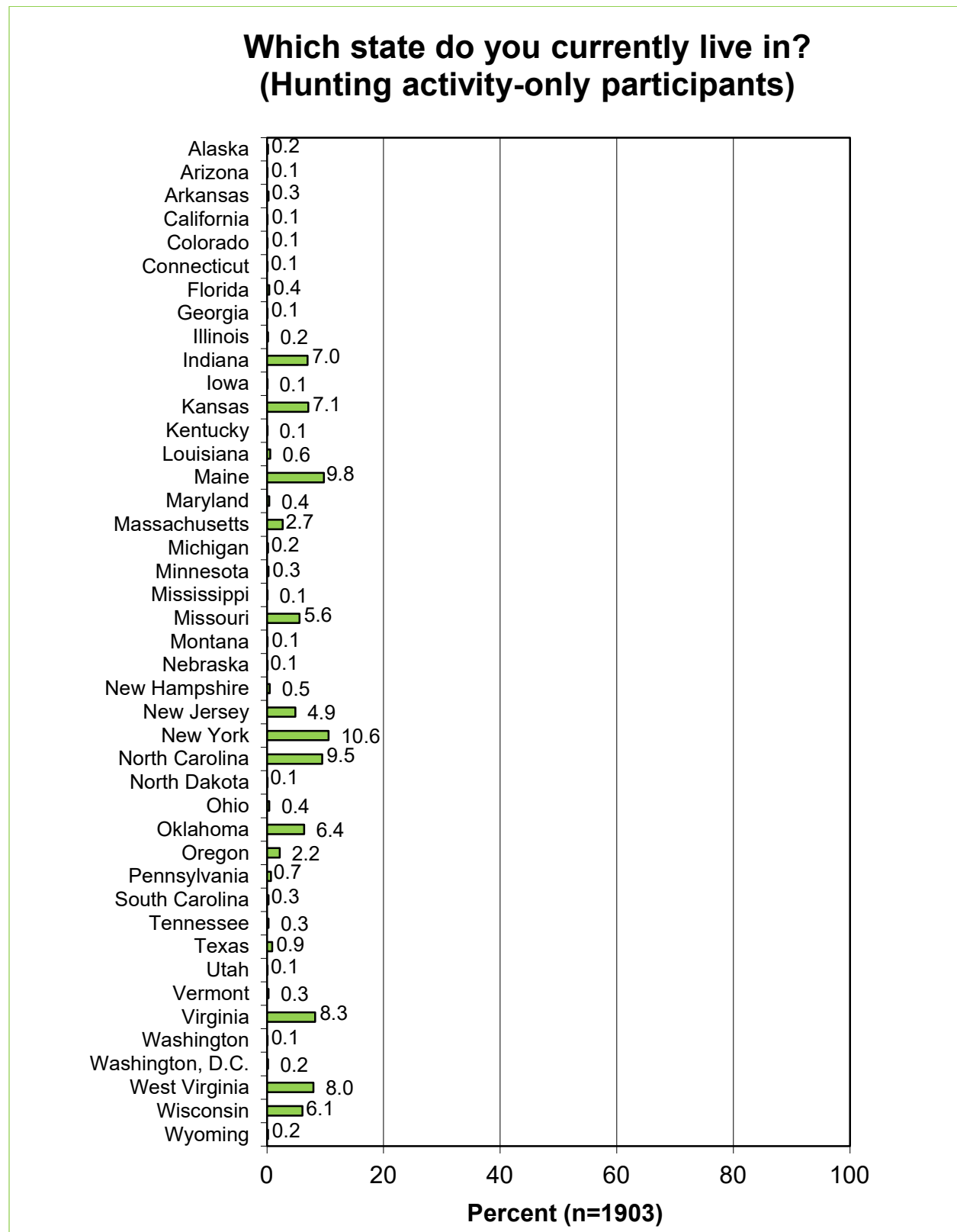
Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch? (Hunting activity-only participants)



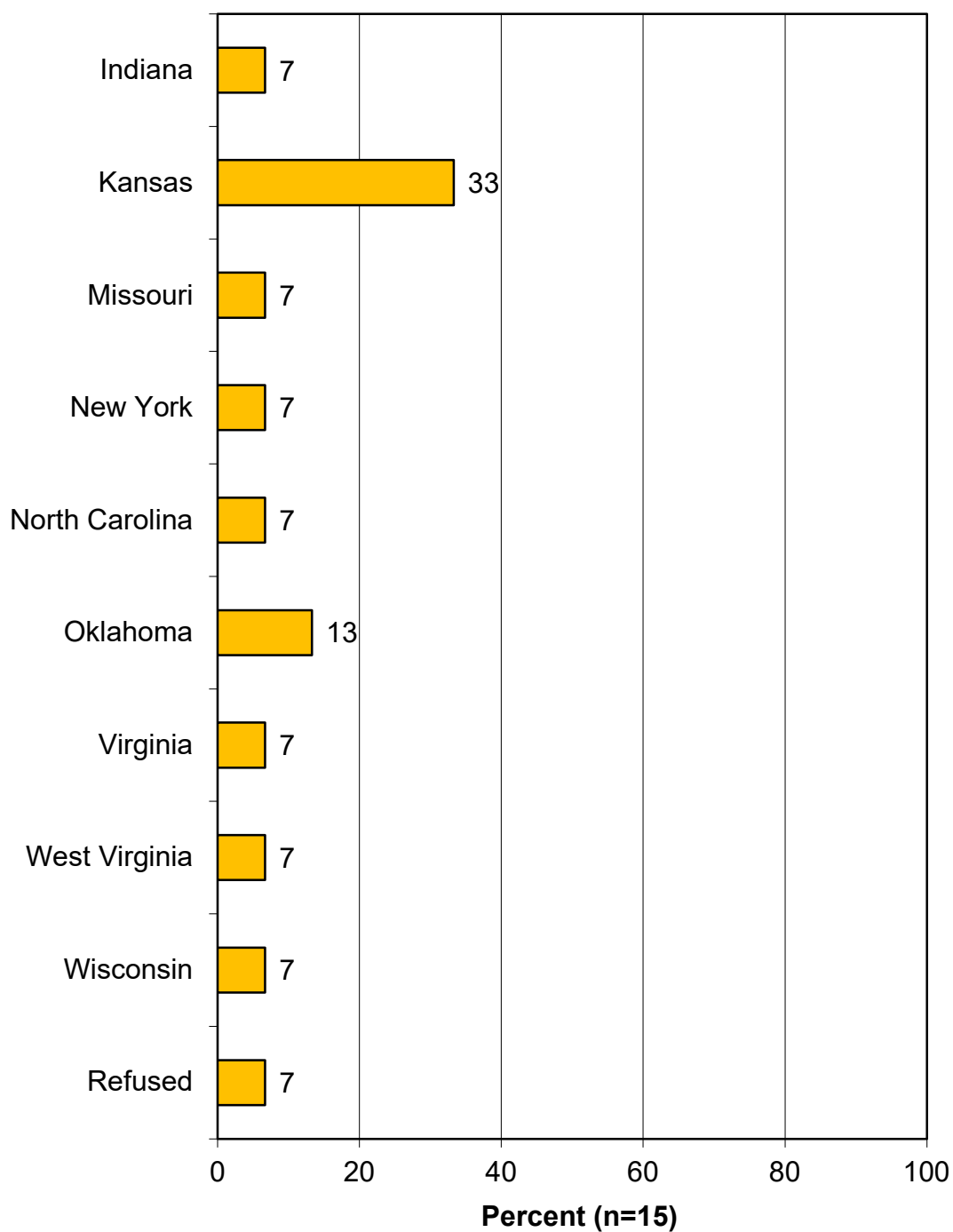
Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch? (Non-participants interested in hunting)



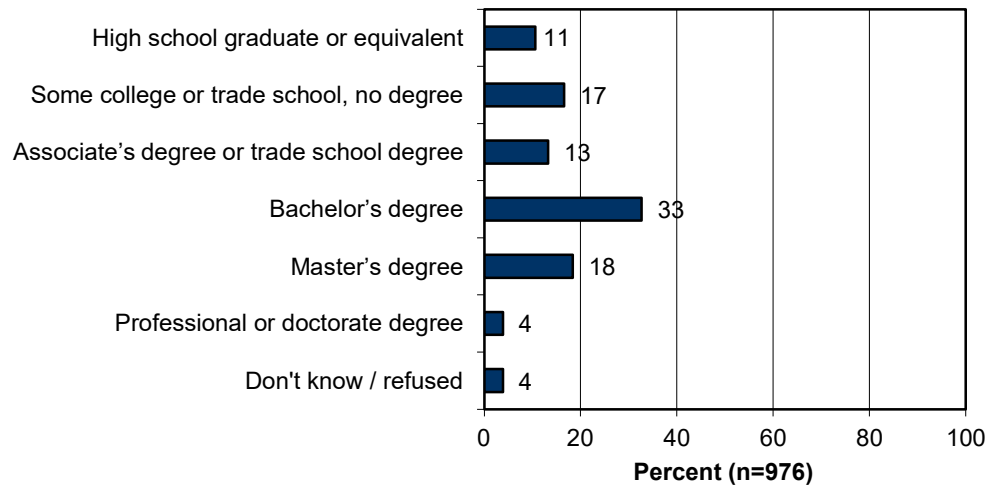




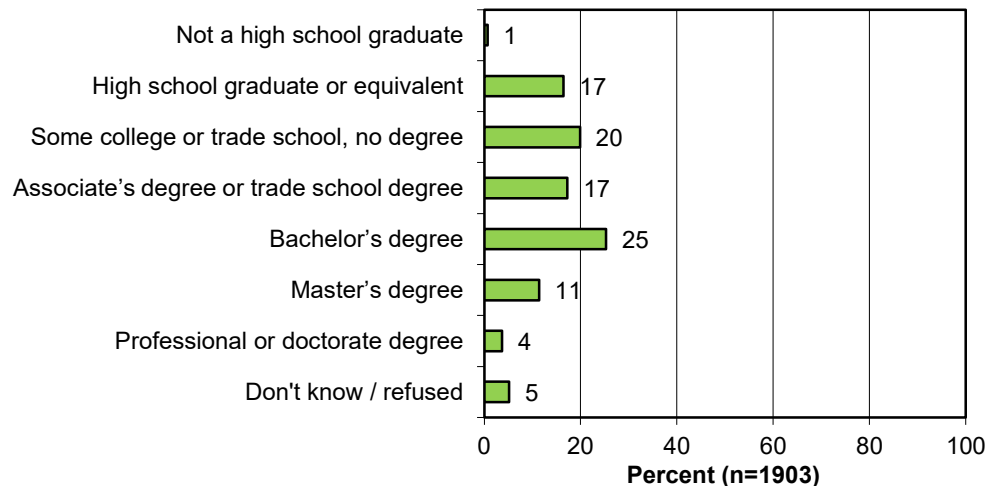
**Which state do you currently live in?
(Non-participants interested in hunting)**



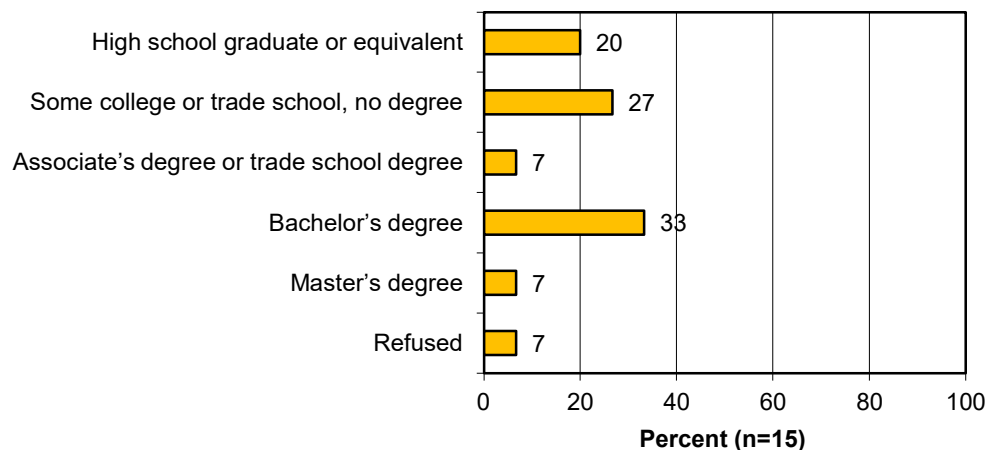
**What is the highest level of education you have completed?
(Hunting program participants)**



**What is the highest level of education you have completed?
(Hunting activity-only participants)**



**What is the highest level of education you have completed?
(Non-participants interested in hunting)**

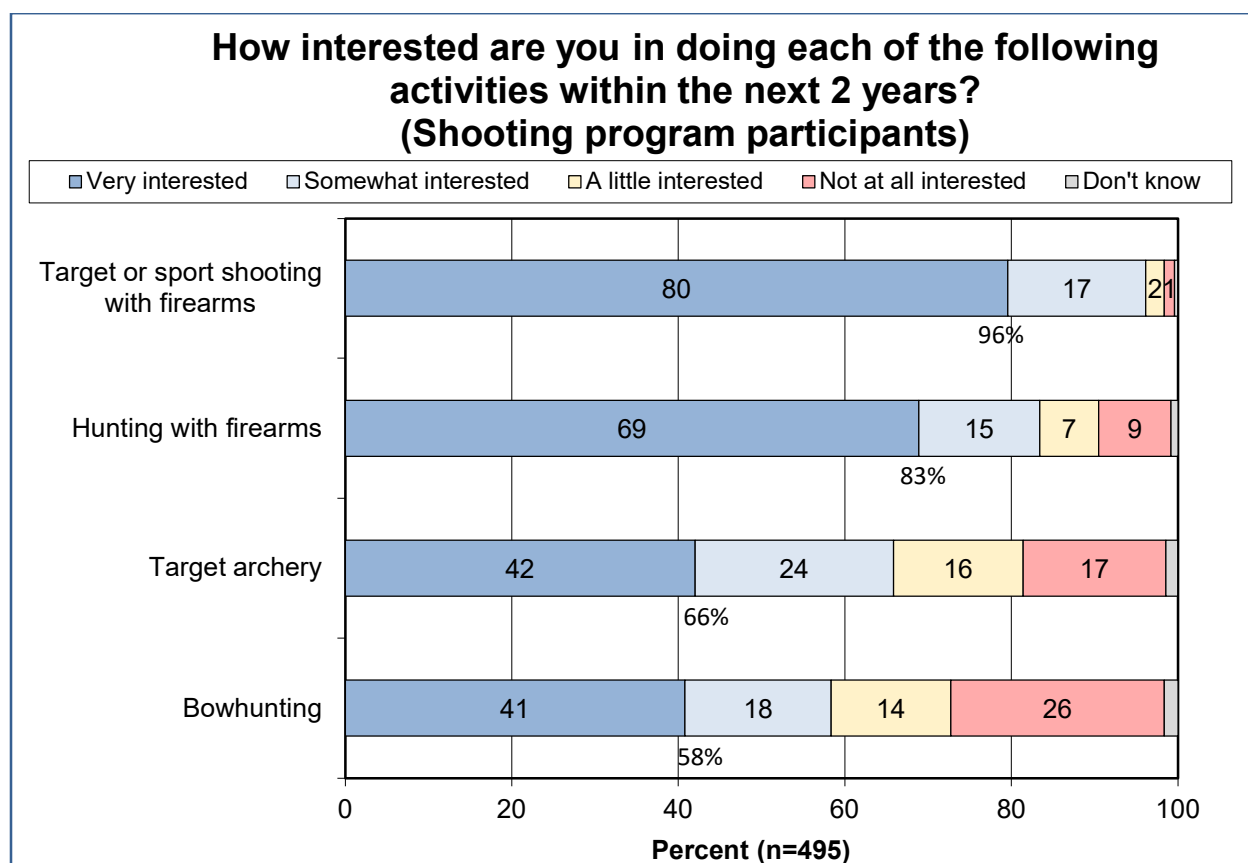


SPORT SHOOTING

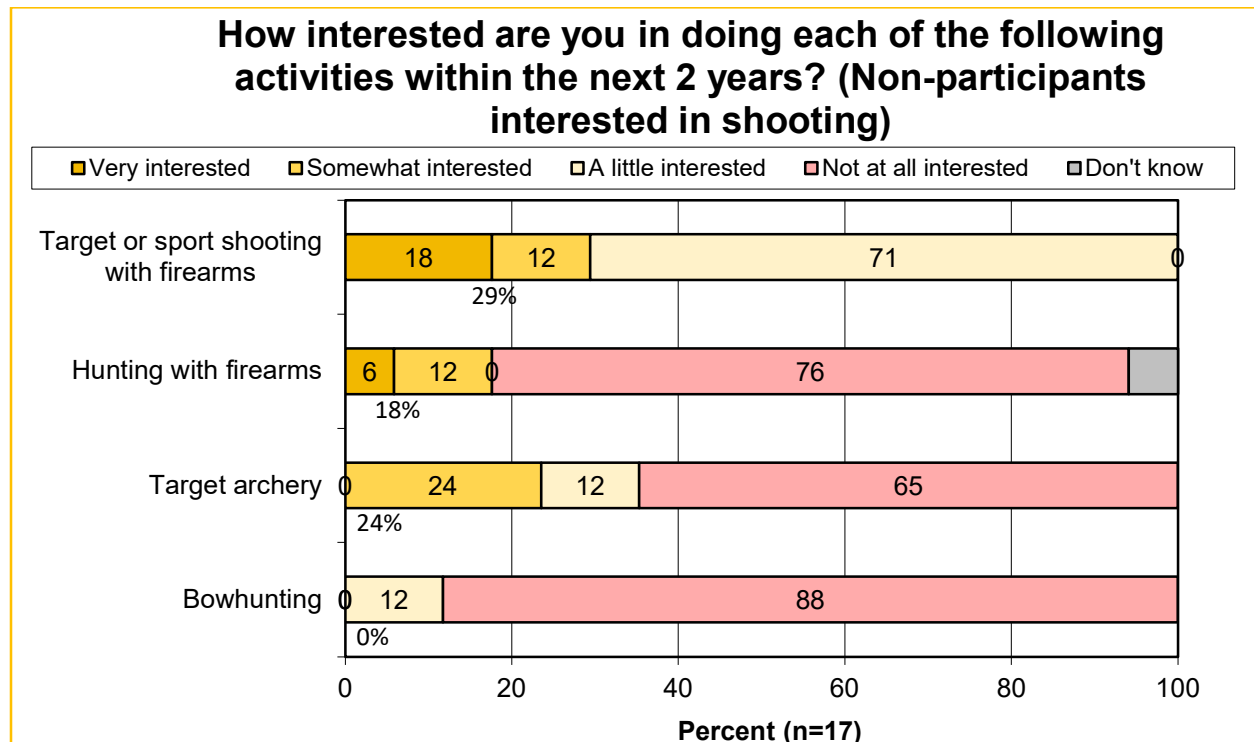
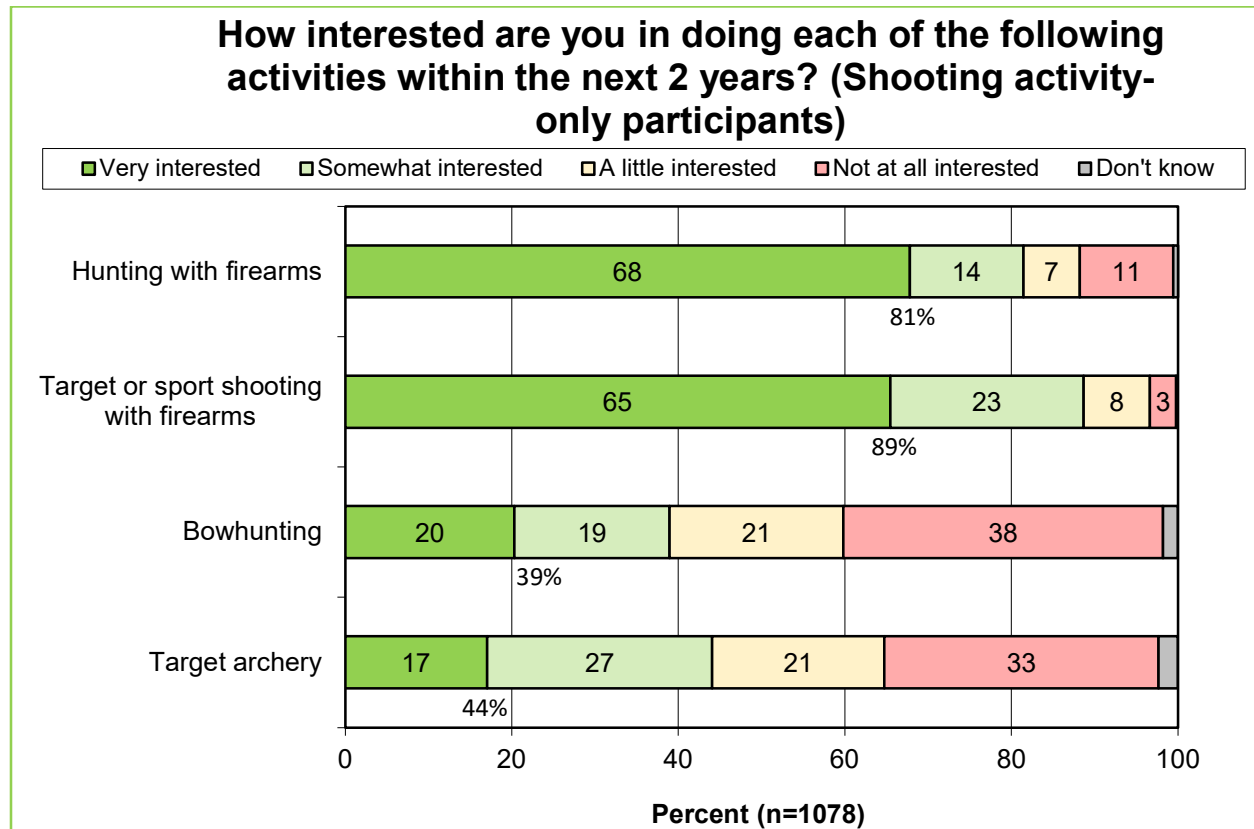
As discussed in the Methodology section, those in the sport shooting path of the survey consisted of program participants whose most recent R3 program in the past 5 years was primarily a sport shooting program. Additionally, the sport shooting path included activity-only participants who had not participated in archery but had participated in sport shooting only and half of those who had not participated in archery but had participated in both hunting and sport shooting. Finally, non-participants were assigned the path of the activity they were interested in. Those who expressed interest in participating in more than one of the activities were randomly assigned to a path (archery did not receive preference for this group).

INTEREST IN ACTIVITIES: SPORT SHOOTING PARTICIPANTS

Among those who were in a sport shooting program (this page) and/or had gone sport shooting outside of a program setting (next page), the most interest is for target/sport shooting and hunting with firearms. Interest is markedly lower for bowhunting and target archery among shooting program participants. The sums of *very* interested and *somewhat* interested are shown below each bar. (Don't know values are not shown for better legibility; all sums are on unrounded numbers. Each graph is ranked by *very* interested.)



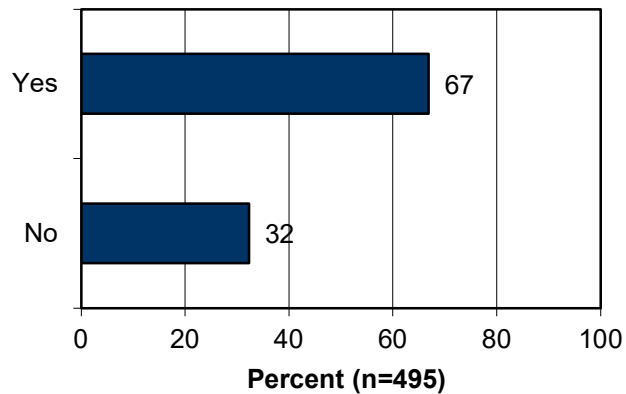
Interest is generally lower among shooting activity-only participants than among shooting program participants. The non-participants' graph is also shown.



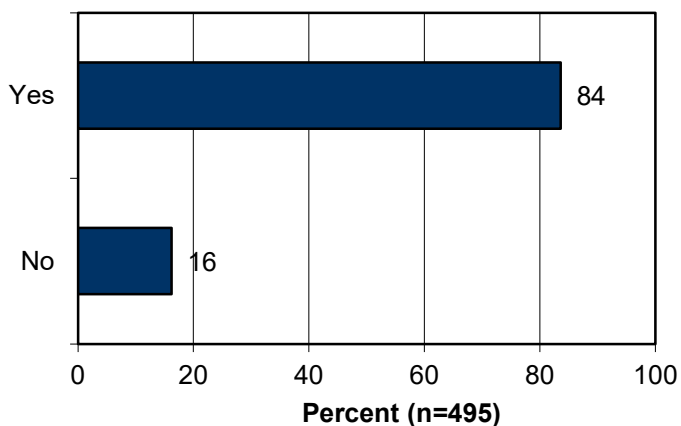
PARTICIPATION IN SPORT SHOOTING BEFORE AND AFTER THE PROGRAM

Two thirds of program participants had gone sport shooting prior to the program, while about a third had not.

**Had you ever participated in sport shooting before you participated in the [PROGRAM NAME] program?
(Shooting program participants)**



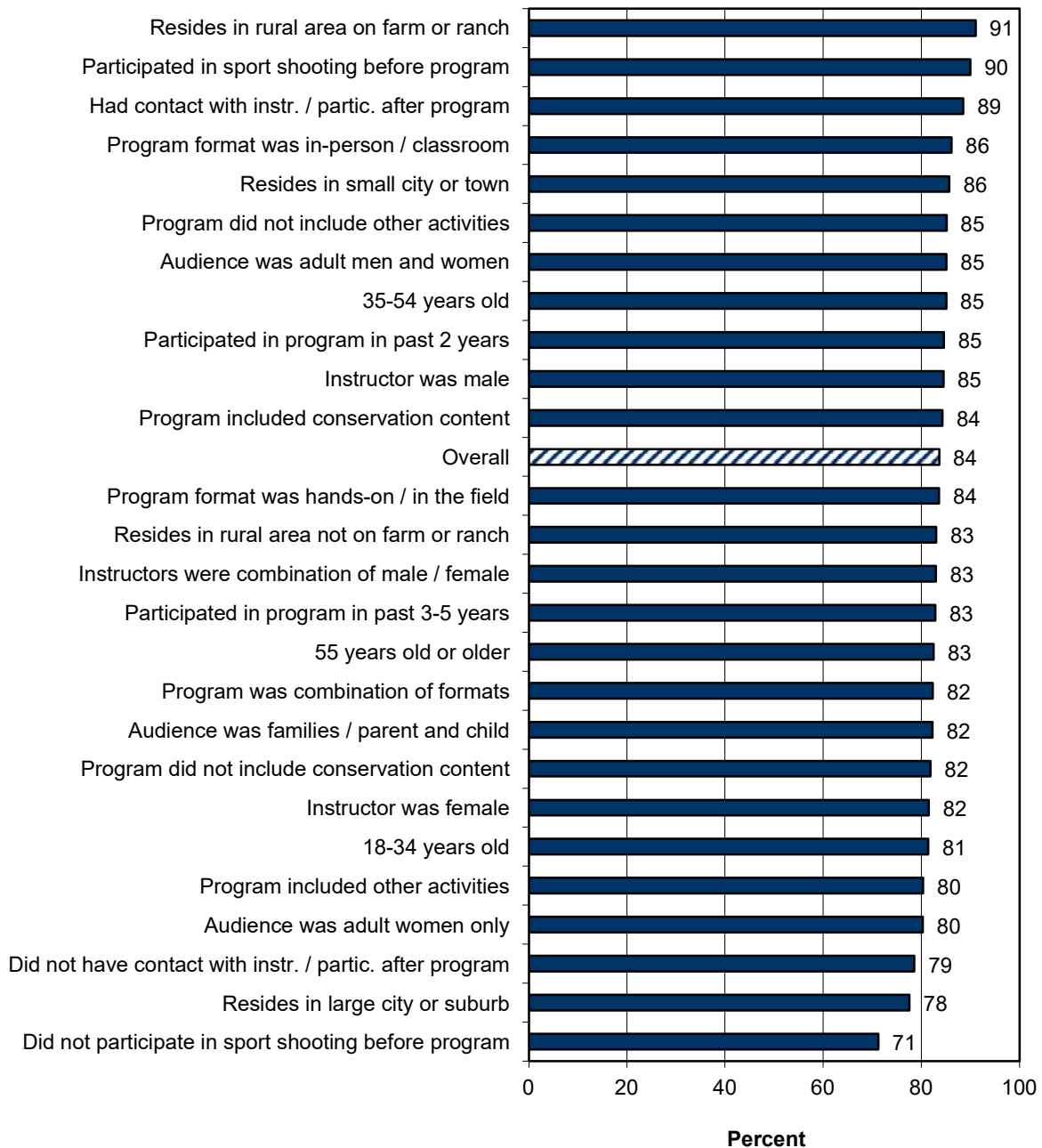
**Have you been been shooting since or after you participated in the [PROGRAM NAME] program?
(Shooting program participants.)**



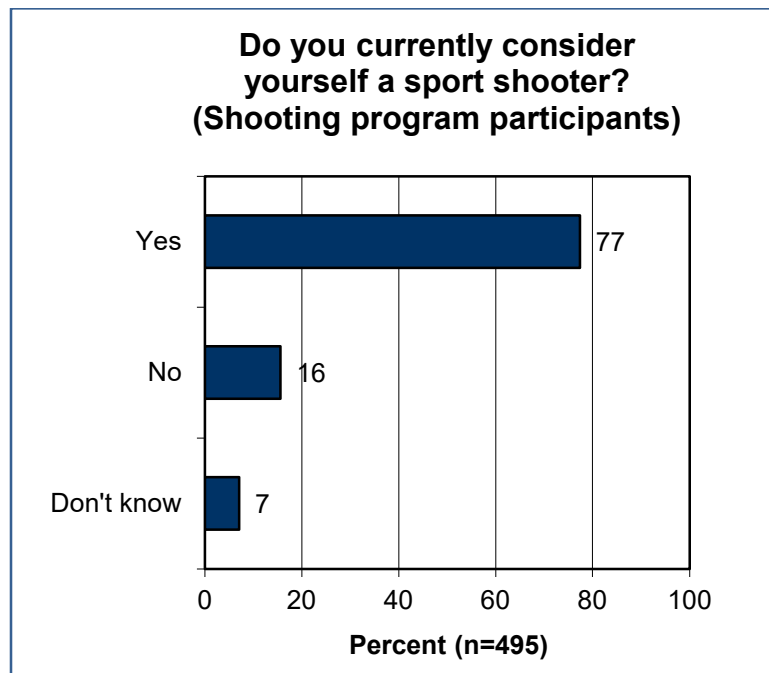
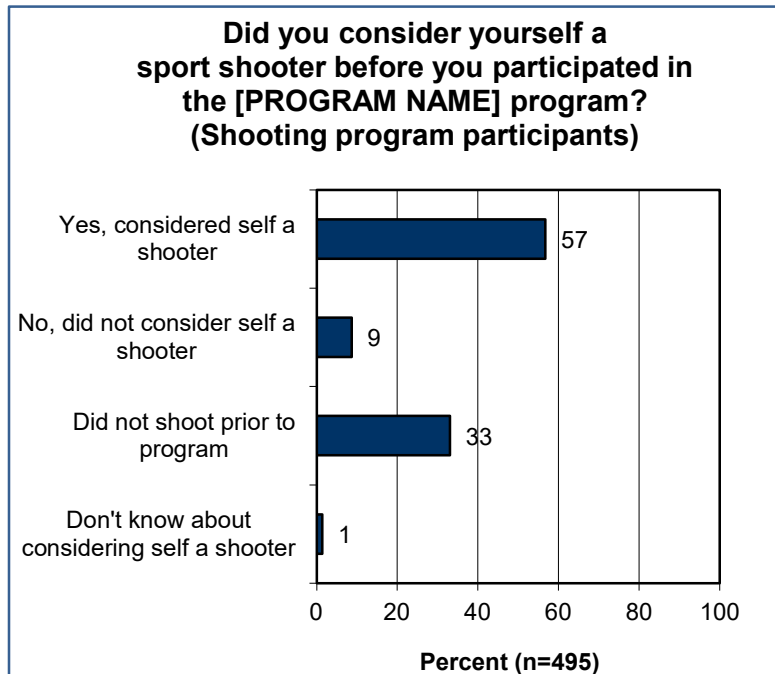
The overwhelming majority of shooting program participants had gone sport shooting after their program, suggesting that the programs boosted avidity.

Further analyses showed the factors that may have affected post-program sport shooting participation. In particular, these characteristics were associated with post-program participation: living in a rural area on a farm or ranch, having participated previous to the program, and having contact with the instructor or participants after the program.

**Percent of the following groups who went sport shooting after participating in the program.
(Shooting program participants)**

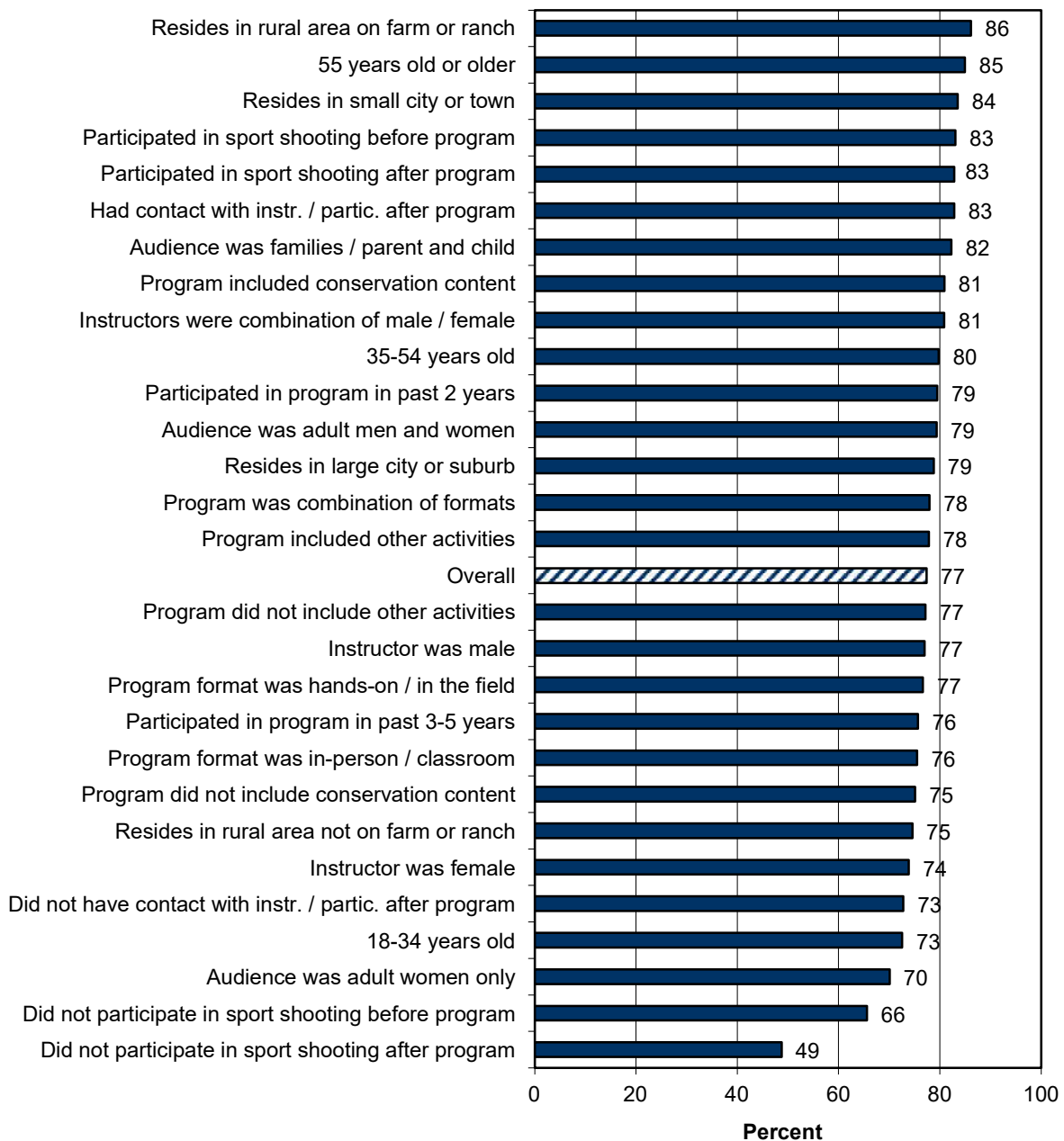


Prior to the program, 57% of sport shooting program participants considered themselves to be a sport shooter. There was a rise to 77% after the program, a gain of 20 percentage points.

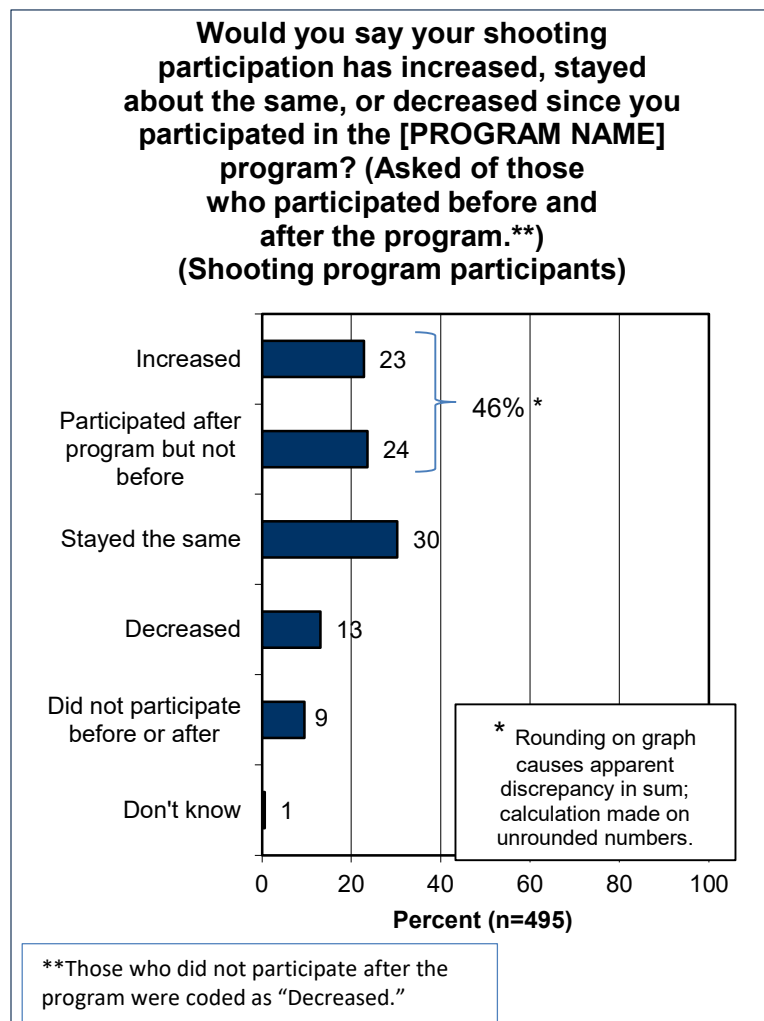
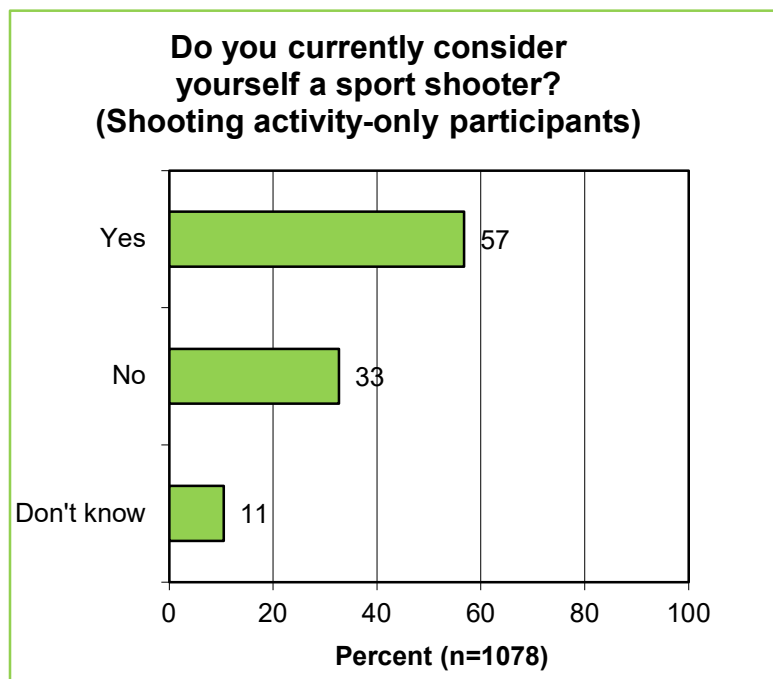


The groups markedly more likely to consider themselves a sport shooter, compared to shooting program participants overall, are those who reside in a rural area on a farm or ranch or in a small city or town, those shooting program participants 55 years old and older, those who participated in sport shooting prior to the program and after, those who had contact with anyone involved with the program after it was over, and those whose program was for families.

**Percent of the following groups who currently consider themselves a sport shooter.
(Shooting program participant)**



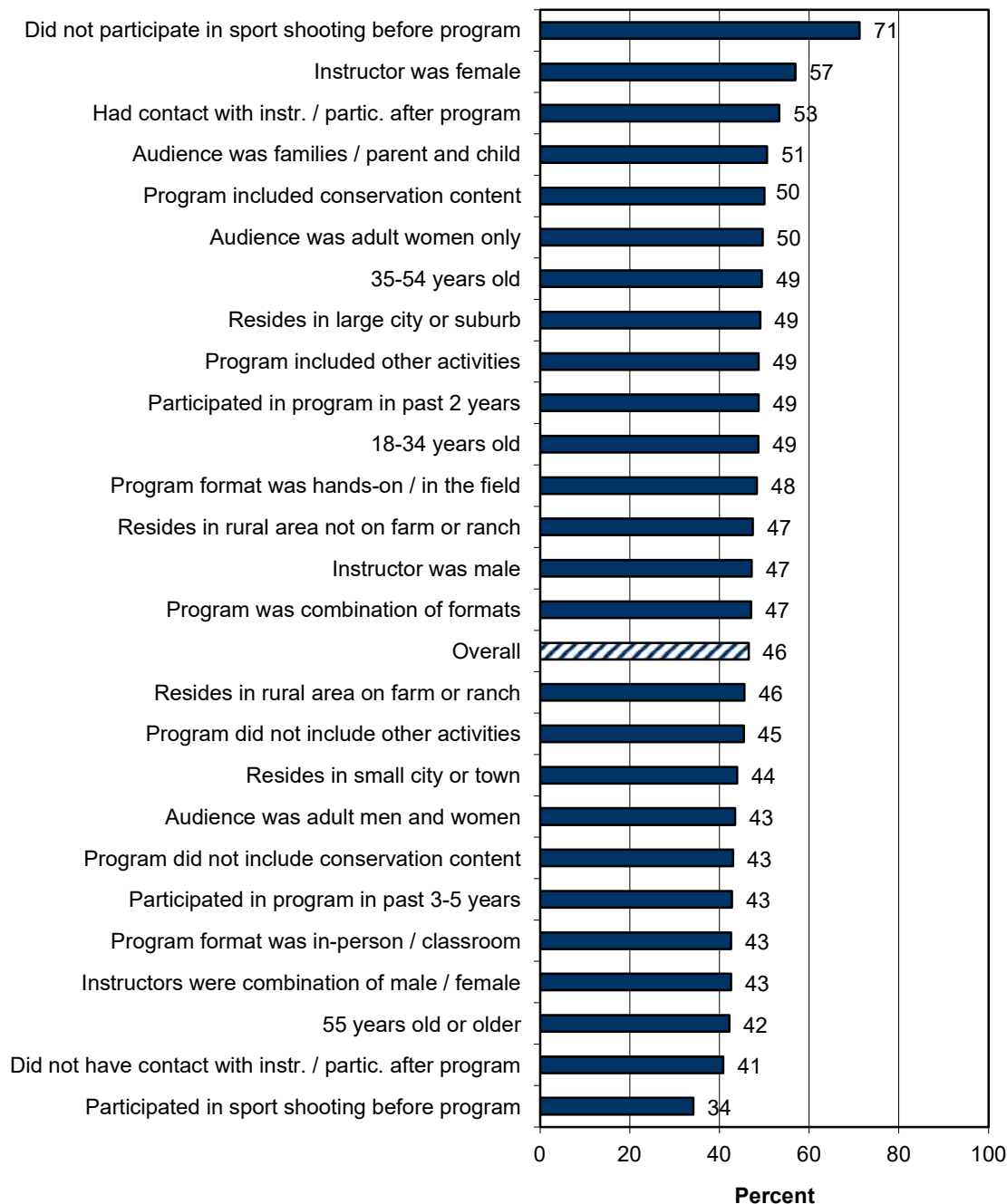
Recall that 77% of program participants now consider themselves to be a sport shooter, which is markedly higher than the rate among sport shooting activity-only participants, of which only 57% consider themselves to be a sport shooter, shown in the accompanying graph.



Program participants were asked directly if their sport shooting participation had *increased, stayed about the same, or decreased* after the program. The percentage whose participation *increased* (46%) far exceeds the percentage whose participation *decreased* (13%). Note that not all were asked the question but were coded back into the results, as indicated on the graph.

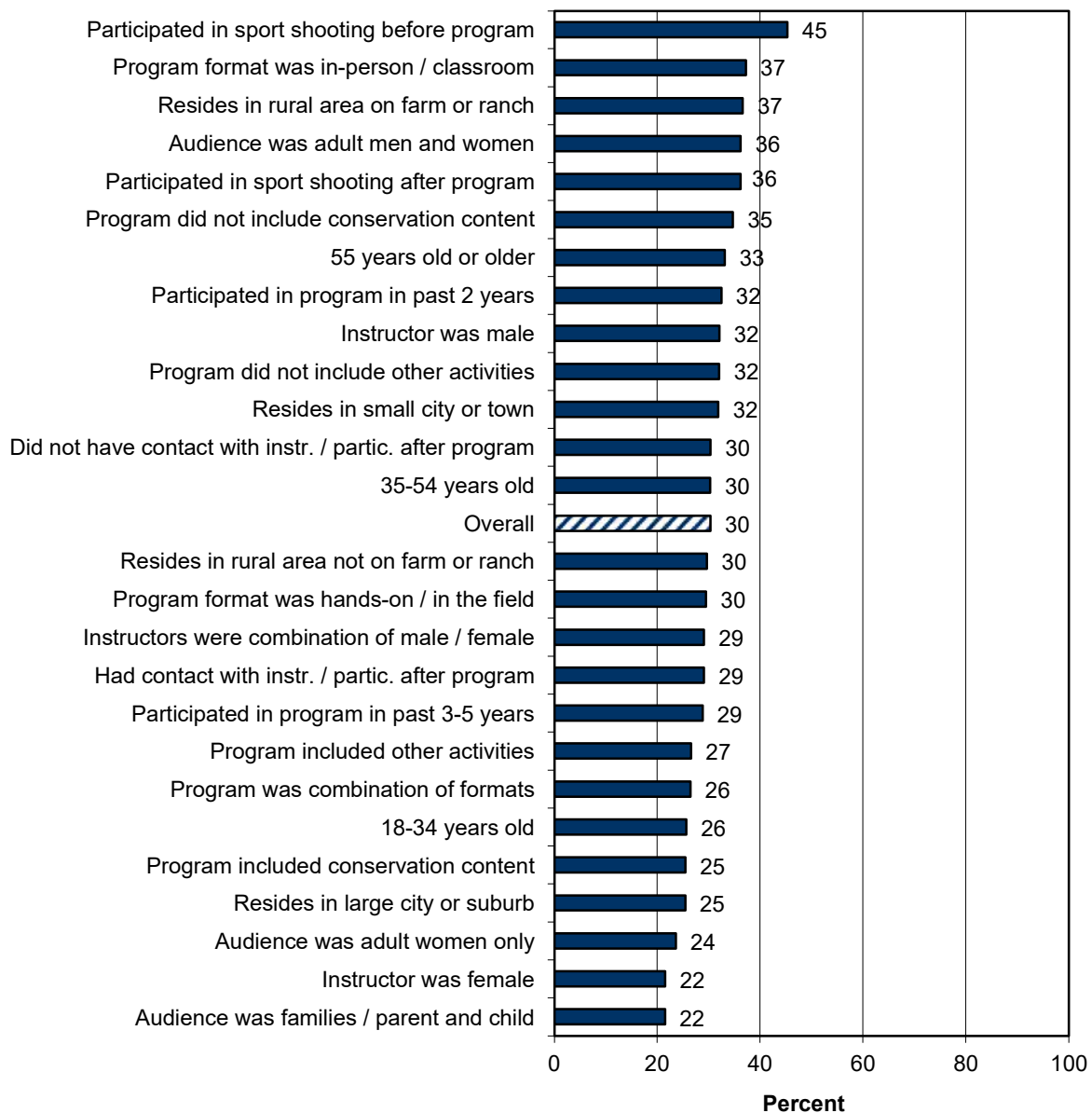
Those who indicated that their participation increased since the program are associated with (in addition to simply not having participated before the program) having a female program instructor, having had contact with people involved with the program after it was over, and having a program that was for families.

Percent of the following groups whose shooting has increased since the program. (Shooting program participants)

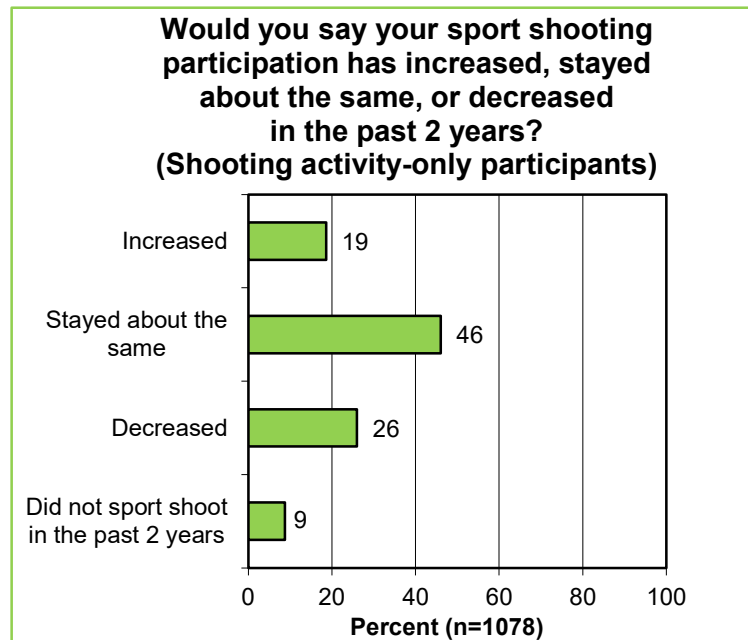


Having a participation level that stayed about the same before and after the program is associated with having participated in sport shooting before the program, having a program whose format included an in-person or classroom element, those residing in a rural area on a farm or ranch, those whose program was for both men and women, those who participated in sport shooting after the program, and those whose program did not include conservation content.

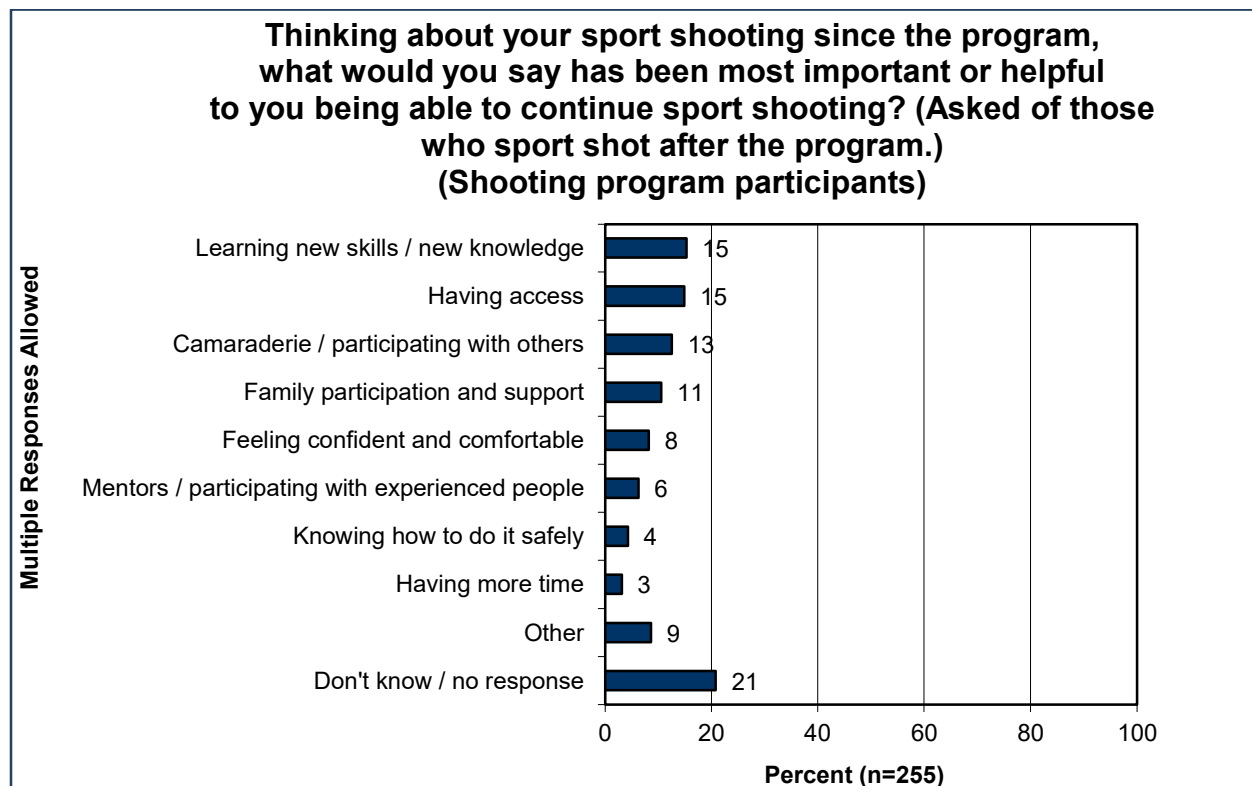
**Percent of the following groups whose shooting has stayed the same since the program.
(Shooting program participant)**



A comparison of sport shooting program participants to shooting activity-only participants shows that increases in sport shooting participation are associated with program participation. Among shooting activity-only participants, 19% say that their activity level *increased*, which is less than the percentage among shooting program participants (46%, previously shown).

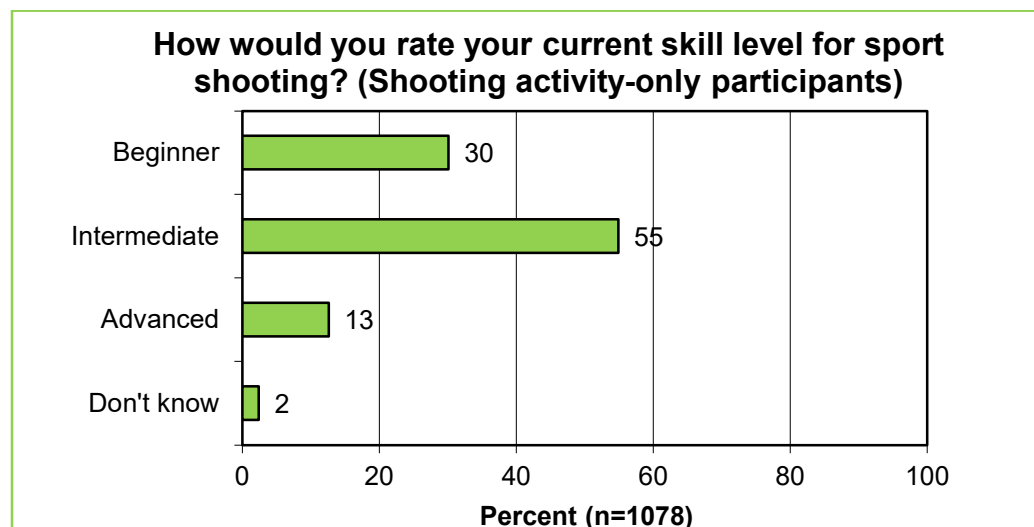
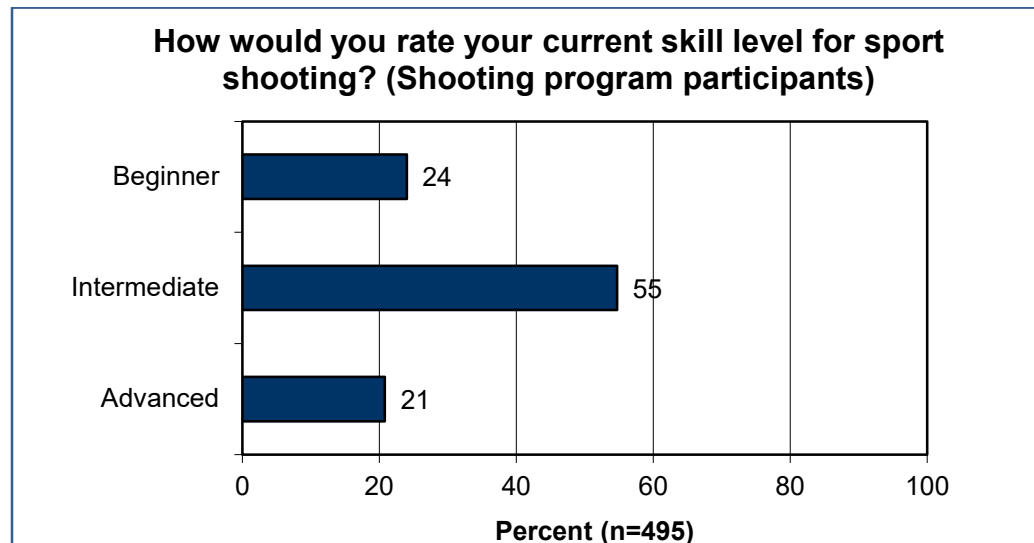


An open-ended question asked program participants to say the most helpful things in encouraging continued participation in sport shooting. The results suggest that being able to learn new skills and knowledge, having good access, camaraderie, and family support are all important encouragements for continued participation.



SKILL LEVEL IN SPORT SHOOTING

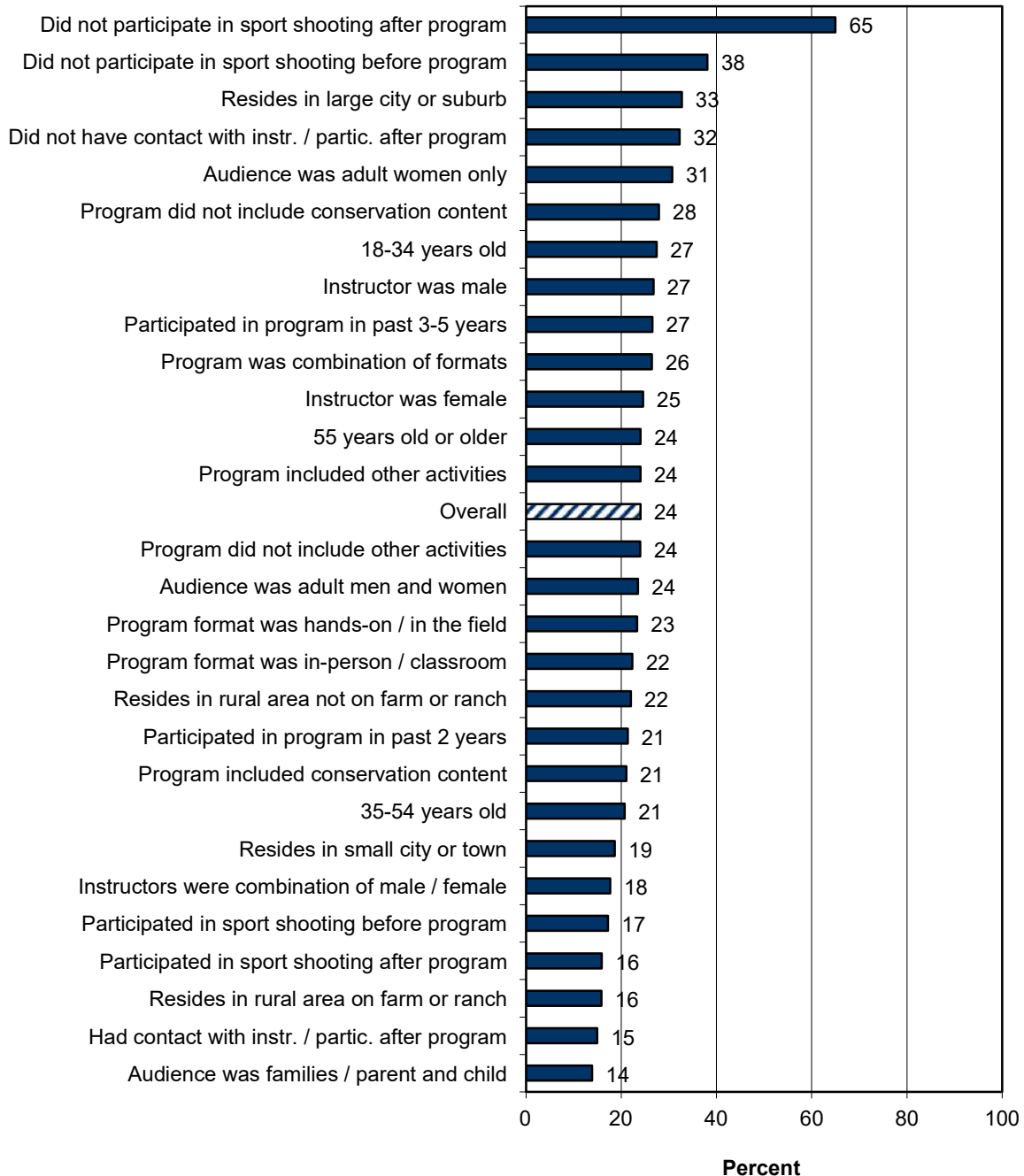
The survey asked sport shooters to rate their skill level, the results of which were used in demographic analyses. Shooting program participants most commonly think of themselves as *intermediate* in their skill level with sport shooting, with the remainder fairly evenly divided between being *beginner* or *advanced*. Activity-only participants are less likely, compared to program participants, to say that they are *advanced*.



The next page shows characteristics that play a role in being at the various stages of skill level in sport shooting, which were explored in the demographic analyses. These graphs are among shooting program participants.

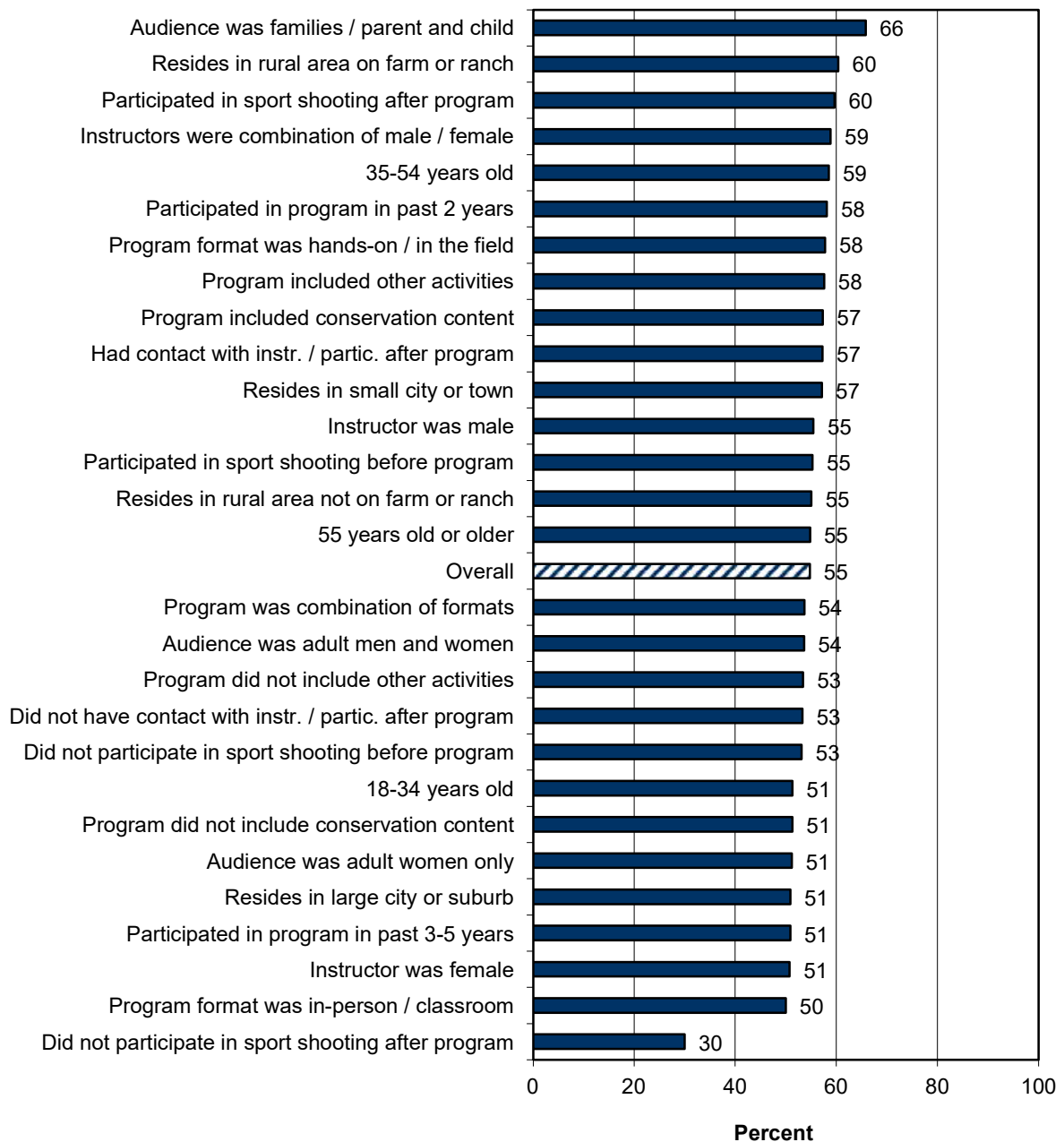
Being a beginner sport shooter is associated with, among other things, residing in a large city or suburban area, not having contact with anyone involved in the program after it was over, and having a program that was only women.

**Percent of the following groups who rate their current sport shooting skill level as beginner.
(Shooting program participants)**



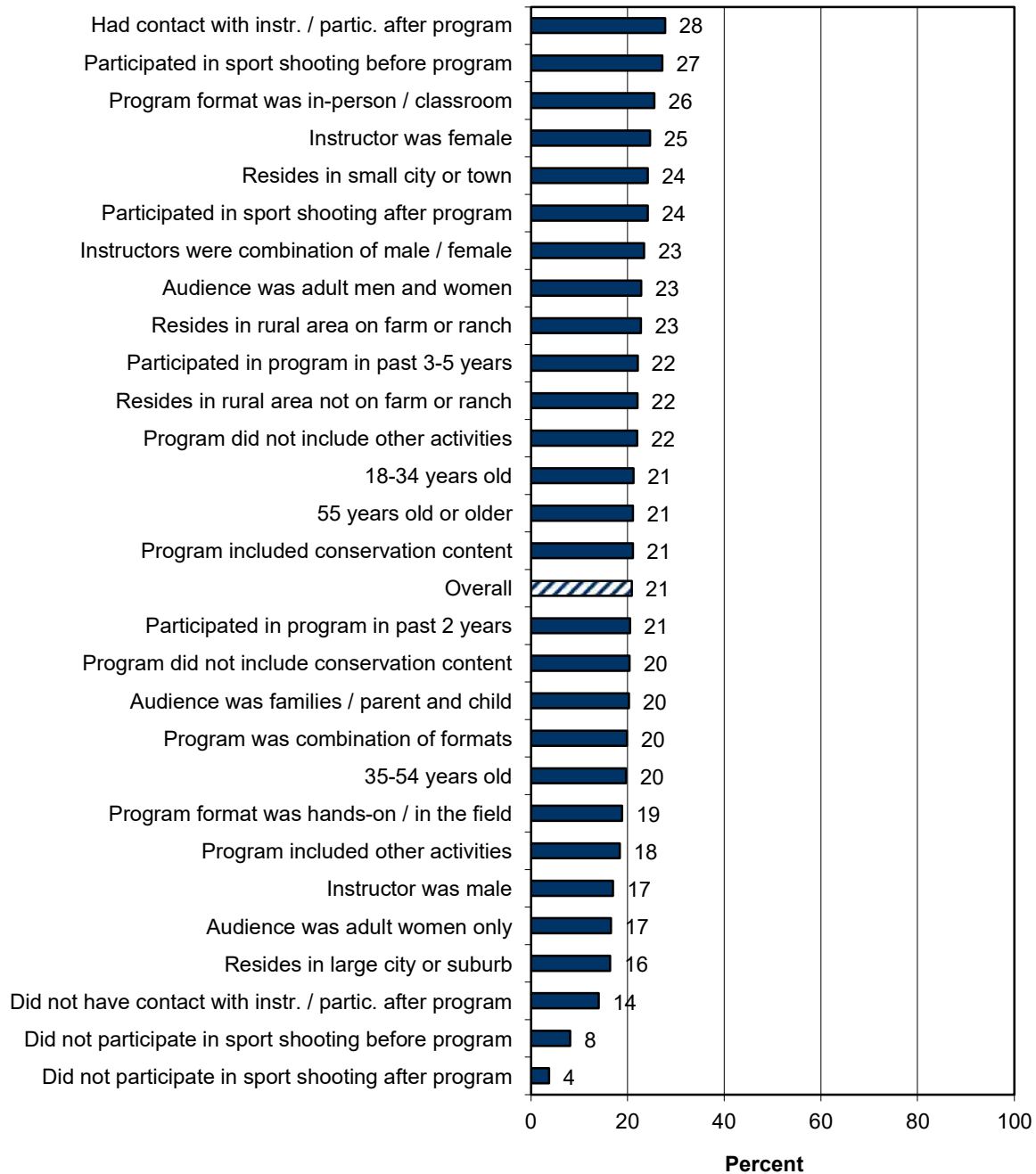
Rating oneself intermediate in shooting skill level is associated with having a program for families, residing in a rural area on a farm or ranch, and participating in shooting after the program.

Percent of the following groups who rate their current sport shooting skill level as intermediate. (Shooting program participants)

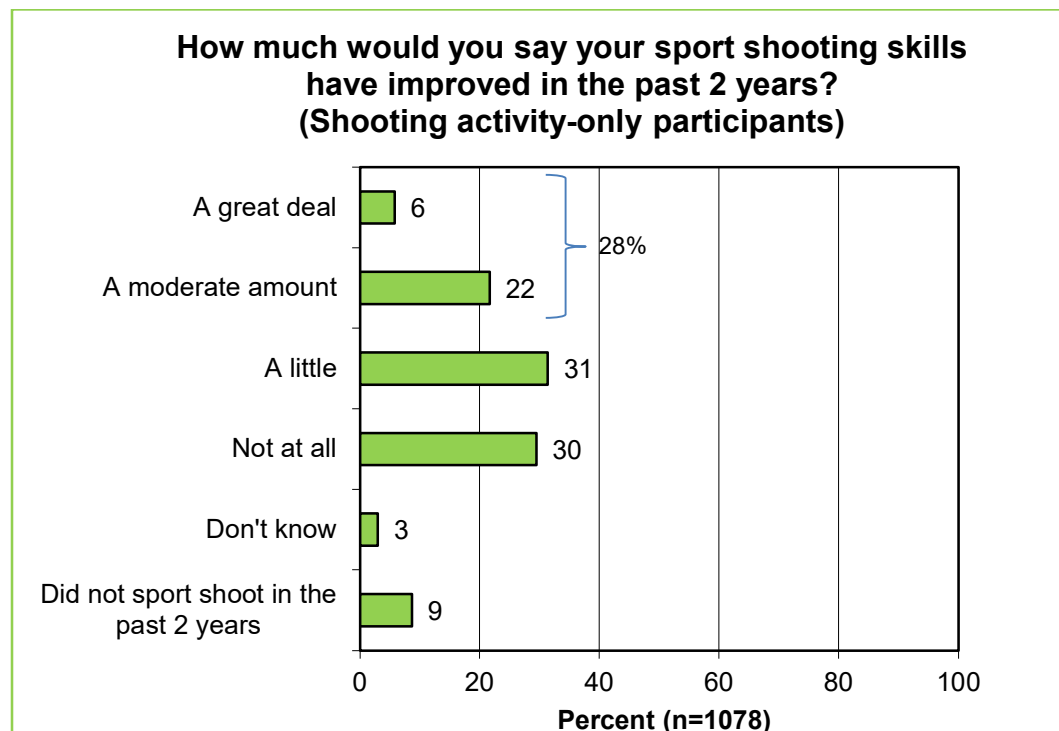
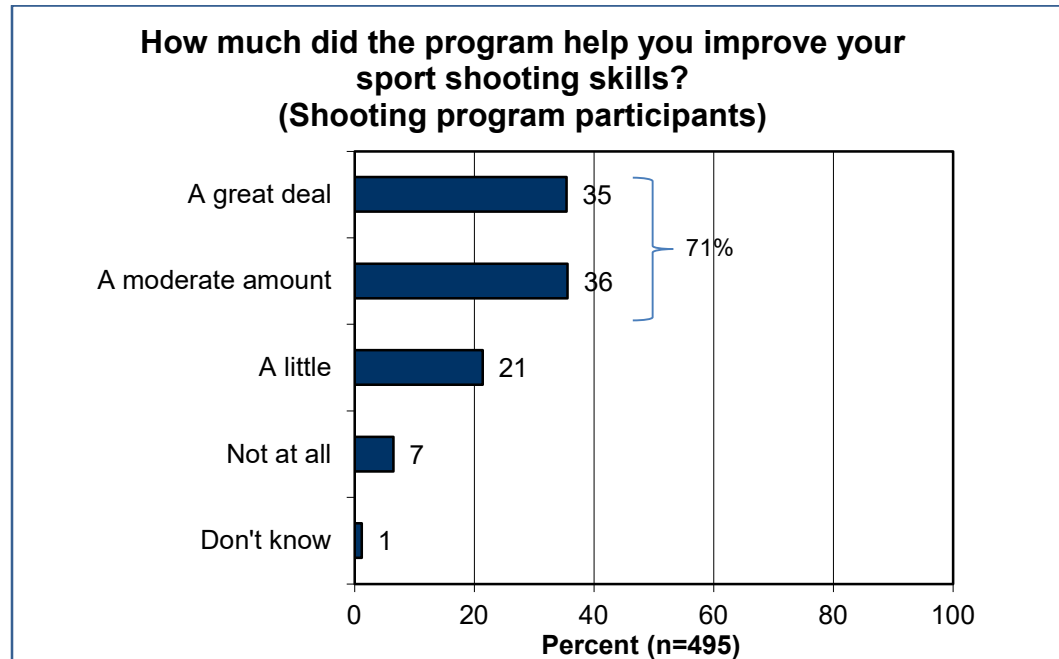


Being advanced in shooting skill level, among program participants, is associated with having contact with people involved in the program after it was over, participation in shooting prior to the program, and having a program that included in-person and/or classroom elements.

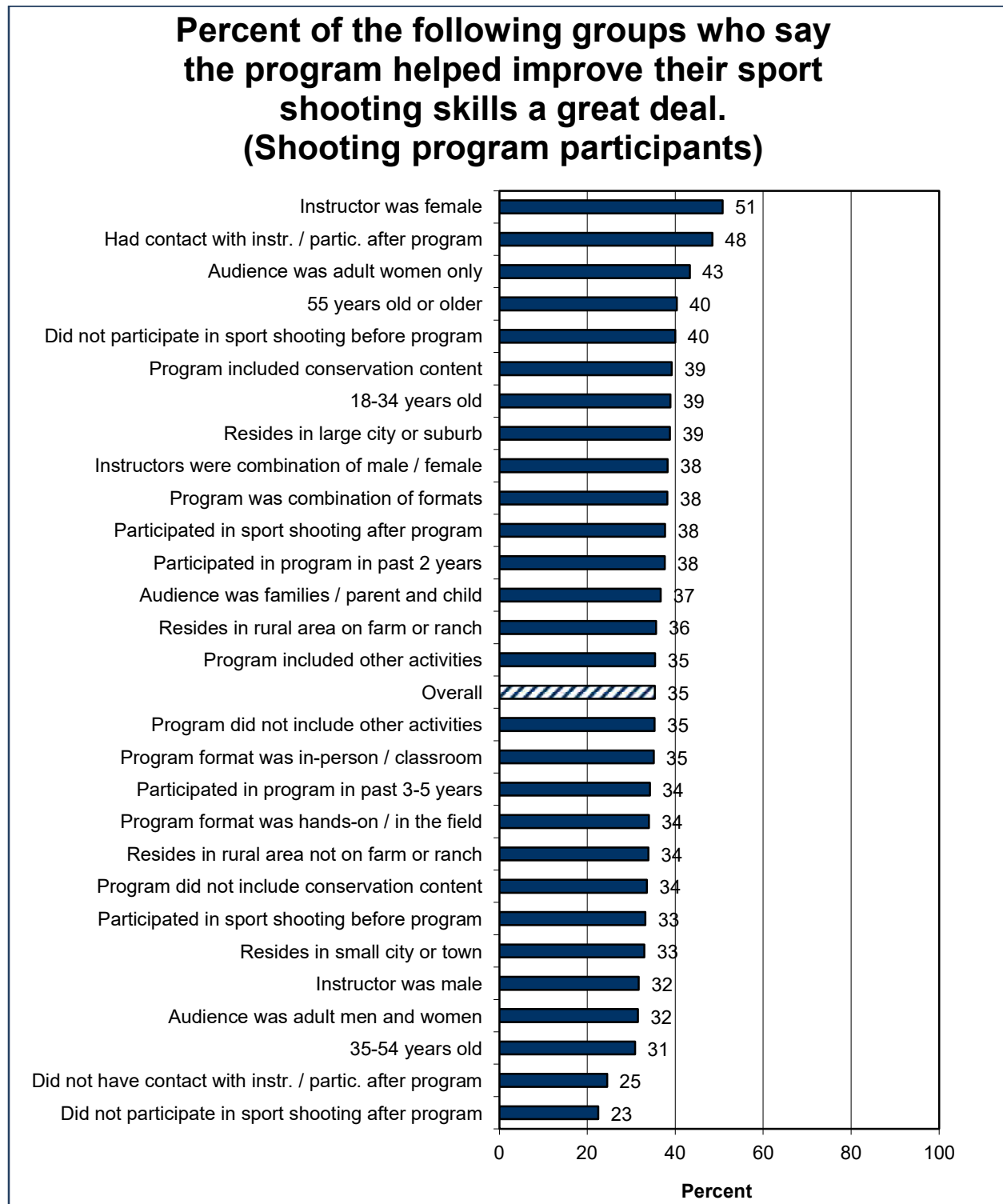
Percent of the following groups who rate their current sport shooting skill level as advanced. (Shooting program participants)



The program boosted skill levels in sport shooting, with 71% of program participants saying that the program improved their sport shooting skills *a great deal* or *a moderate amount*. Furthermore, this improvement exceeds the improvement in skill level among activity-only participants, who were by definition not involved in a program.

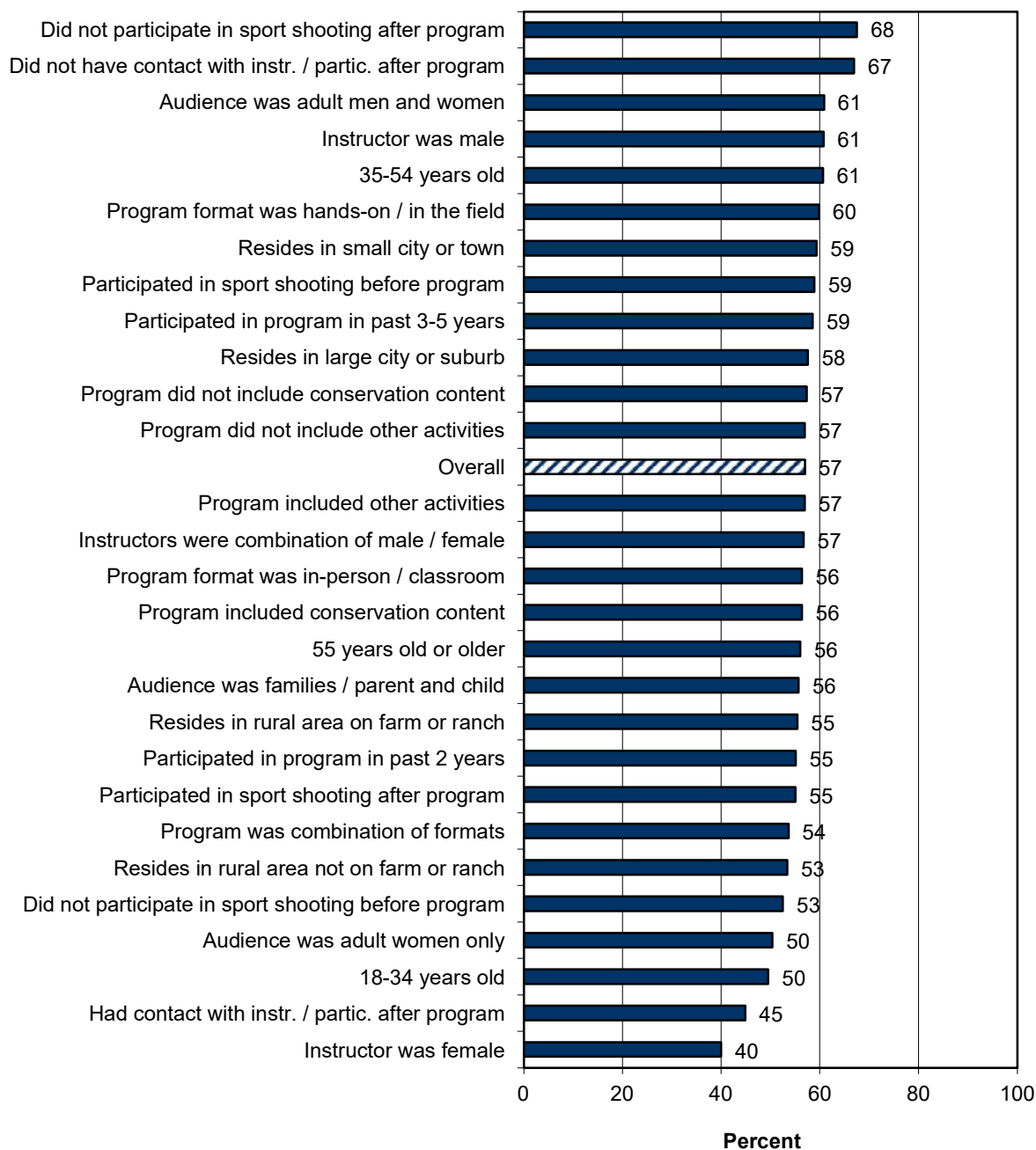


The characteristics and behaviors that affect that improvement in skill level in sport shooting are shown on the graphs that follow. Saying that the program improved skills *a great deal* is associated with having a female program instructor, having contact with the instructor and/or program participants after the program, having a class limited to women, being older, and not having participated prior to the program.



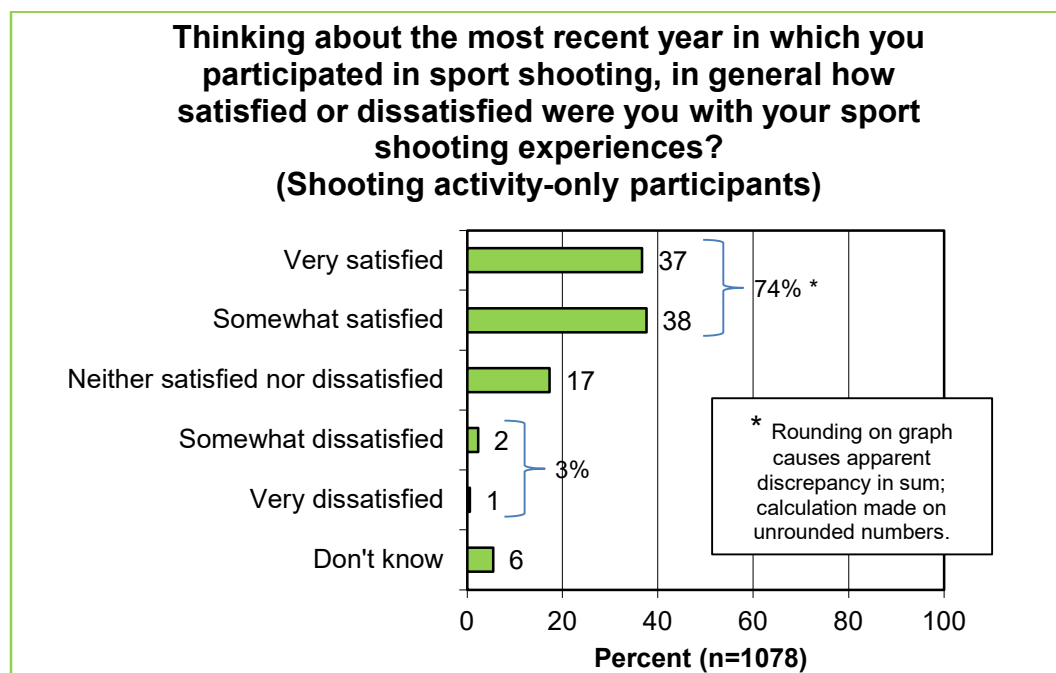
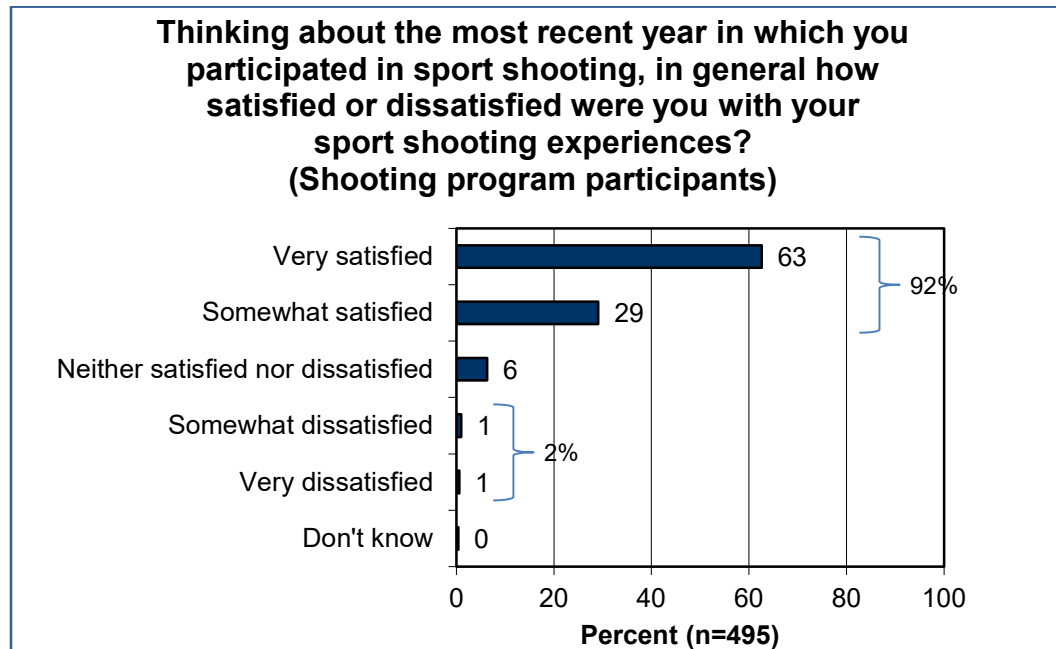
The characteristics and behaviors associated with saying that the program improved shooting skills a moderate amount or a little include not participating in sport shooting after the program and not having contact with people involved with the program after it was over.

**Percent of the following groups who say
the program helped improve their sport
shooting skills a moderate amount or a little.
(Shooting program participants)**



SATISFACTION OR DISSATISFACTION WITH SPORT SHOOTING

Shooting program participants' satisfaction is markedly higher than satisfaction among shooting activity-only participants. The majority of shooting program participants were *very* satisfied with their last year of shooting experiences, but under half of shooting activity-only participants were *very* satisfied. Nonetheless, for both sport shooting program participants and shooting activity-only participants, satisfaction with their most recent sport shooting experiences far exceeds dissatisfaction.

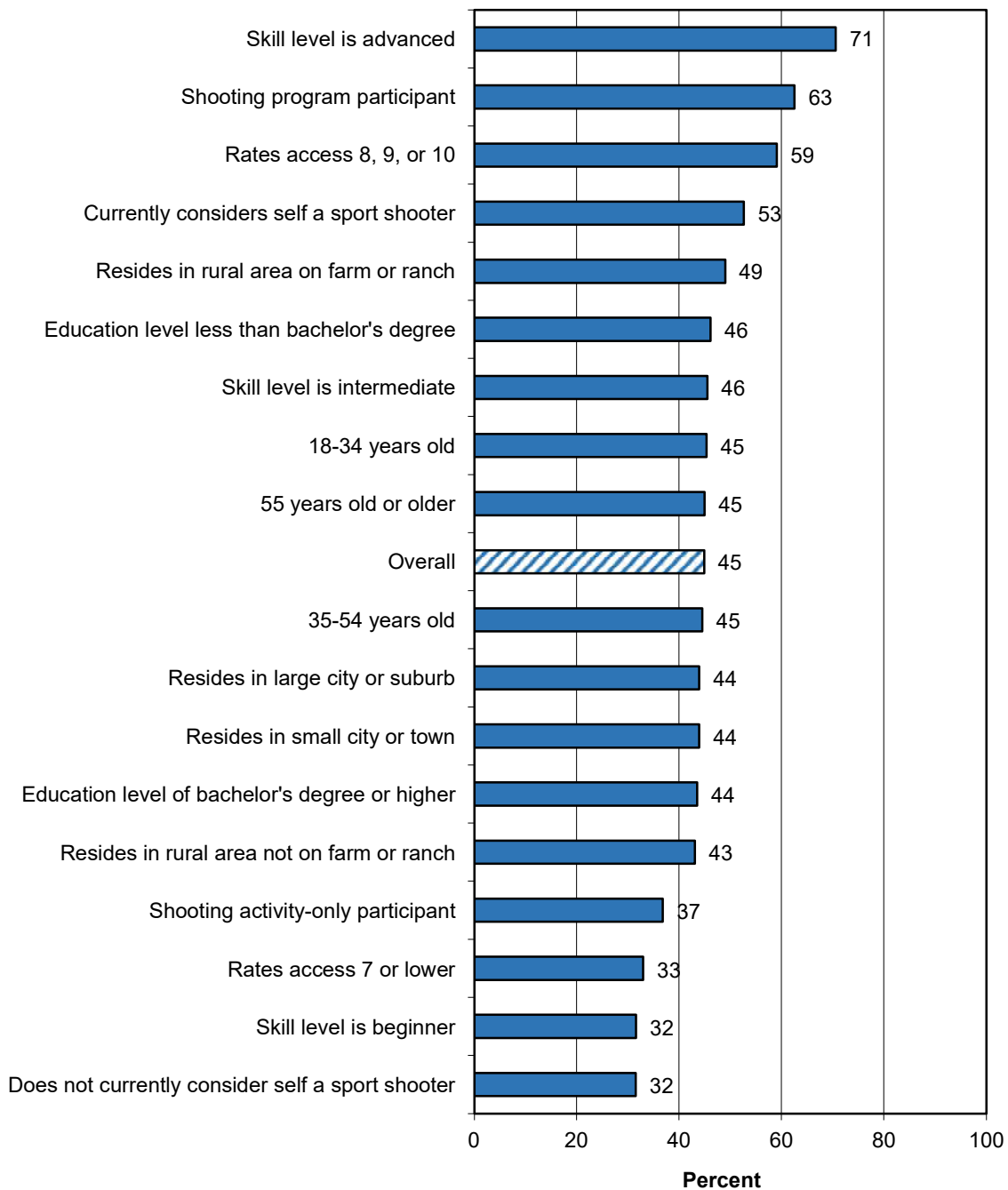


The demographic analyses suggest that the following are related to being *very* satisfied with their sport shooting: being at an advanced skill level, participation in a shooting program, rating access high, and currently considering oneself a sport shooter.

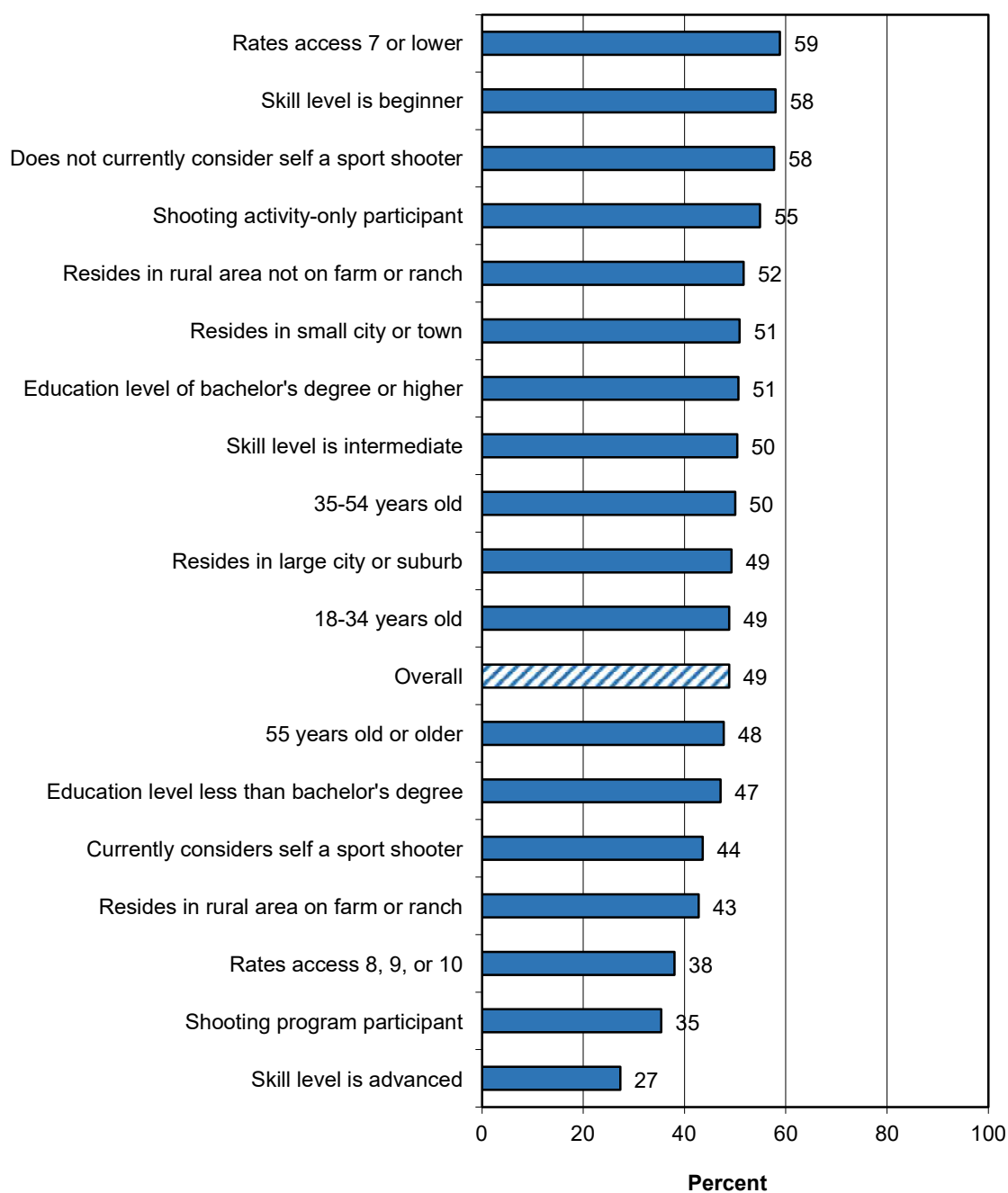
The demographic analyses of those who were only somewhat satisfied or who responded with neither are also presented. The following is associated with this satisfaction level: rating access low, being a beginner in skill level, not considering oneself to be a sport shooter, and being an activity-only participant.

These demographic analyses graphs showing all respondents in the sport shooting survey path start on the next page. Following these graphs are demographic analyses run on program participants only.

Percent of the following groups who are very satisfied with their most recent sport shooting experiences. (Shooting survey path)

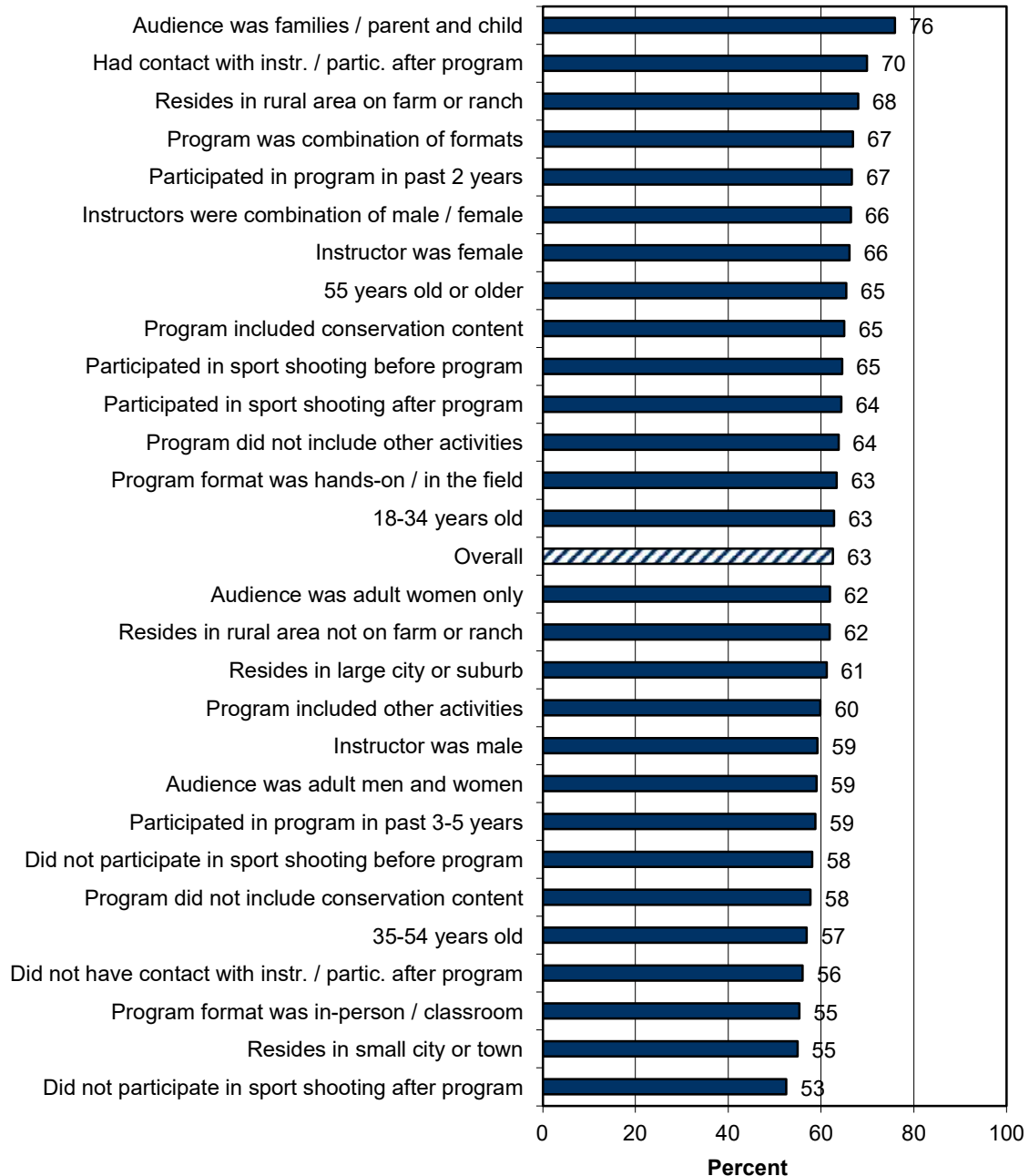


Percent of the following groups who are moderately satisfied or neither satisfied nor dissatisfied with their most recent sport shooting experiences. (Shooting survey path)



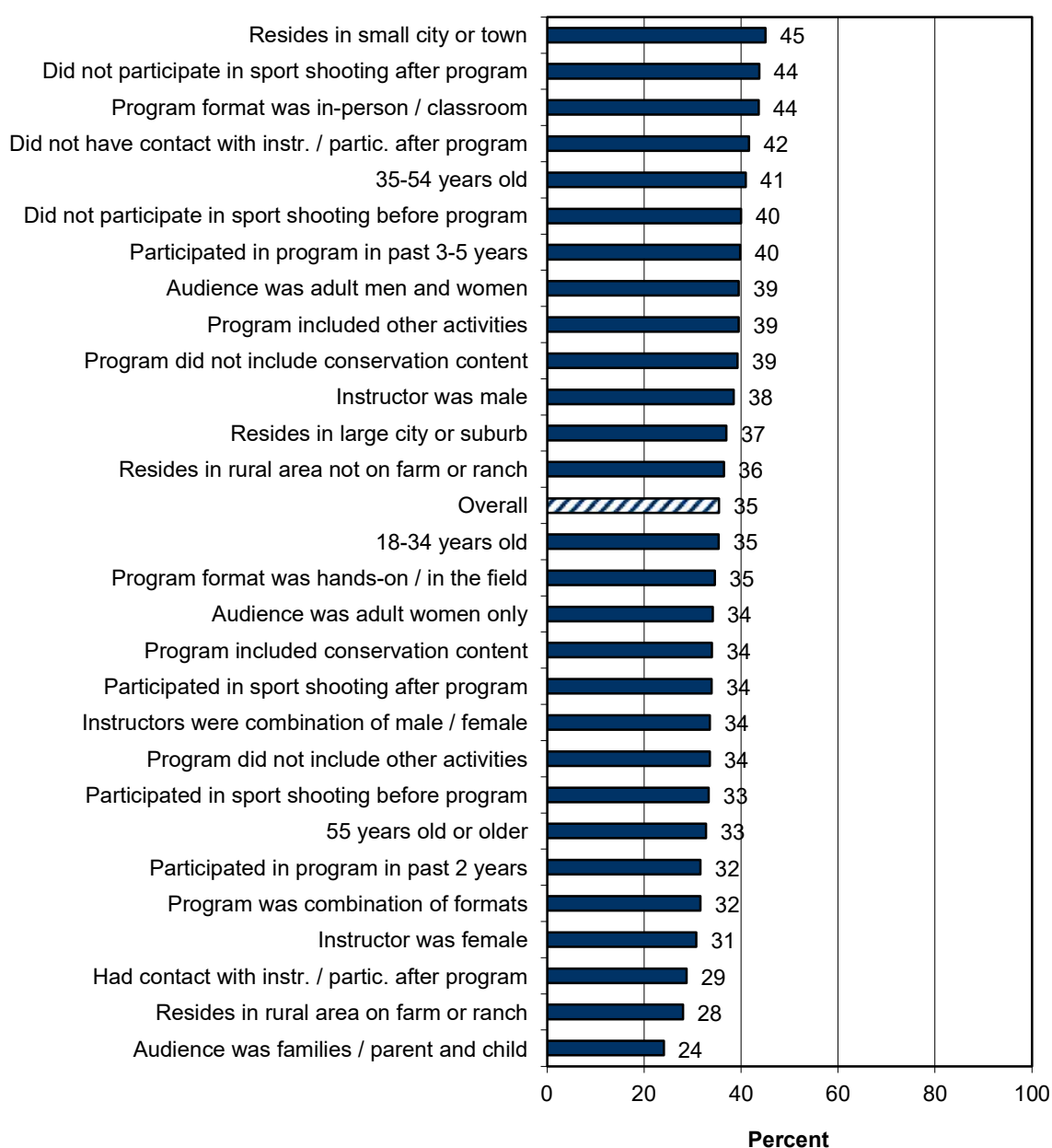
Being *very* satisfied with their most recent sport shooting experience, among program participants, is associated with having a program for families, having contact with people involved in the program after it was over, and residing in a rural area on a farm or ranch.

Percent of the following groups who are very satisfied with their most recent sport shooting experiences. (Shooting program participants)



Being in the middle ground regarding satisfaction, again among program participants, is associated with (among other things) residing in a small city or town, having a program that included an in-person or classroom element, not having contact with people involved in the program after it was over, and being in the middle age bracket.

**Percent of the following groups who are moderately satisfied or neither satisfied nor dissatisfied with their most recent sport shooting experiences.
(Shooting program participants)**

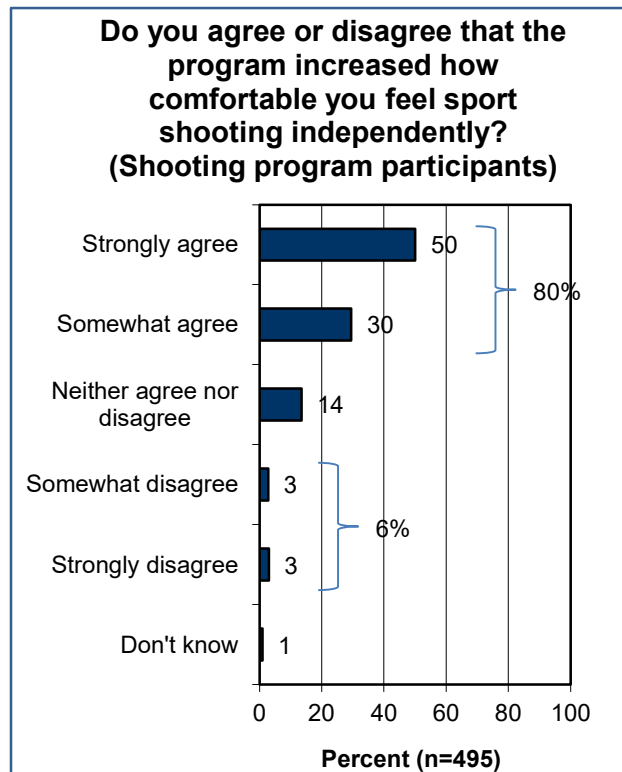


The survey also explored satisfaction through an open-ended question that asked about the elements of a successful sport shooting session. A sampling of these results is tabulated on this page and the next. The table shows the results among both program participants and activity-only participants together.

Can you please describe what a successful sport shooting session would be like for you personally? (Sport shooting survey path)
Improved shooting accuracy, enjoyment with others.
I would be interested in joining a league in the future.
A successful shooting session is a safe shooting session. Safety comes first.
Long range shooting to relax.
Again, being that I really only shoot on occasion with family, I just enjoy the camaraderie. So it's fun just talking and seeing who can hit the most targets or clays while refining our technique. My uncle is also a licensed firearms dealer so it can be fun to try new guns. So long as I hit a clay or two and center a bullseye, I enjoy it.
Again, most importantly is feeling safe on a range around other unknown shooters. Many shooters don't follow range etiquette which is dangerous for everyone. This quickly ruins a shooting session for me. If safety etiquette is clearly understood and valued by all shooters, even a personal 'off' day shooting (skill-wise) is still a positive experience for me.
It's not about success.
Being able to get out often. Practice areas that are safe.
Placing lead on intended target.
One where I felt I was in a position to focus on what I was doing without feeling rushed or a line of people waiting to use the facility. Where you evaluate your current skill level and have time to do what you want to do.
Hitting the target well.
Ability to try different firearms and just able to test accuracy with them.
A safe day and accurate shooting.
Being able to practice and get more accurate.
Good targets and some nice people to shoot with.
In sporting clays hitting at least half of them.
Safe environment, low amount of people.
Reasonably hitting the targets used.
Good grouping.
The safety protocols were being followed, the participants were respectful, feel comfortable with my firearm and I would have a chance to improve my skills.
Hitting more skeet, but I am a hunter so I try to go every chance I can.
Hit target.
I did not win any shoots but felt good to shoot and be with family and friends. It makes me feel good that I can hit the kill spots so I might be able to get a deer. We use a lot of deer meat if we can get it.
Safe. Hitting at least 50%.
My husband and I like to shoot together. We go to a local range that we are members at. He gives me pointers in a low-stress and comfortable environment.
Getting the target.
Have someone there to help me aim that's all.
Plenty of ammo, quality area, ppe, ear protection.
For me successful session is continuing to get comfortable with my gun and continuing to improve my aim when shooting sporting clays. My hunting license is for Falconry, not hunting with a gun, but I have recently taken up sport shooting for fun.
Inclusive for all people.
Plenty of time to be at the range and have a variety of handguns to shoot and range officers able to help with anything needed.
I would like someone to help with my stance to make my shooting more accurate, having a range where you can move between targets with a handgun would benefit the practice. I would also be very interested in long-range rifle shooting.

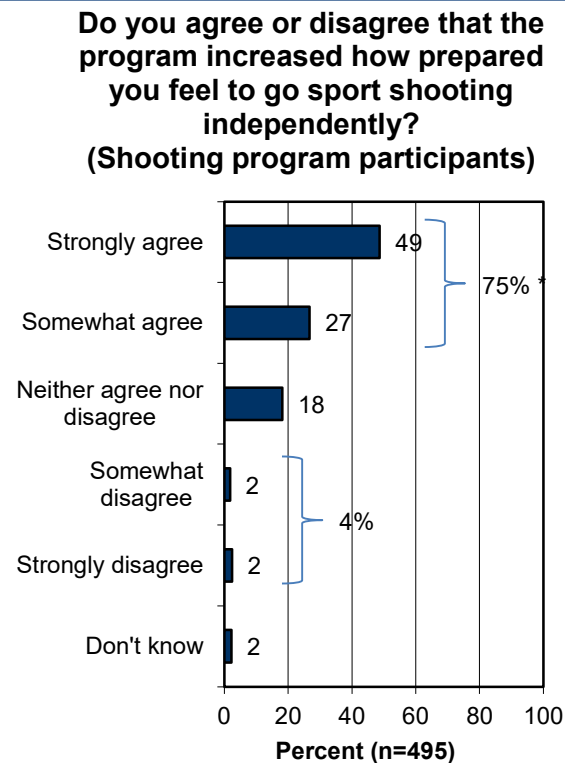
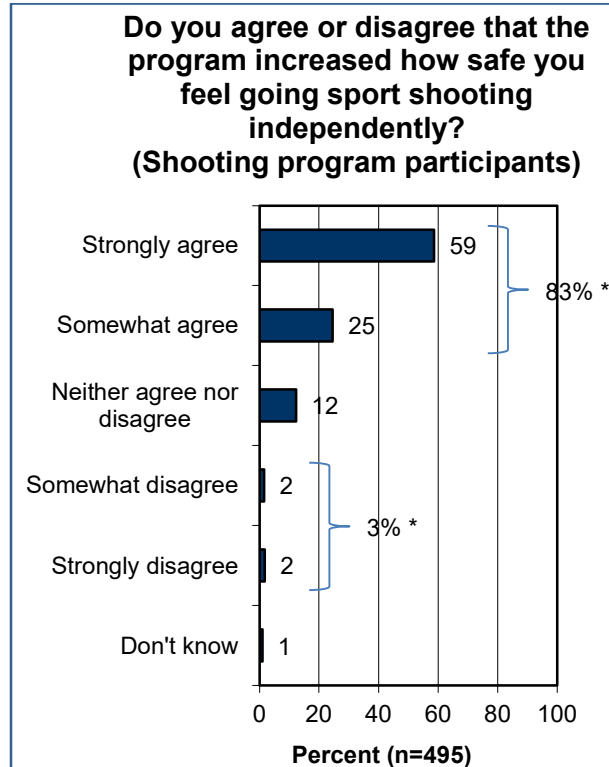
Can you please describe what a successful sport shooting session would be like for you personally? (Sport shooting survey path)
Staying safe and hitting the target.
Just having fun and enjoying myself. Learning from others.
Follow the target.
Close facility to Salina.
Improvement in accuracy from the beginning to the end of the session.
Helping someone learn.
Going with a group of friends that find sport shooting fun.
Target shooting in the backyard. We are blessed with a large field and not many neighbors. Squeezing off a few rounds in a nice grouping with my husband.
Being able to go out with family.
Being able to shoot at a proper target.
Good friendly weather, good condition targets.
A successful shooting session would be being able to shoot 20 out of 25 clays.
A successful, shooting session would be me going to a gun club, knowing where to go and how to set up my equipment. I would be able to shoot and analyze my shots. I'd love to go with a friend or be part of a group of other beginners who are all there shooting at the same time. They don't have to be women, but it would be great if there were women. Afterwards, I would be able to take care of my firearm and know how to clean it and store it safely. I'd like to observe safe behavior from others and know all the spoken and unspoken safety rules about using the range, including any lingo I might not know.
I've achieved new personal bests.
Hit my target with precision consistently.
Good range, good targets, hitting the target from further way from where you used to be.
To have fun, better my skills, and enjoy the experience.
My son has property, so we are at his home with other family and friends doing elimination rounds.
Getting a buck during hunting season and safely practicing my shooting skills.
The access to safety protocols with new firearms would make it more beneficial and I just prefer outdoor ranges.
70% accuracy.
Having easy access and being welcomed, not being intimidated or talked down to.
Making all the shots on the plate (a game played by me and my friends where you attach a small dessert plate to the target).
Consistent, good groupings on the target.
Most of our ranges are homemade and outside. It would be interesting to experience an indoor range nearby.
Successful in hitting targets and having fun.
Having a place to go where there is a limited amount of people in an outdoor situation with a time limit on the range. Having someone on the range like an overseer knowledgeable on firearms in case of a problem with a firearm or to help guide a shooter.
Accident free, being able to spend quality time with friends and family.
Not sure how to answer. Just enjoying shooting for fun and practice using a firearm.
Identifying my mistakes, showing improvement feeling relaxed and happy.
I would need a space where I wouldn't be distracted by another person shooting. I have had issues with shell casings being ejected into my space, a large caliber gun causing too much of a sound wave that it felt like something hit my clothes. Most ranges have small barriers for their booths. Even with ear protection the larger calibers are too much for me to dismiss and properly concentrate on my safety.
Safe, on target, enjoyable.
If sporting clays, I would like to have a decent score. If just going to shoot for fun, I would like to shoot a variety of my guns and blow up some Tannerite.
Relaxing.
Active and engaged.
Showing up with all the correct gear. Having enough targets to share. Sharing goof conversations and a little competition between everyone. No one feeling uneasy or unsafe by someone else's gun handling.
This means sighting in my deer rifle and/or shooting my handgun a handful of times.

COMFORT AND CONFIDENCE IN SPORT SHOOTING



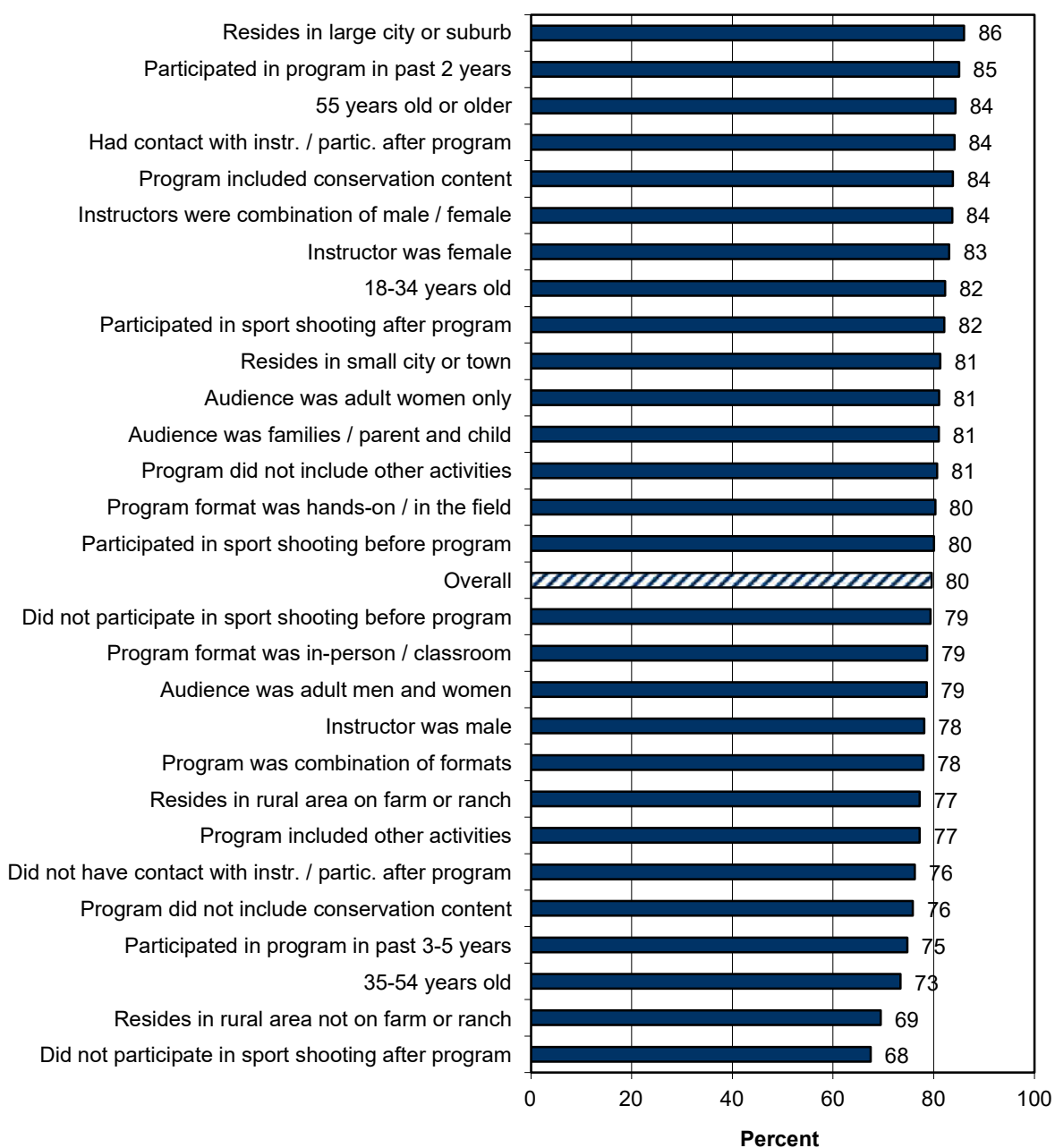
The survey asked about whether the program increased feelings of comfort, safety, and preparedness while shooting independently. Agreement that the program did so is far higher than disagreement for all three aspects that were asked about in the survey. The highest agreement is that the program increased the attendees' feeling of safety. The results are similar across all three questions.

* Rounding on graphs causes apparent discrepancy in sums; calculations made on unrounded numbers.



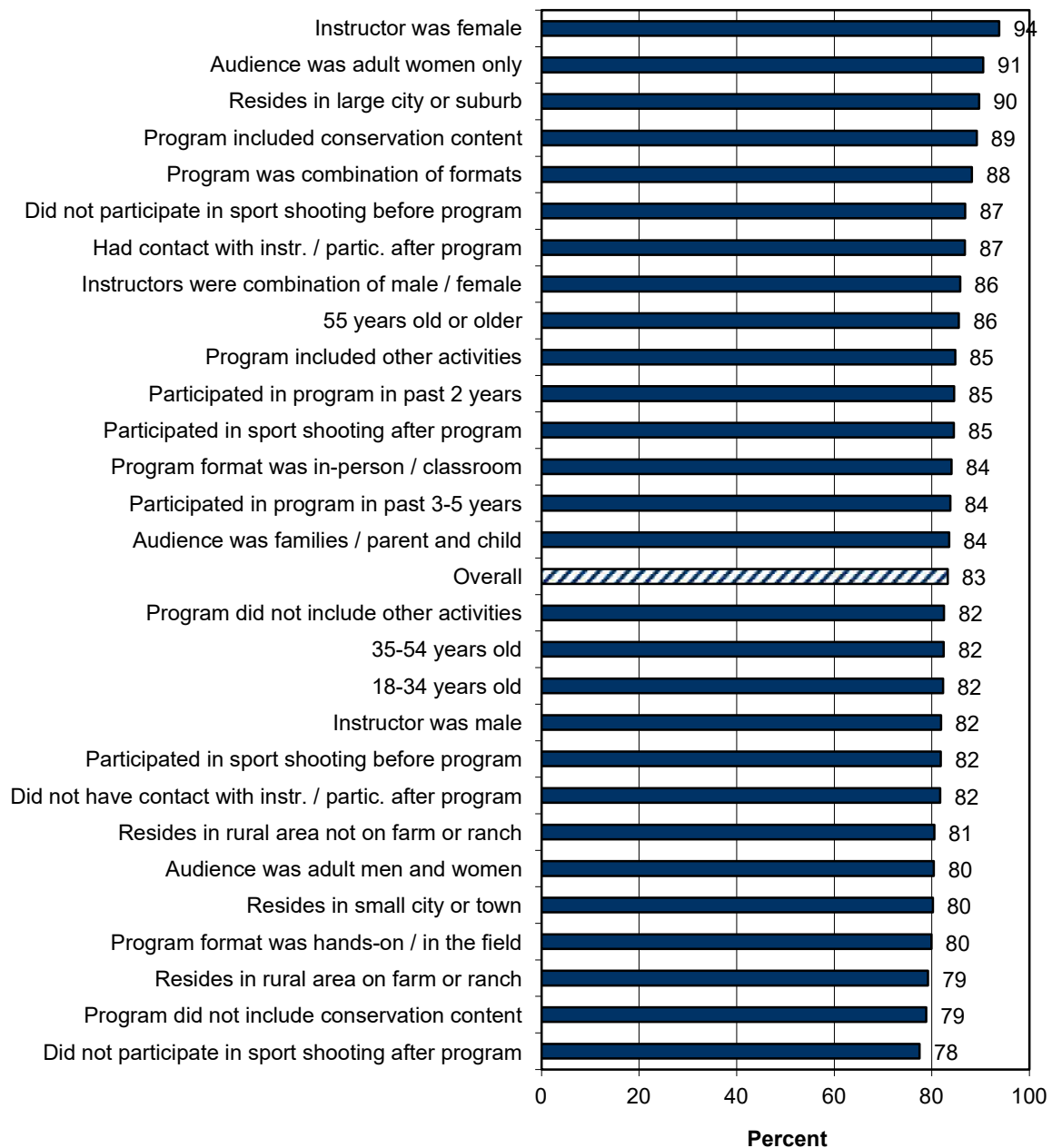
Demographic analyses show that an increase in the comfort level with sport shooting because of the program is associated with residing in a large city or suburb and being a recent program participant.

Percent of the following groups who strongly or somewhat agree that the program increased how comfortable they feel sport shooting independently. (Shooting program participants)

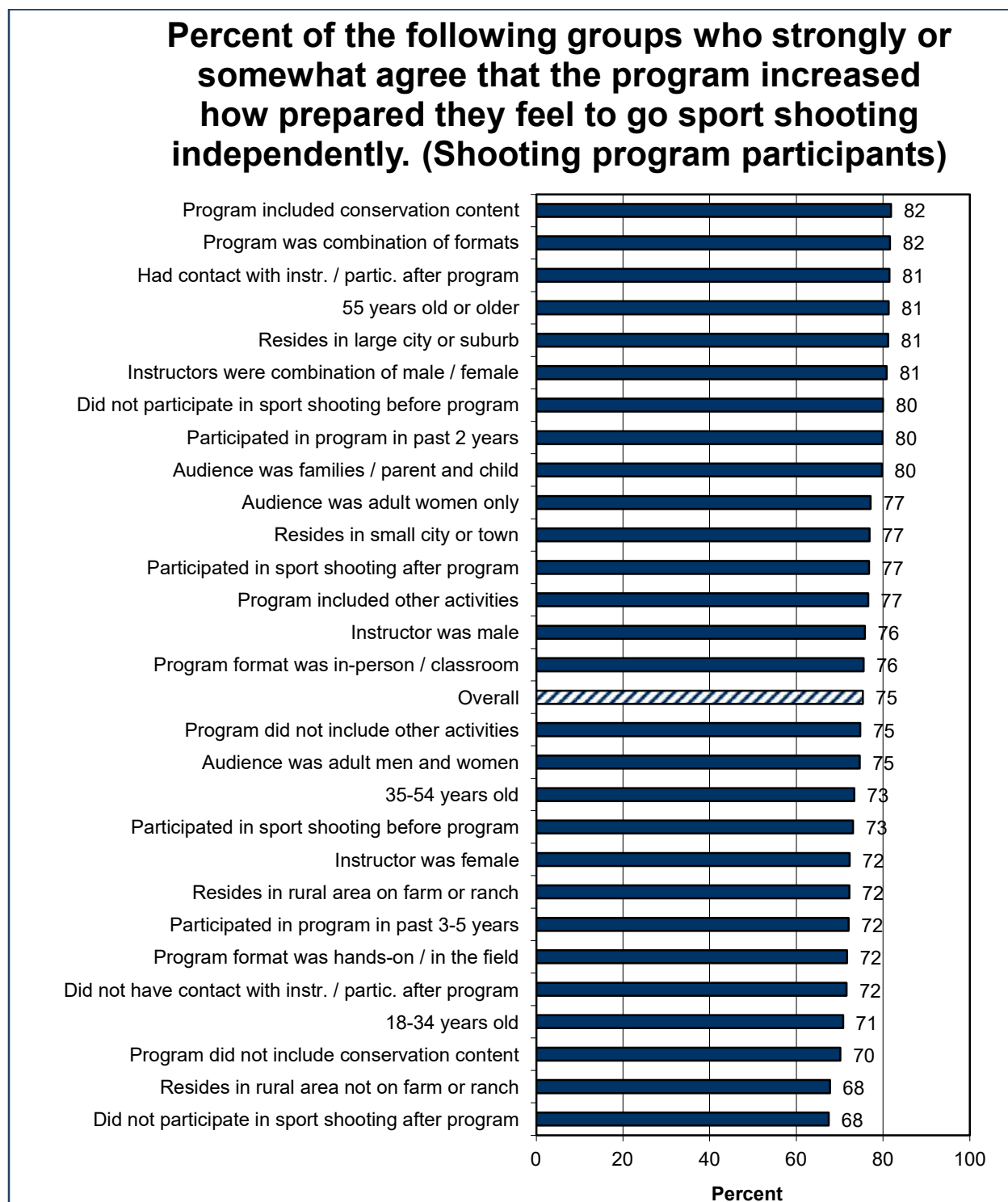


An increase in the feeling of safety when sport shooting is associated with having a female instructor, having a program that was for women only, residing in a large city or suburban area, having a program that included conservation content, and having a program that was a combination of formats.

Percent of the following groups who strongly or somewhat agree that the program increased how safe they feel sport shooting independently. (Shooting program participants)



The last of the three demographic analyses graphs shows the associations with increases in feeling prepared for sport shooting. These include having a program that included conservation content, having a program that was a combination of formats, having contact with those associated with the program after it was over, being older, residing in a large city or suburb, and having a program with both male and female instructors.



Open-ended questions explored aspects of the programs that helped women feel more comfortable participating in sport shooting independently, among program participants. For shooting activity-only participants, the survey asked them to indicate what they think a program should offer to make them more comfortable when going shooting.

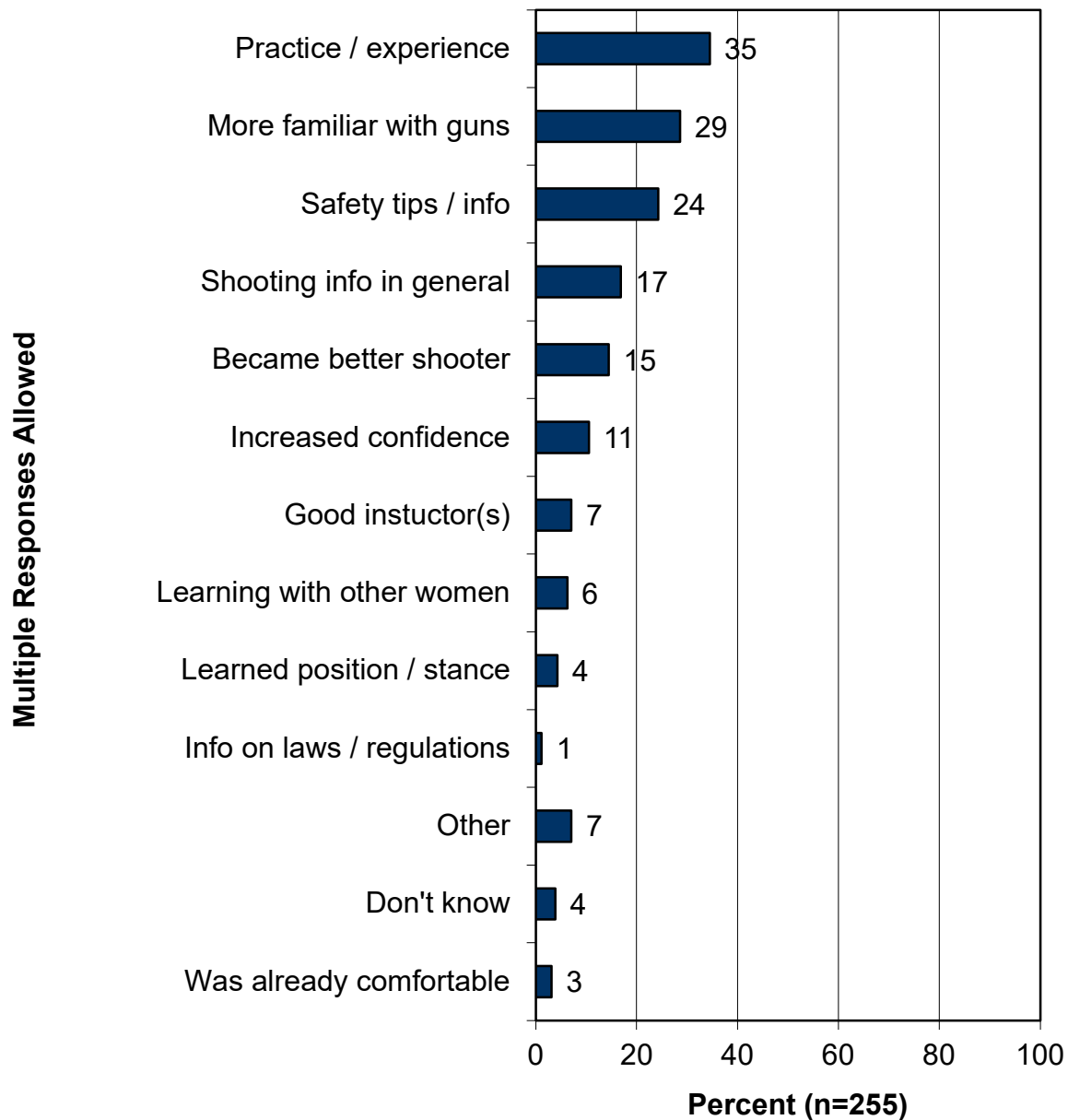
The parts of the program that were the most helpful to women's feelings of being comfortable shooting were practice/experience, the familiarization with firearms, and the safety tips.

Regarding feelings of safety, the parts of the program most important in this regard are the equipment-specific lessons and the practice offered by the program. The activity-only participants' most important program aspects would be the camaraderie, safety tips, and information on rules and regulations.

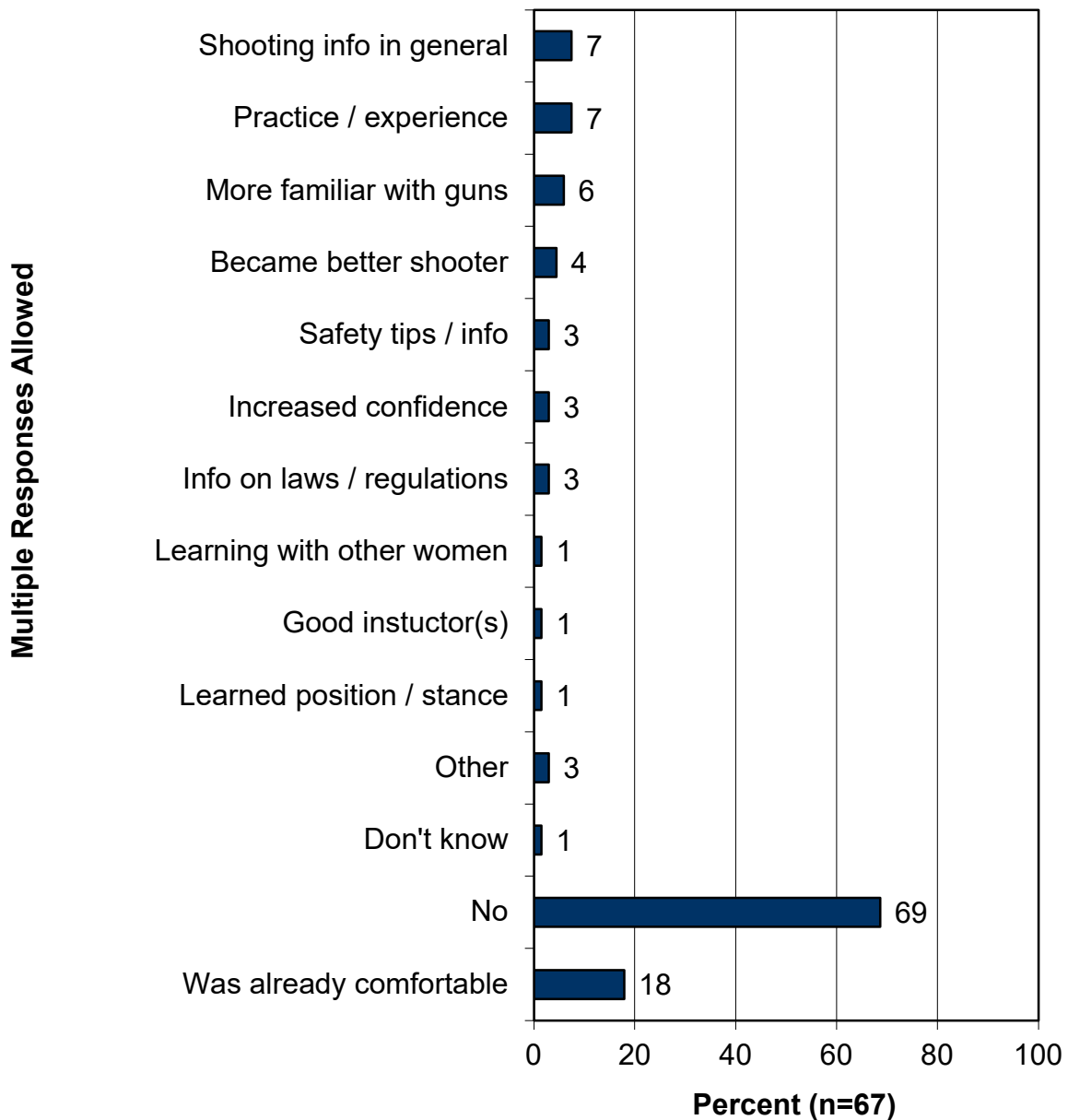
Finally, the parts of the program that most helped women feel prepared were the practice and familiarization with firearms.

As these graphs include many responses, each is shown on its own page starting on the next page.

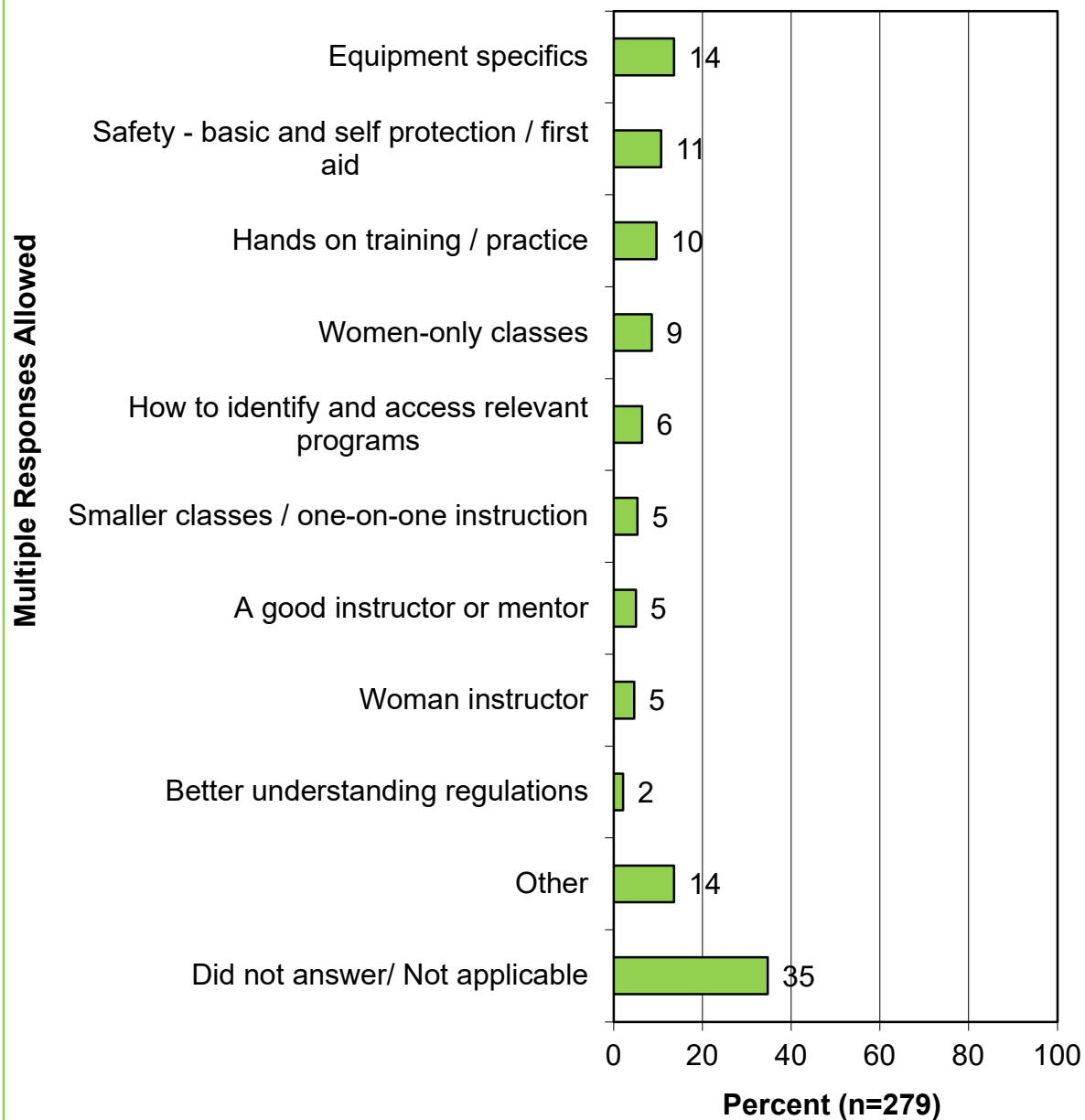
Specifically, what parts of the program helped you feel more comfortable about sport shooting independently? (Asked of those who agree program increased comfort.) (Shooting program participants)



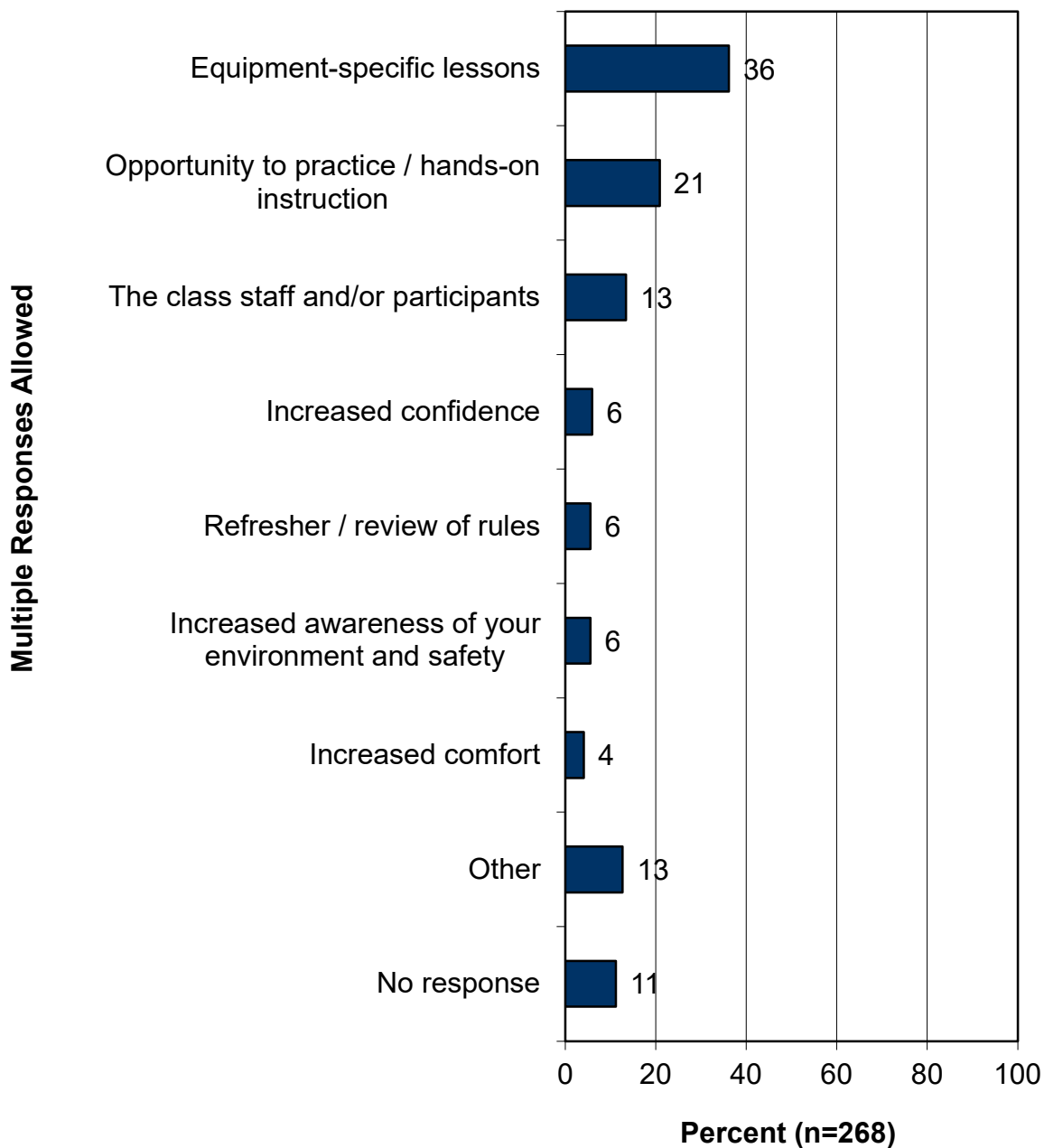
Specifically, did any parts of the program help you feel more comfortable about sport shooting independently? IF YES: Which parts? (Asked of those who did not agree program increased comfort.) (Shooting program participants)



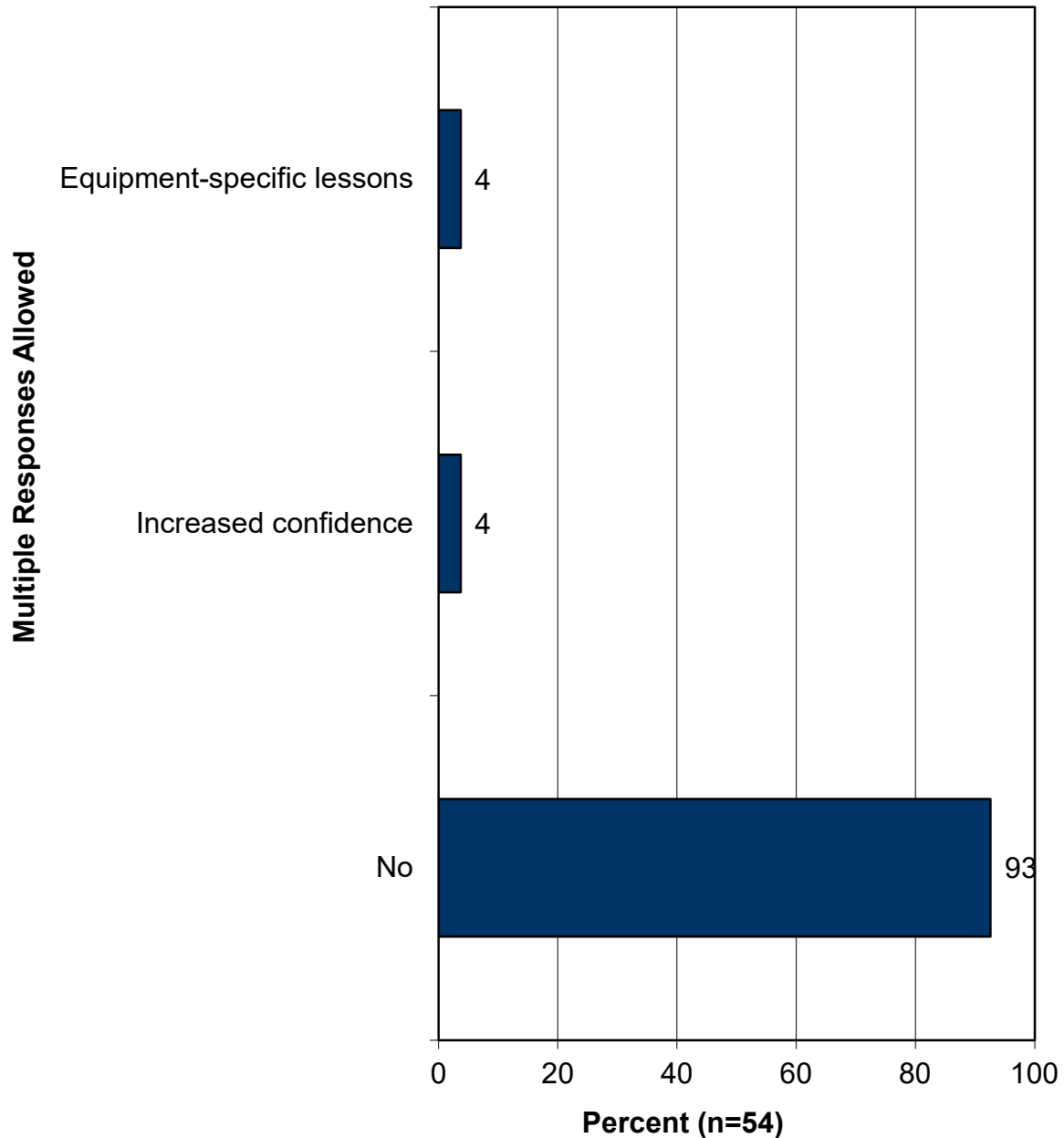
**If you were to participate in a shooting program in the next 2 years, specifically what do you think the program should offer or provide to make you feel more comfortable about going sport shooting?
(Shooting activity-only participant)**



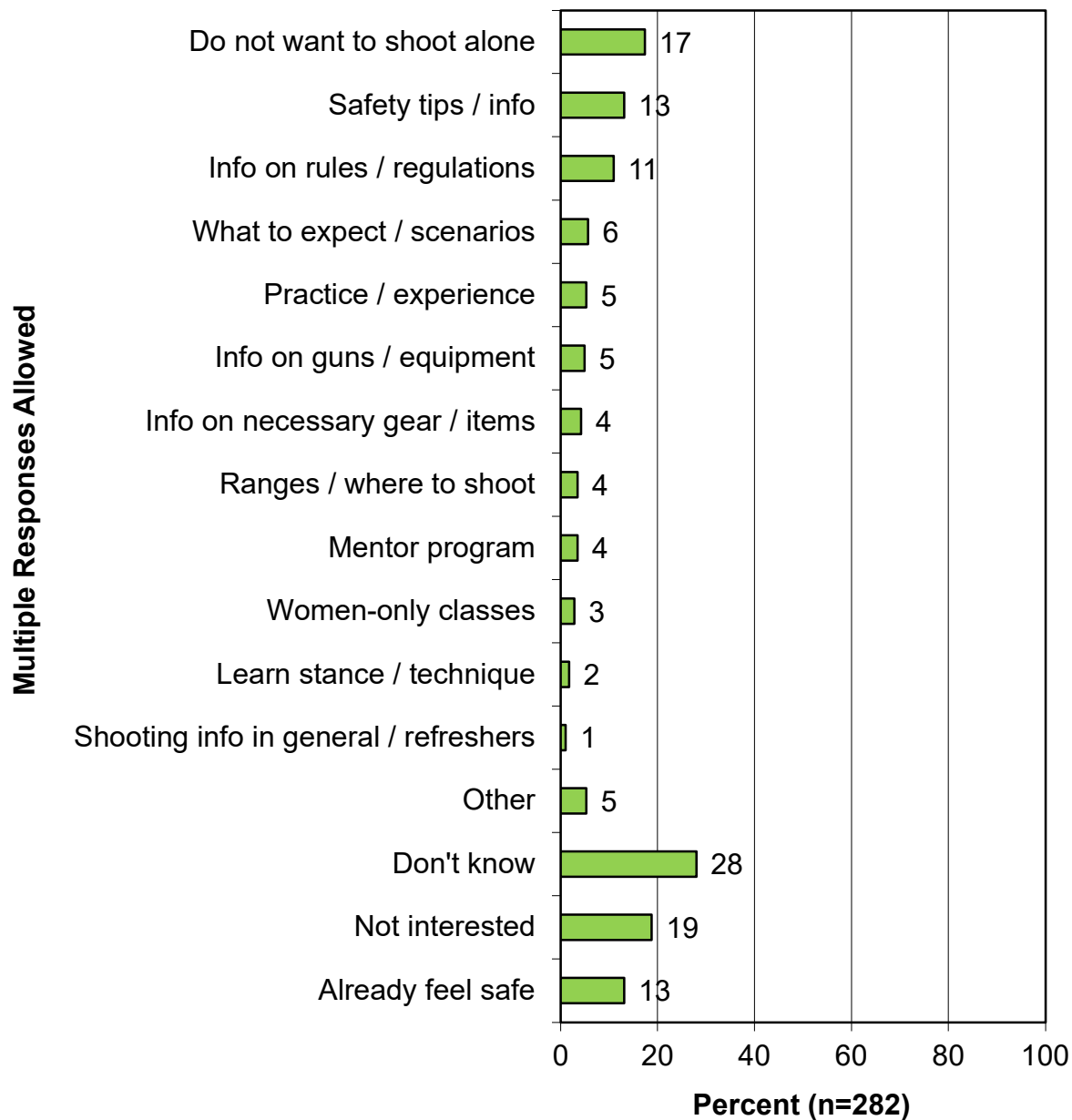
**Specifically, what parts of the program helped
you feel safer going sport shooting
independently? (Asked of those who agree
program increased safety.)
(Shooting program participants)**



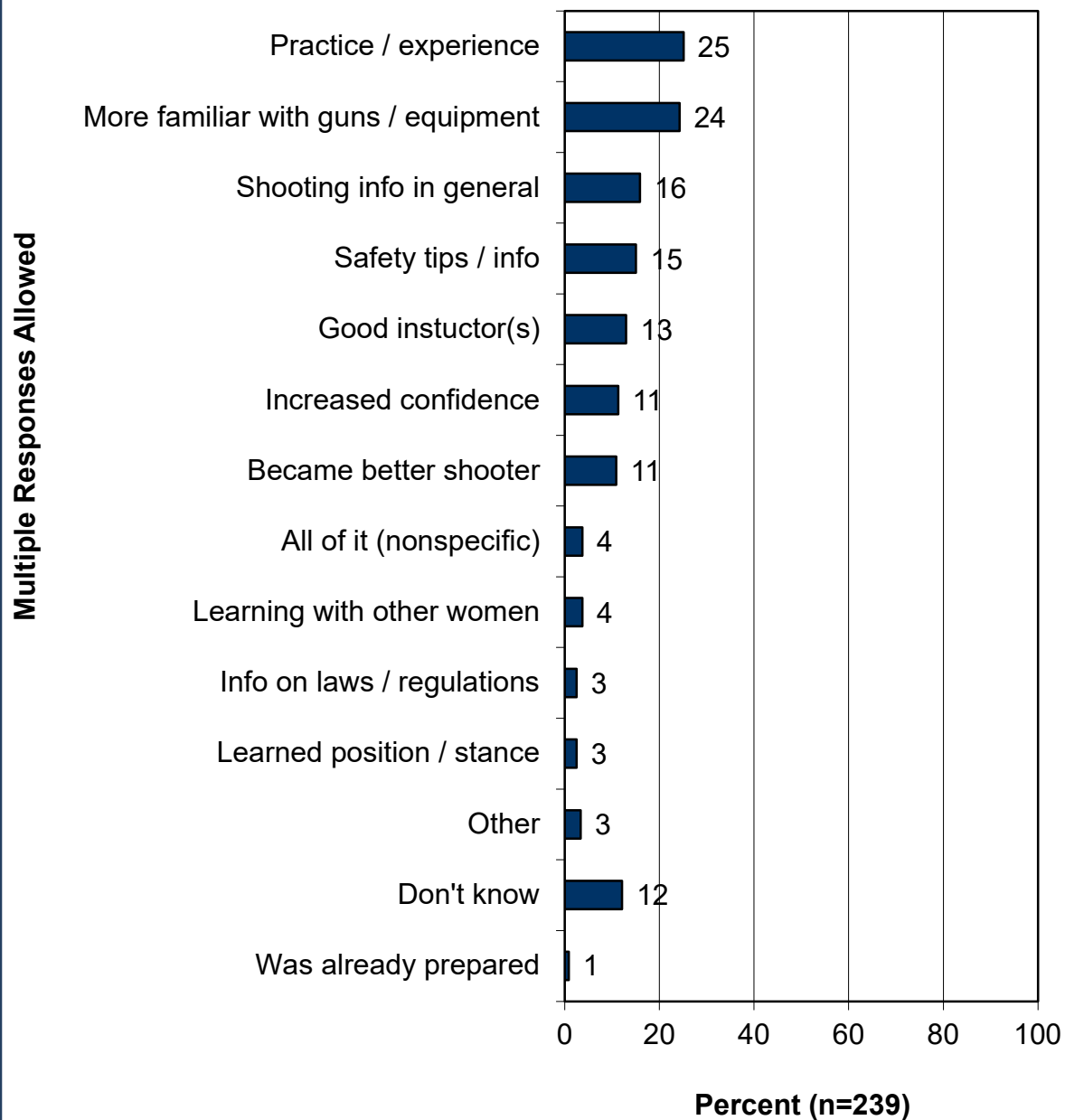
**Specifically, did any parts of the program help
you feel safer going sport shooting
independently? IF YES: Which parts?
(Asked of those who did not agree program
increased feelings of safety.)
(Shooting program participants)**



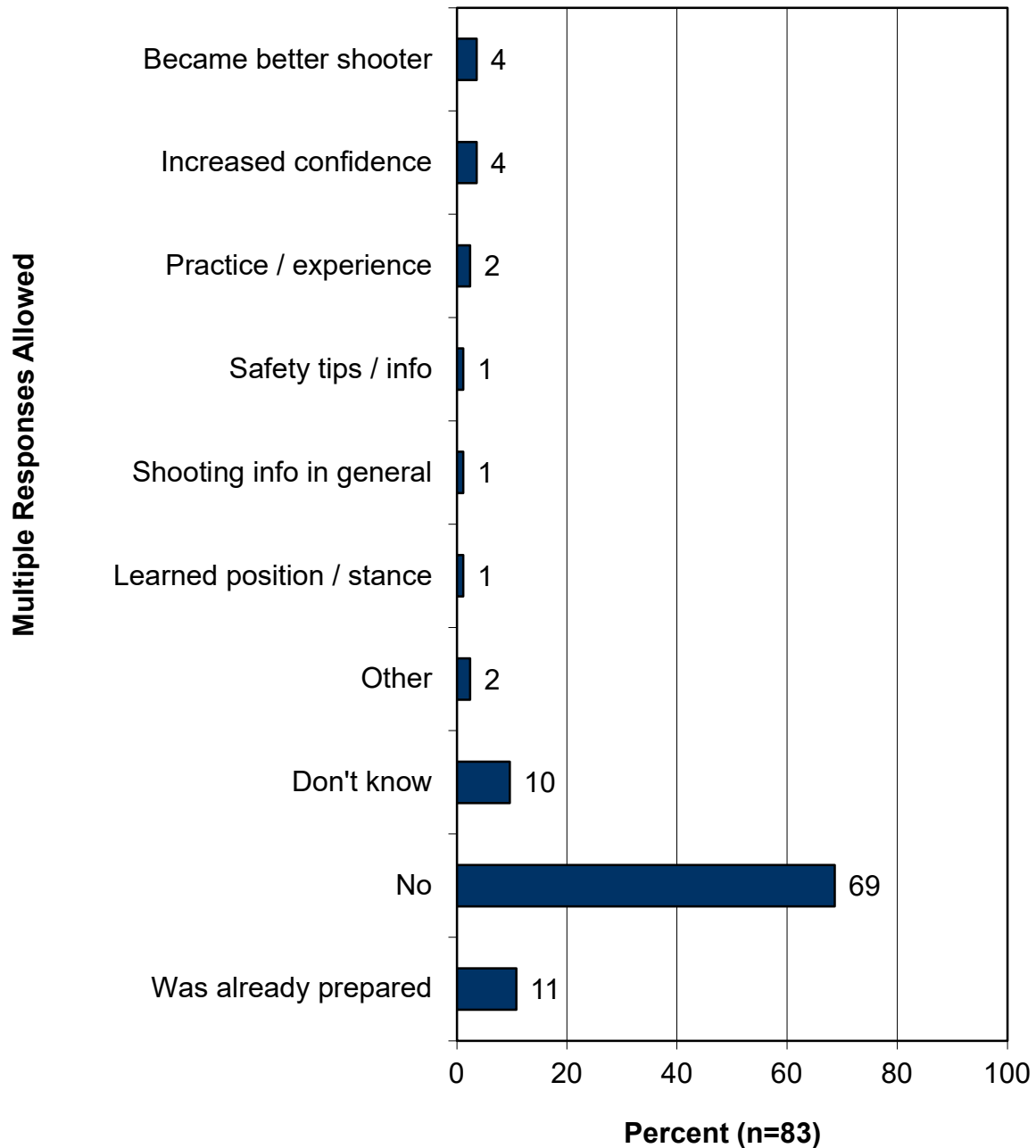
**If you were to participate in a shooting program in the next 2 years, specifically what do you think the program should offer or provide to make you feel safer going sport shooting independently?
(Shooting activity-only participants)**



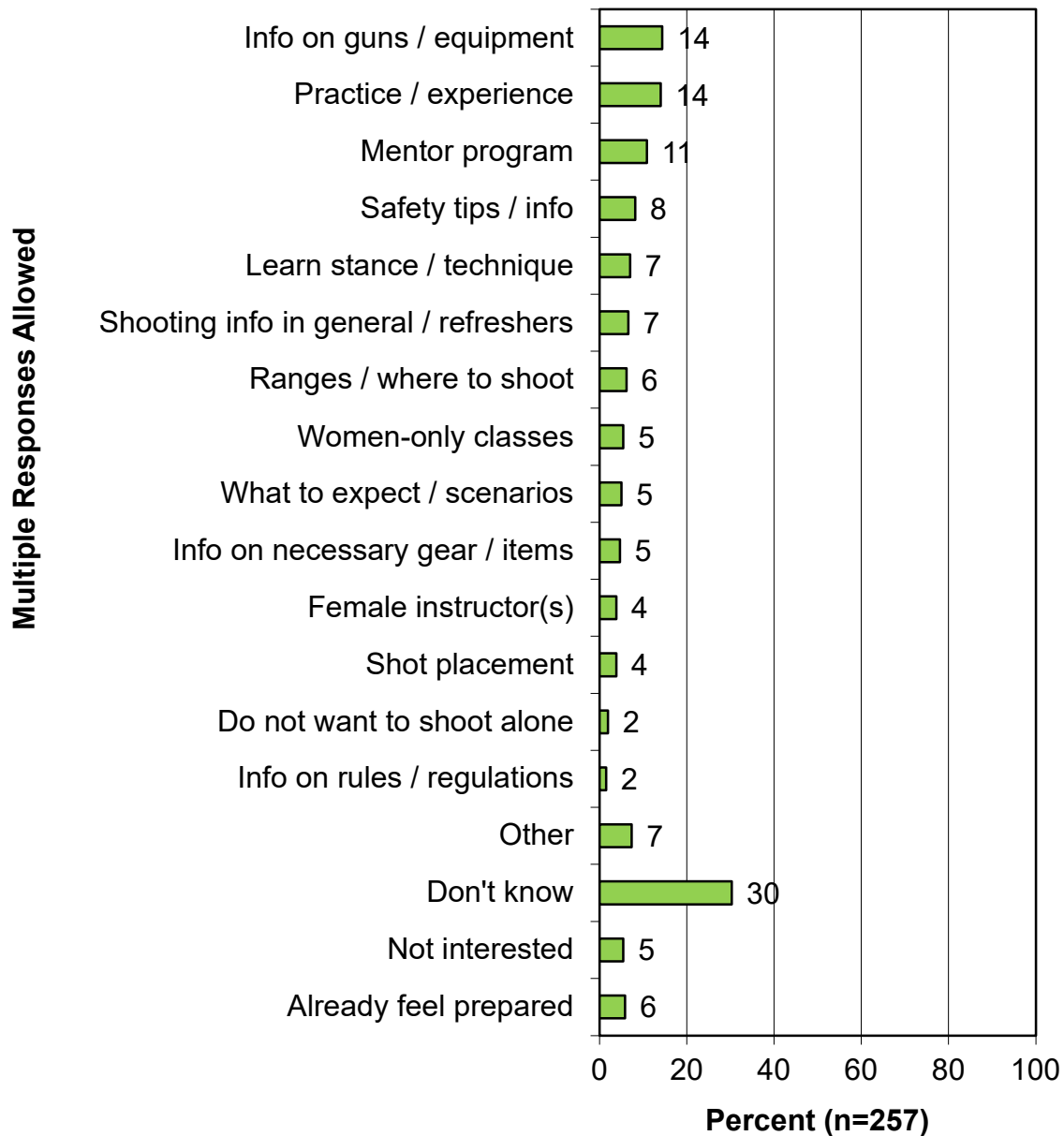
**Specifically, what parts of the program helped you feel more prepared to go sport shooting independently? (Asked of those who agree program increased preparedness.)
(Shooting program participants)**



Specifically, did any parts of the program help you feel more prepared to go sport shooting independently? IF YES: Which parts? (Asked of those who did not agree program increased preparedness.) (Shooting program participants)



**If you were to participate in a shooting program
in the next 2 years, specifically what do you
think the program should offer or provide to
make you feel more prepared to go sport
shooting independently?
(Shooting activity-only participants)**



A series of questions make up the last part of this section of the report. Survey respondents were presented statements about sport shooting and asked to indicate their agreement or disagreement with each statement. There were 13 statements: 5 of them have positive connotations (e.g., “I am relaxed when sport shooting”), 6 of them have negative connotations (e.g., “Sometimes I feel my sport shooting skills are inadequate”), and 2 of them pertain to preference of sport shooting alone or with someone else for safety reasons. The horizontal lines divide the graph into these parts. The sums for overall agreeing and overall disagreeing are shown below each bar, summed on unrounded numbers (the graphs are rounded to the integer, but the data are stored in decimal format). Also note that the values in the “Don’t know” response are deleted for better legibility.

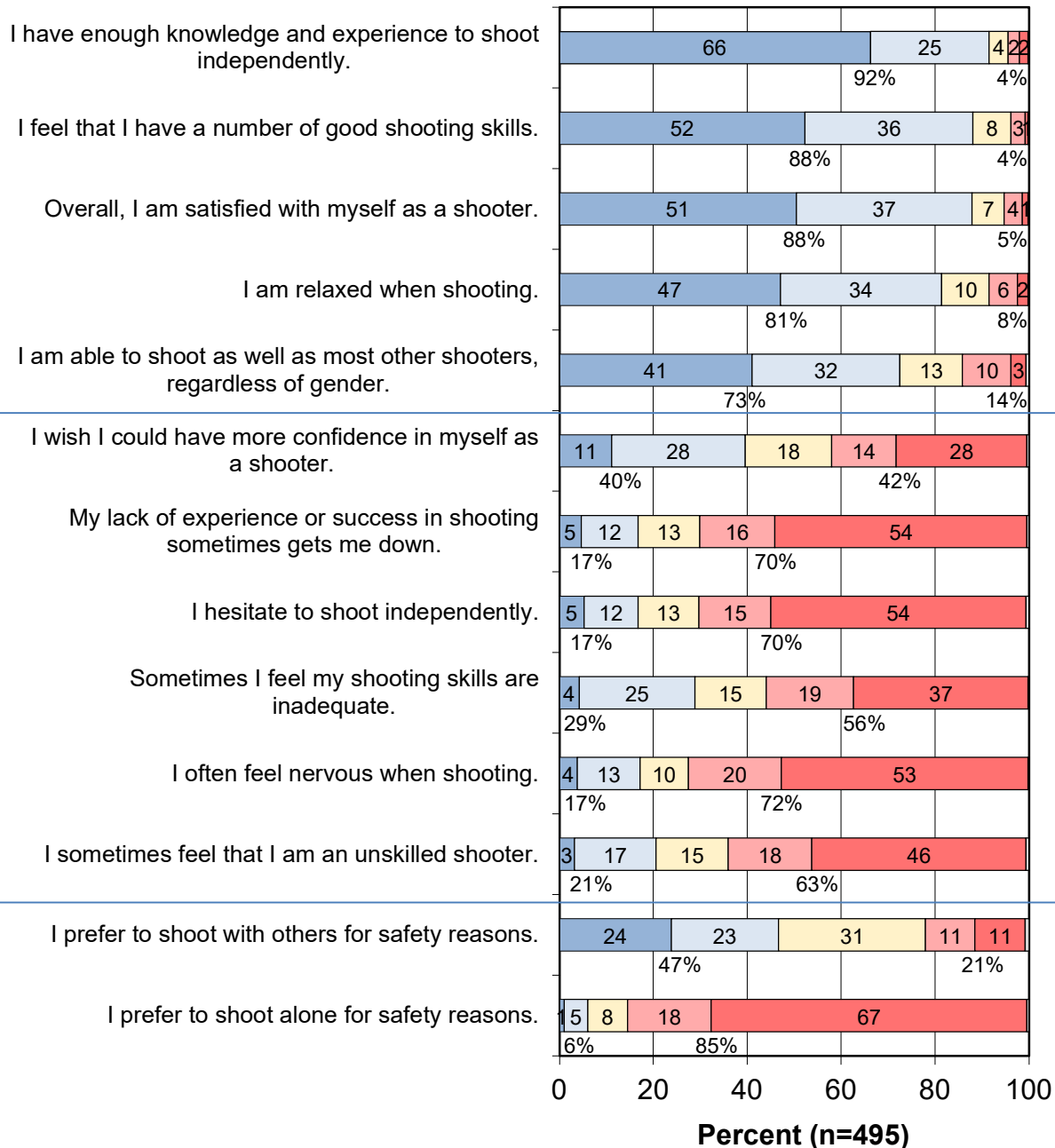
Among both sport shooting program participants and sport shooting activity-only participants, agreement is quite robust for all of the positive statements (73% to 92% among program participants and 71% to 91% among activity-only participants). Among both program participants and activity-only participants, agreement is highest for the statement, “I have enough knowledge and experience to sport shoot independently.”

Disagreement for the negative statements is not as robust as agreement for the positive statements. Among sport shooting program participants, disagreement is relatively low with two statements: “I wish I could have more confidence in myself as a sport shooter” (28% *strongly* disagree and 42% disagree overall) and “Sometimes I feel my sport shooting skills are inadequate” (37% *strongly* disagree and 56% disagree overall). Among sport shooting activity-only participants, disagreement is relatively low for “I wish I could have more confidence in myself as a sport shooter” (34% *strongly* disagree and 49% disagree overall) and “Sometimes I feel my shooting skills are inadequate” (41% *strongly* disagree and 58% disagree overall).

There is a preference for sport shooting with others for safety reasons over sport shooting alone for safety reasons among both groups.

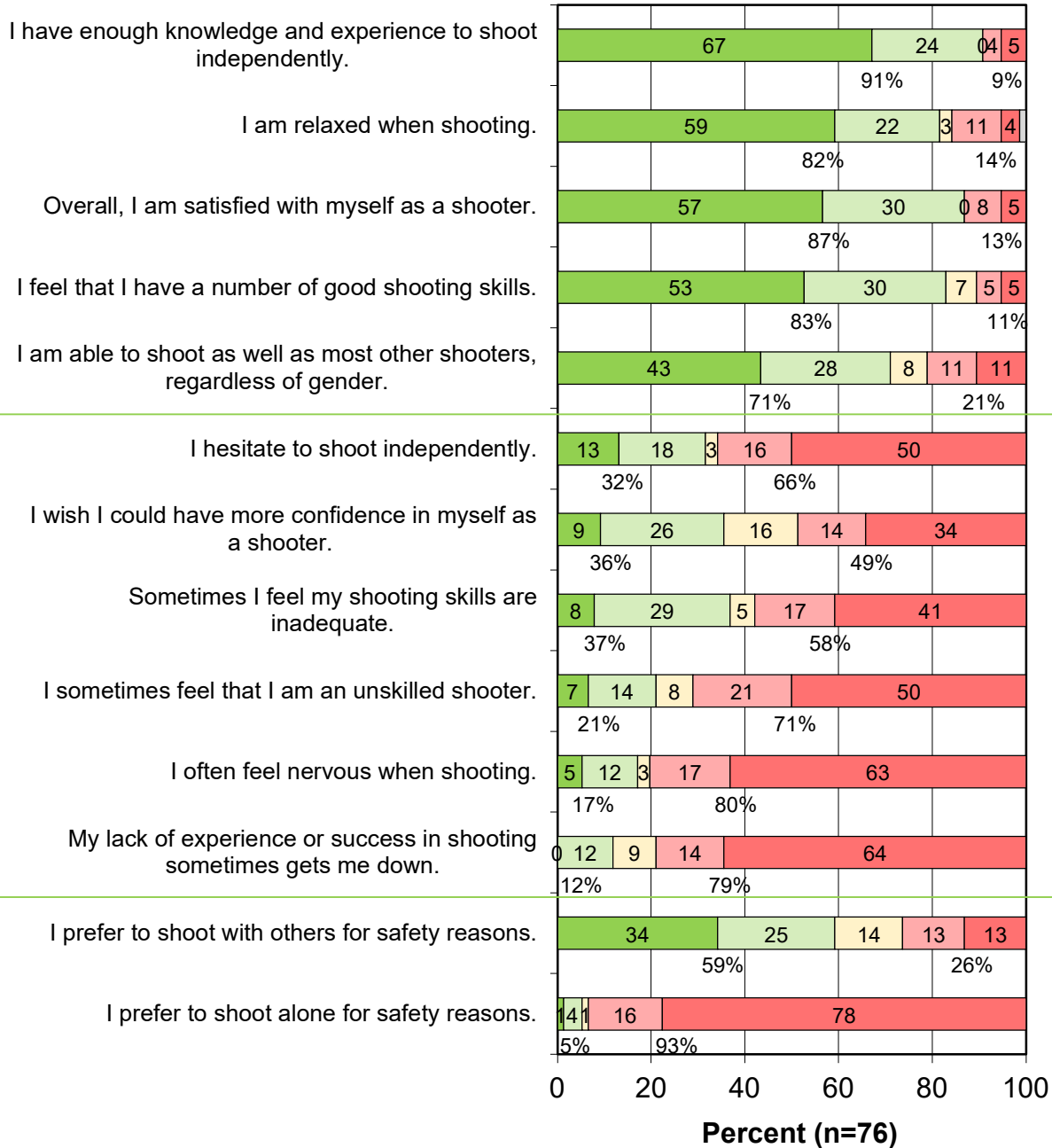
Next, please [tell me / indicate] how much you agree or disagree with each of the following statements. (Shooting program participants)

■ Strongly agree ■ Somewhat agree ■ Neither ■ Somewhat disagree ■ Strongly disagree ■ Don't know



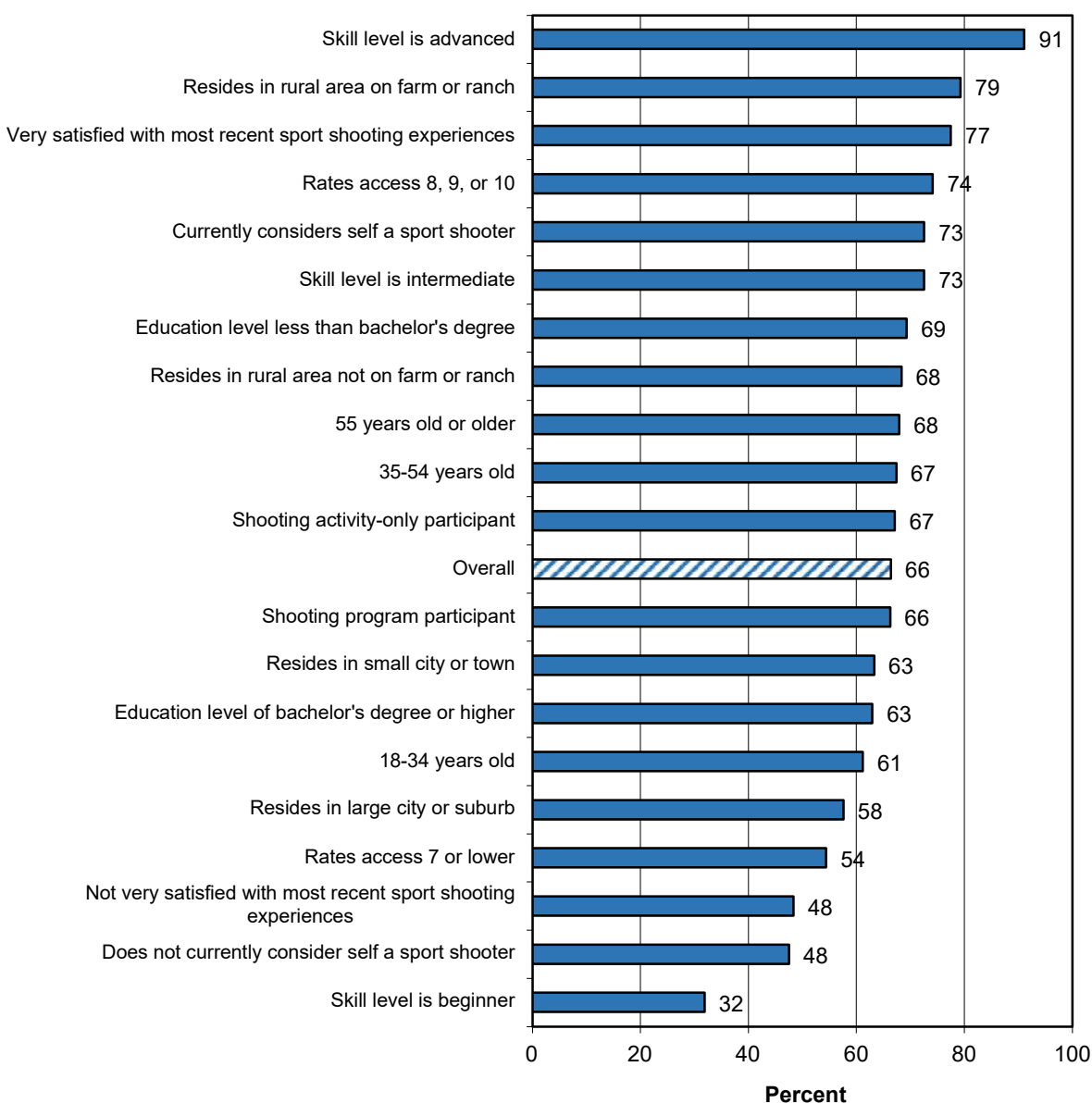
Next, please [tell me / indicate] how much you agree or disagree with each of the following statements. (Shooting activity-only participants)

■ Strongly agree
 ■ Somewhat agree
 ■ Neither
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

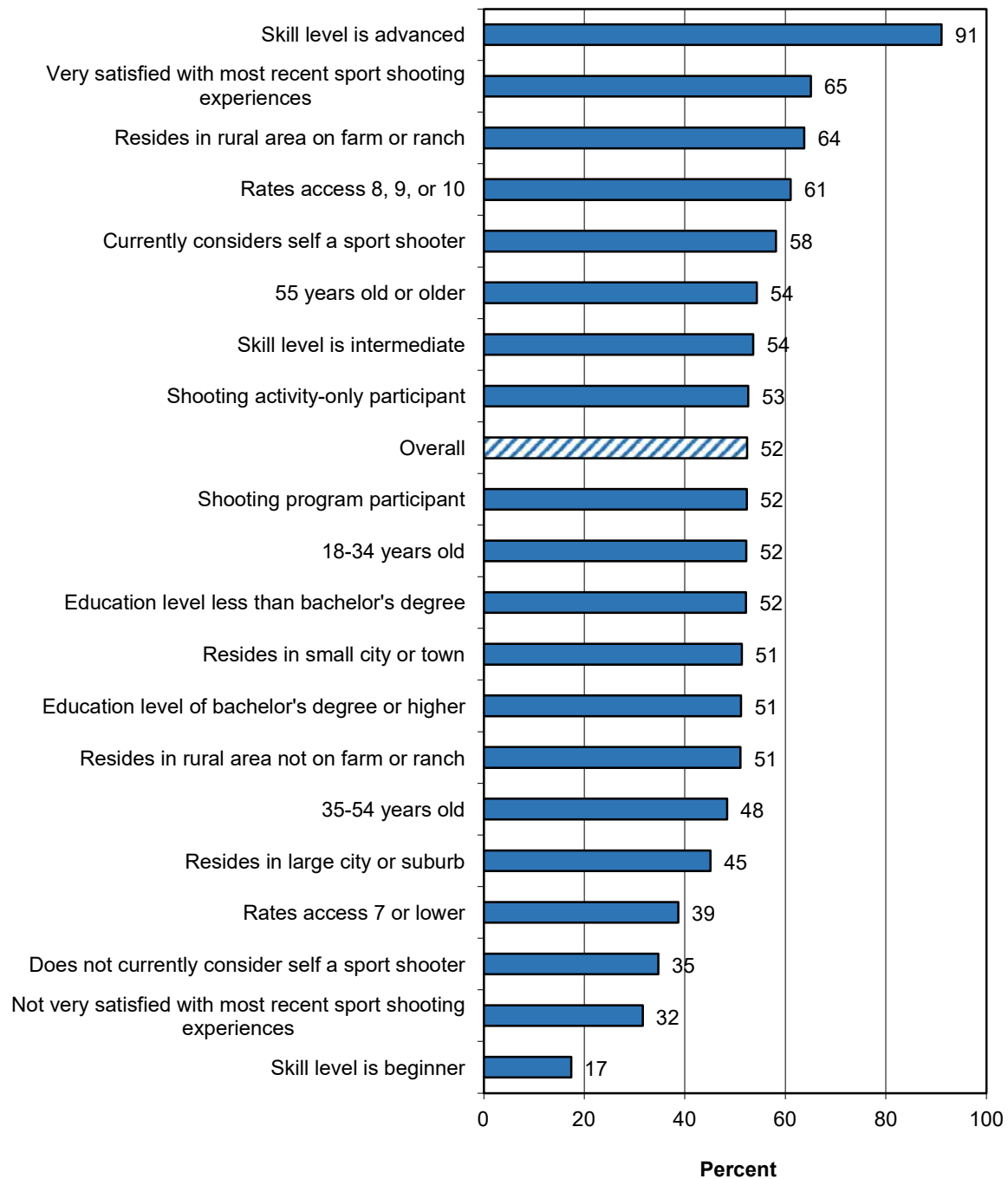


The demographic analyses graphs that follow are presented in the same order as the graph for program participants above. For the five positive statements, characteristics that are among the top in the five positive statements are being advanced in skill level, being rural on a farm or ranch, being *very* satisfied with shooting, and rating access high. (Most of these graphs show *strongly* agree; however, when the percentage who *strongly* agree is too low, the graphs show *strongly* agree and *somewhat* agree.)

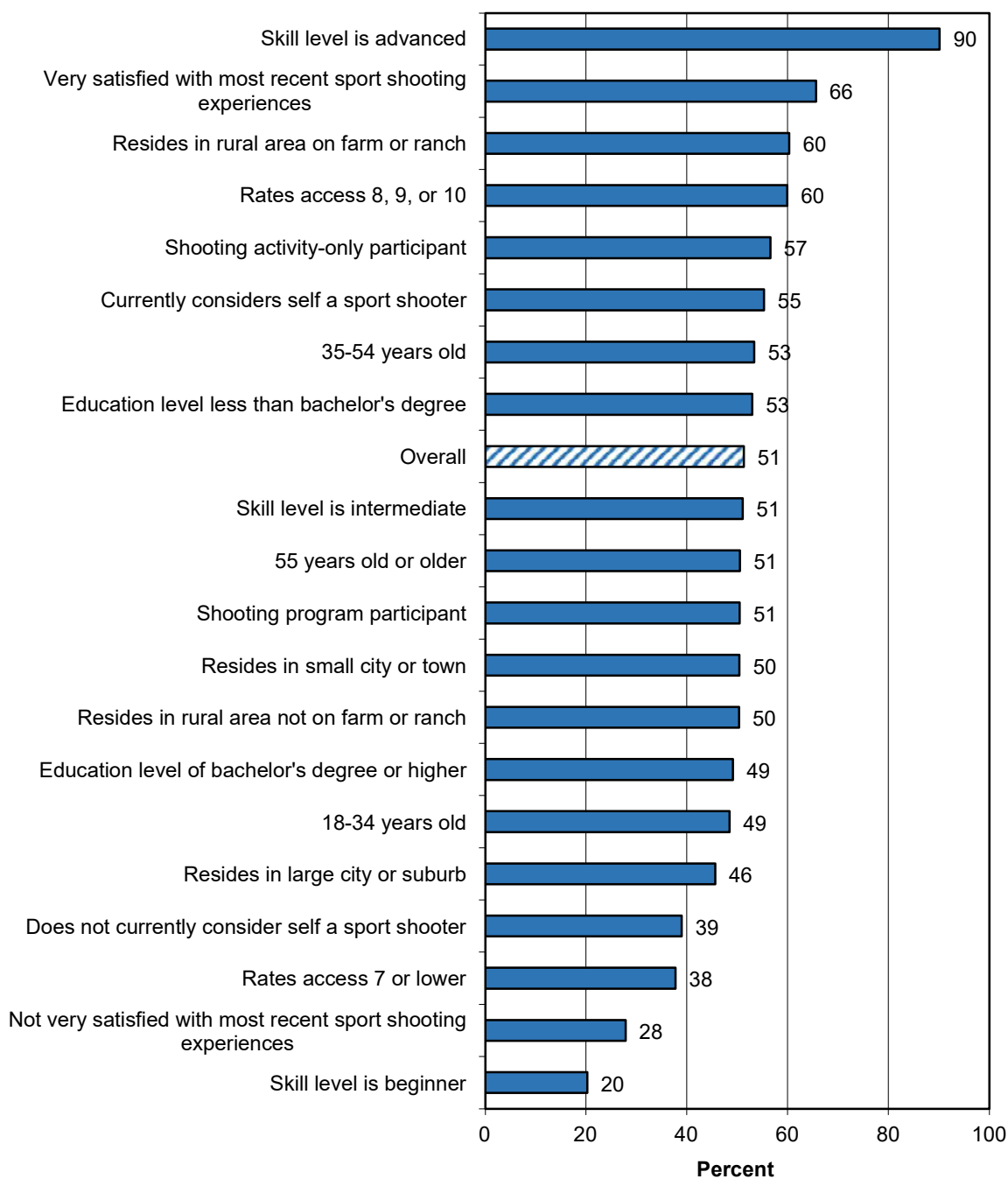
**Percent of the following groups who strongly agree that they have enough knowledge and experience to shoot independently.
(Shooting survey path)**



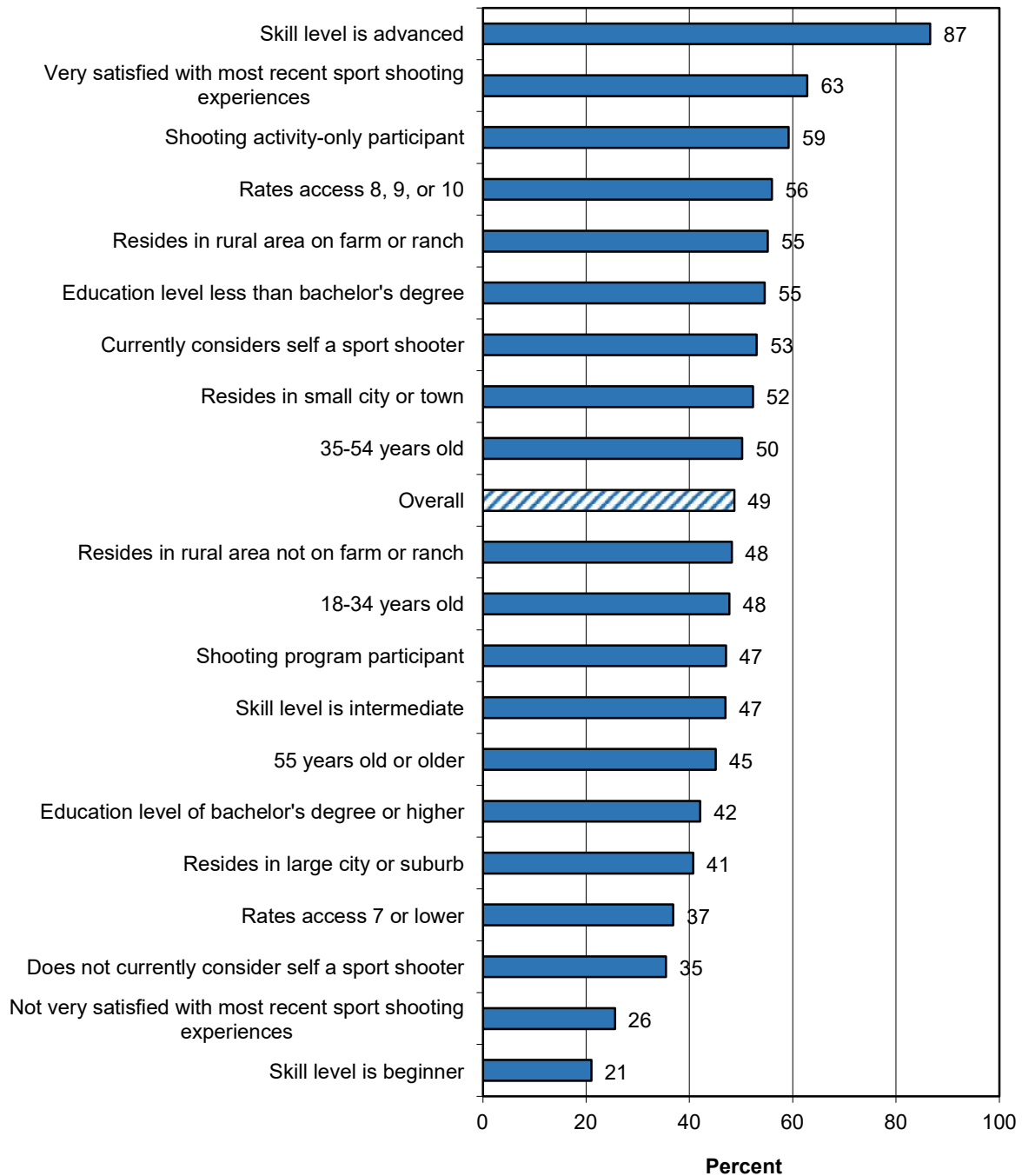
Percent of the following groups who strongly agree that they have a number of good shooting skills. (Shooting survey path)



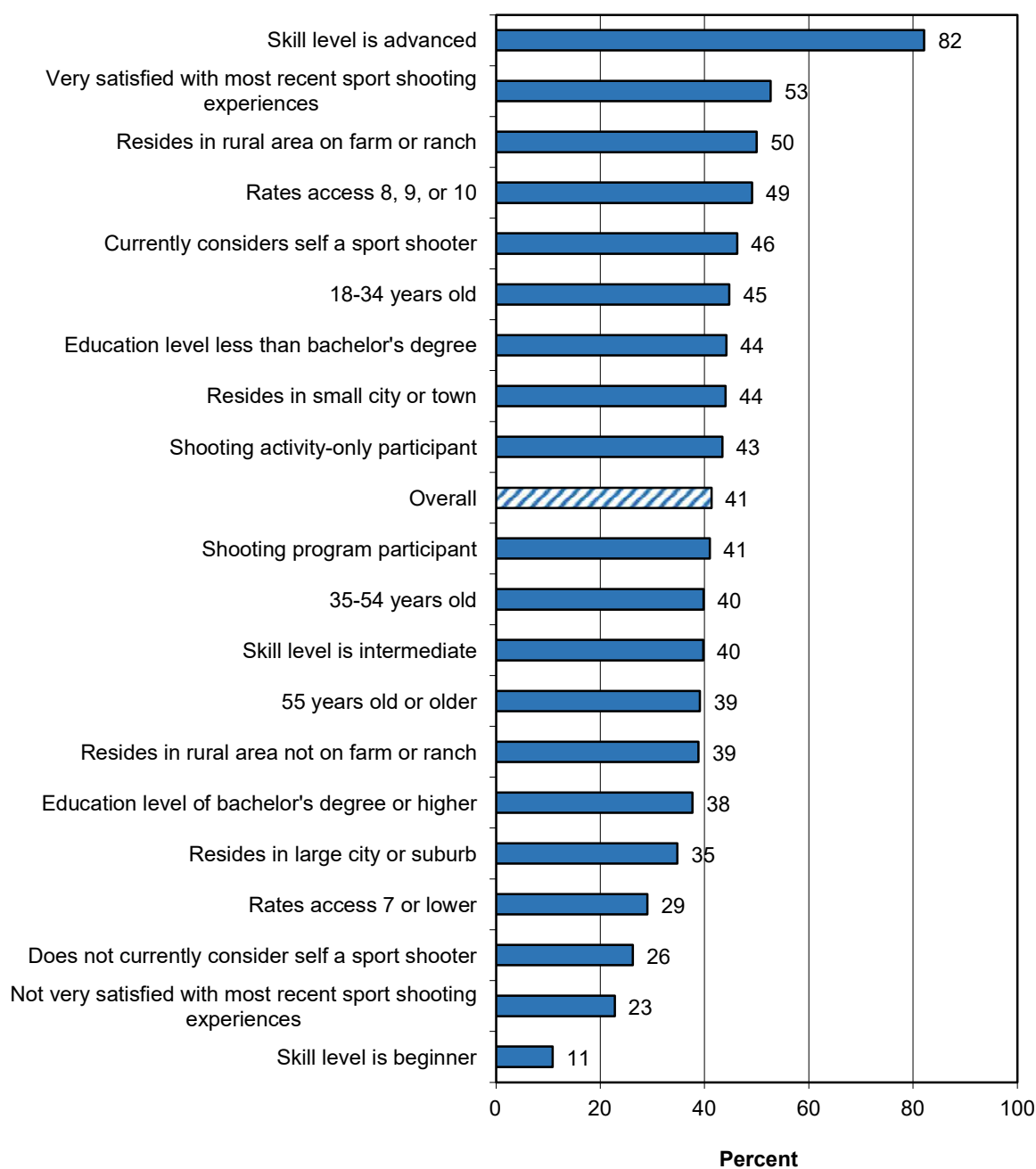
Percent of the following groups who strongly agree that they are overall satisfied with themselves as shooters. (Shooting survey path)



**Percent of the following groups who strongly agree that they are relaxed when shooting.
(Shooting survey path)**

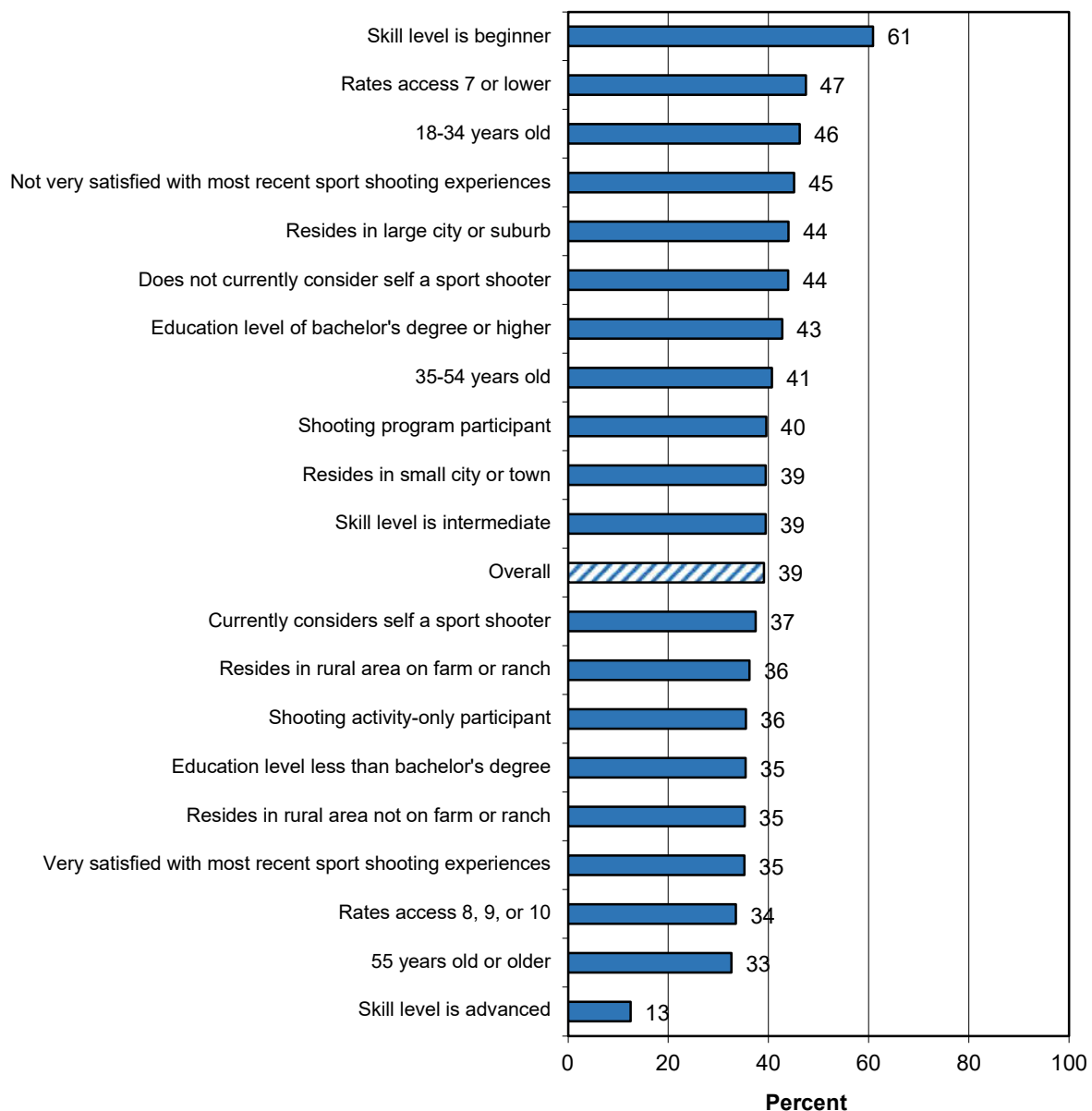


**Percent of the following groups who strongly agree that they are able to shoot as well as most other shooters, regardless of gender.
(Shooting survey path)**

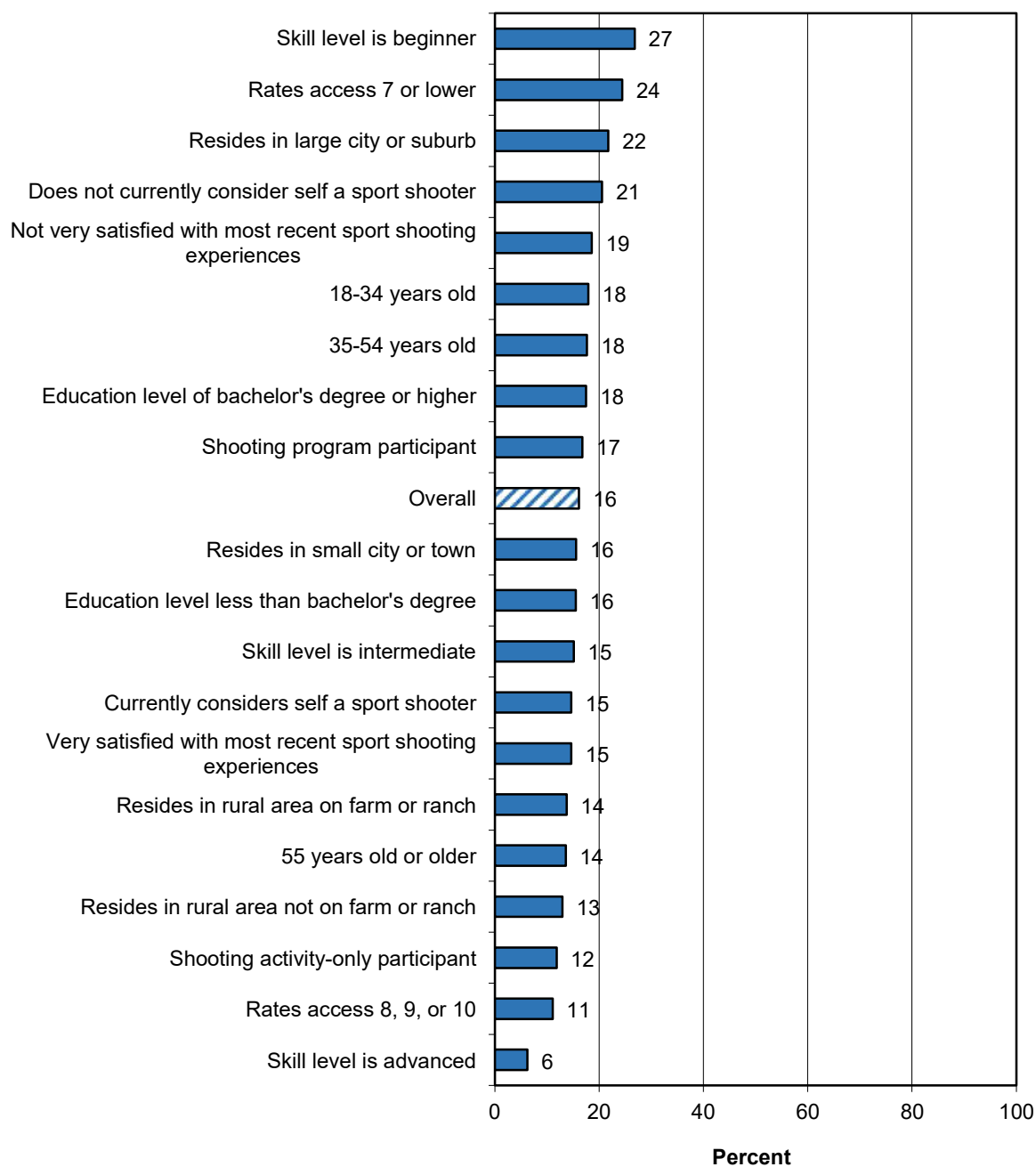


On the six negative statements, agreement is particularly high among three groups on all six of the graphs: considering oneself a beginner, rating access low, and not considering oneself a sport shooter. Other characteristics high on several (but not all) of the negative graphs include not being very satisfied with their sport shooting, living in a large city or suburban area, and being in the young age bracket.

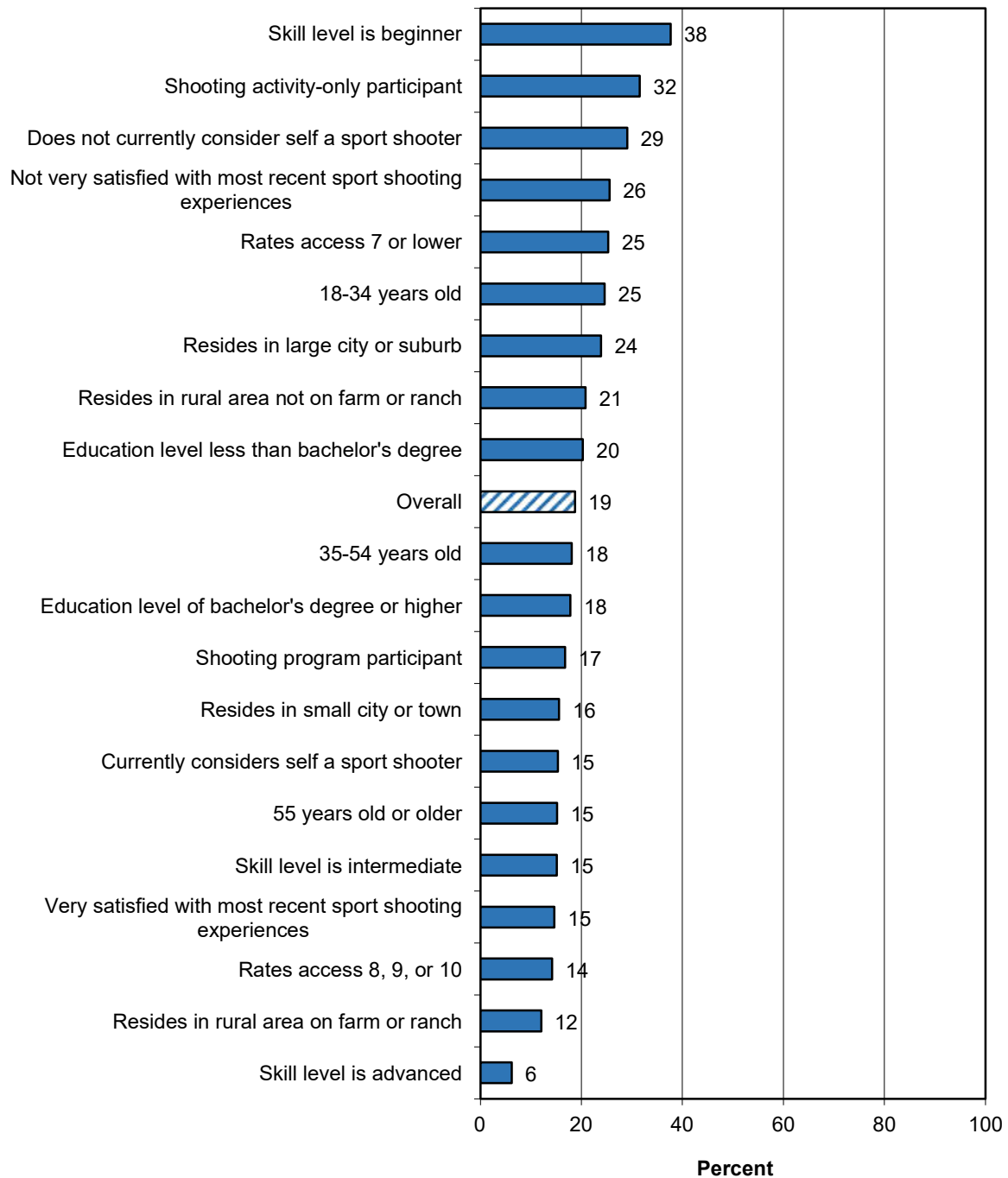
**Percent of the following groups who strongly or somewhat agree that they wish they could have more confidence in themselves as shooters.
(Shooting survey path)**



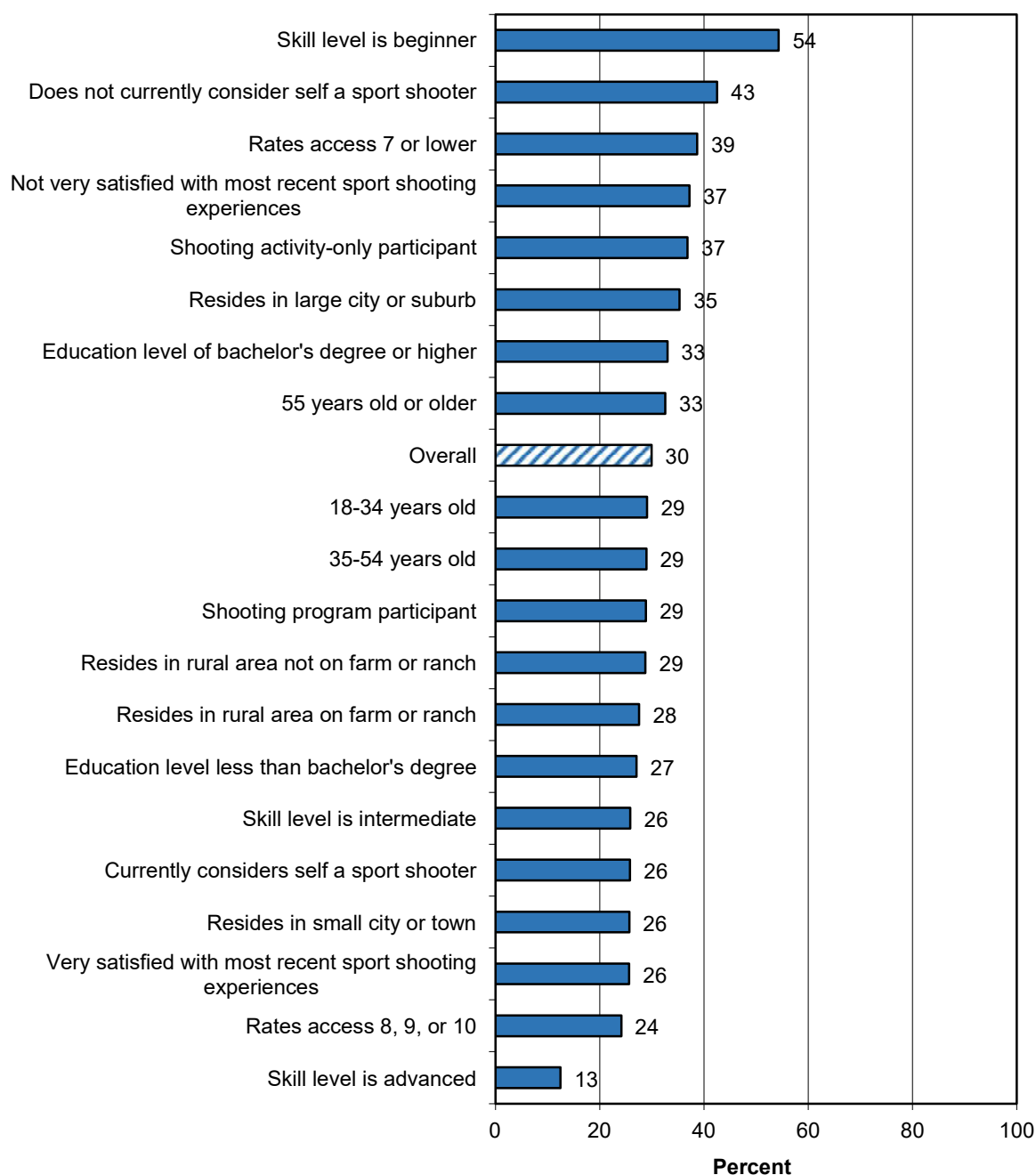
Percent of the following groups who strongly or somewhat agree that their lack of experience or success in shooting sometimes gets them down. (Shooting survey path)



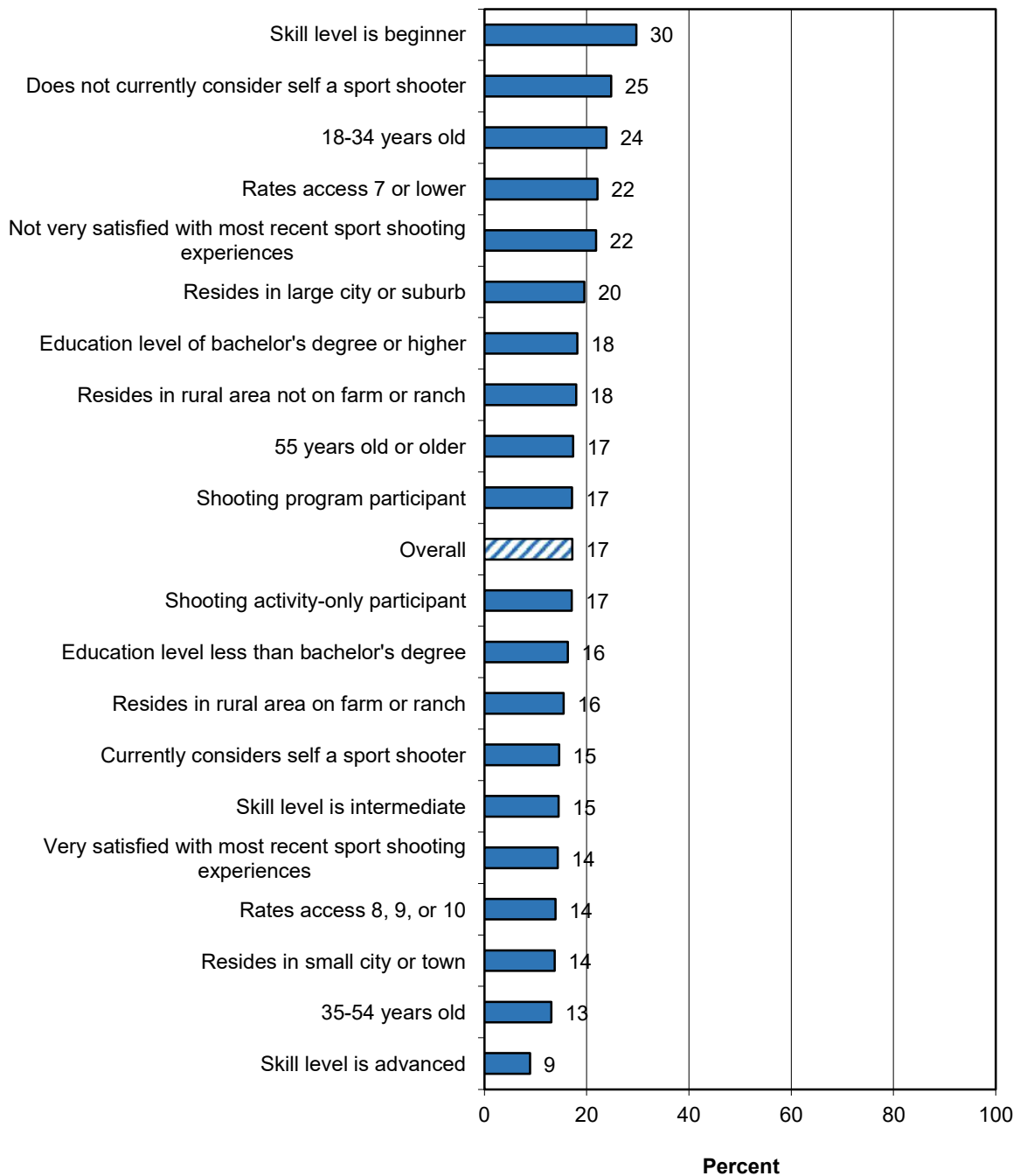
Percent of the following groups who strongly or somewhat agree that they hesitate to shoot independently. (Shooting survey path)



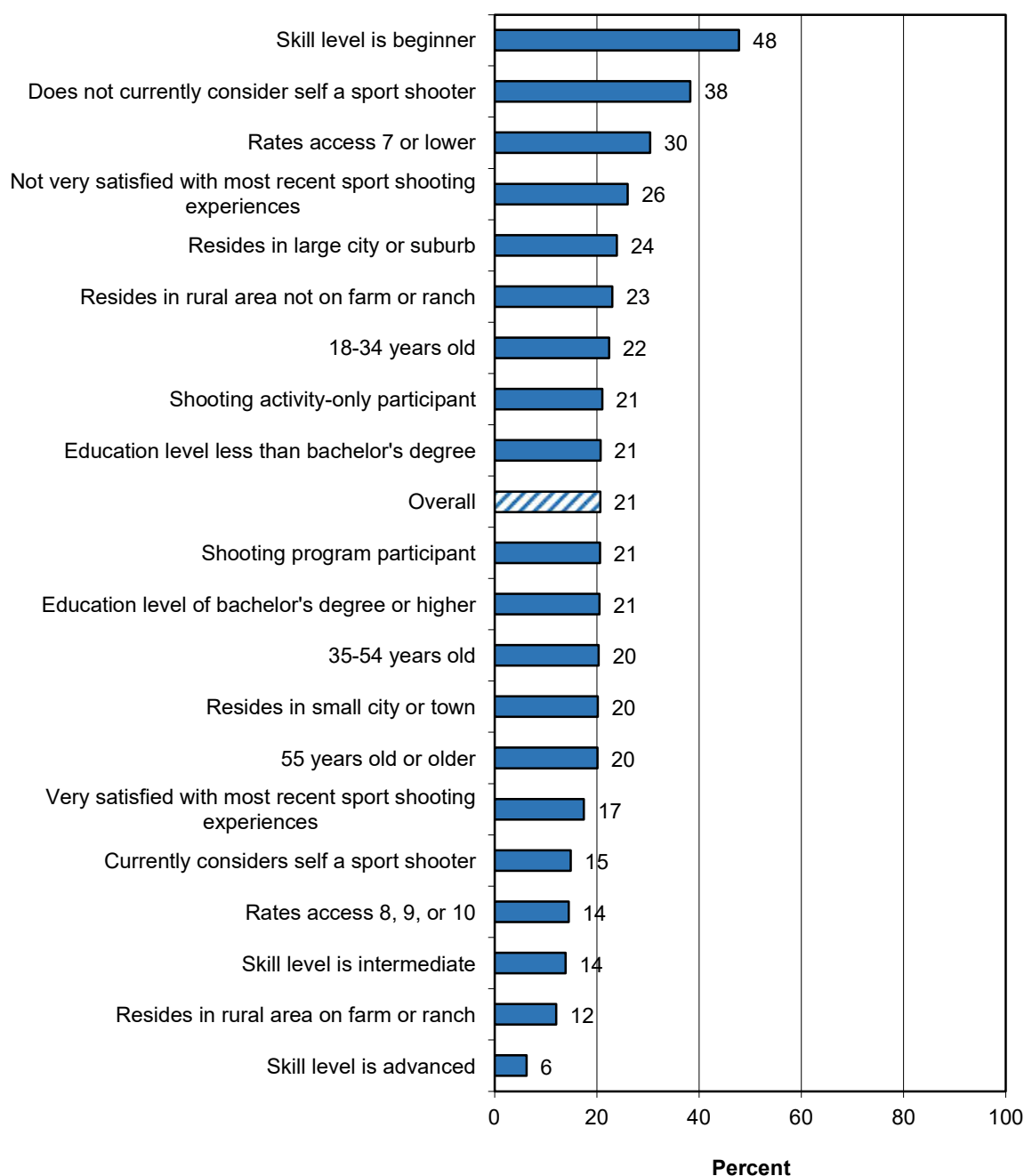
**Percent of the following groups who strongly or somewhat agree that sometimes they feel their shooting skills are inadequate.
(Shooting survey path)**



Percent of the following groups who strongly or somewhat agree that they often feel nervous when shooting. (Shooting survey path)

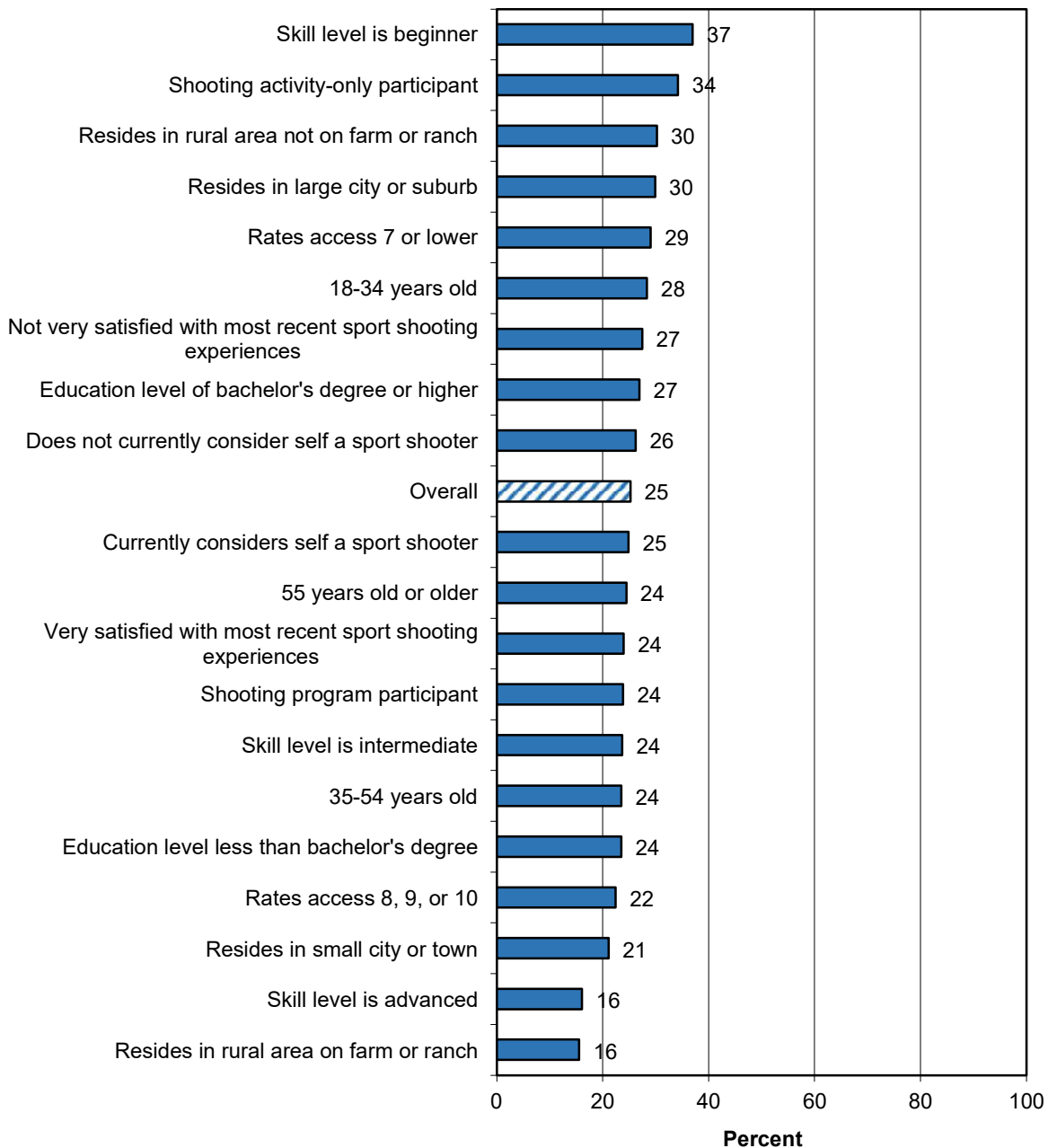


**Percent of the following groups who strongly or somewhat agree that they sometimes feel like they are unskilled shooters.
(Shooting survey path)**

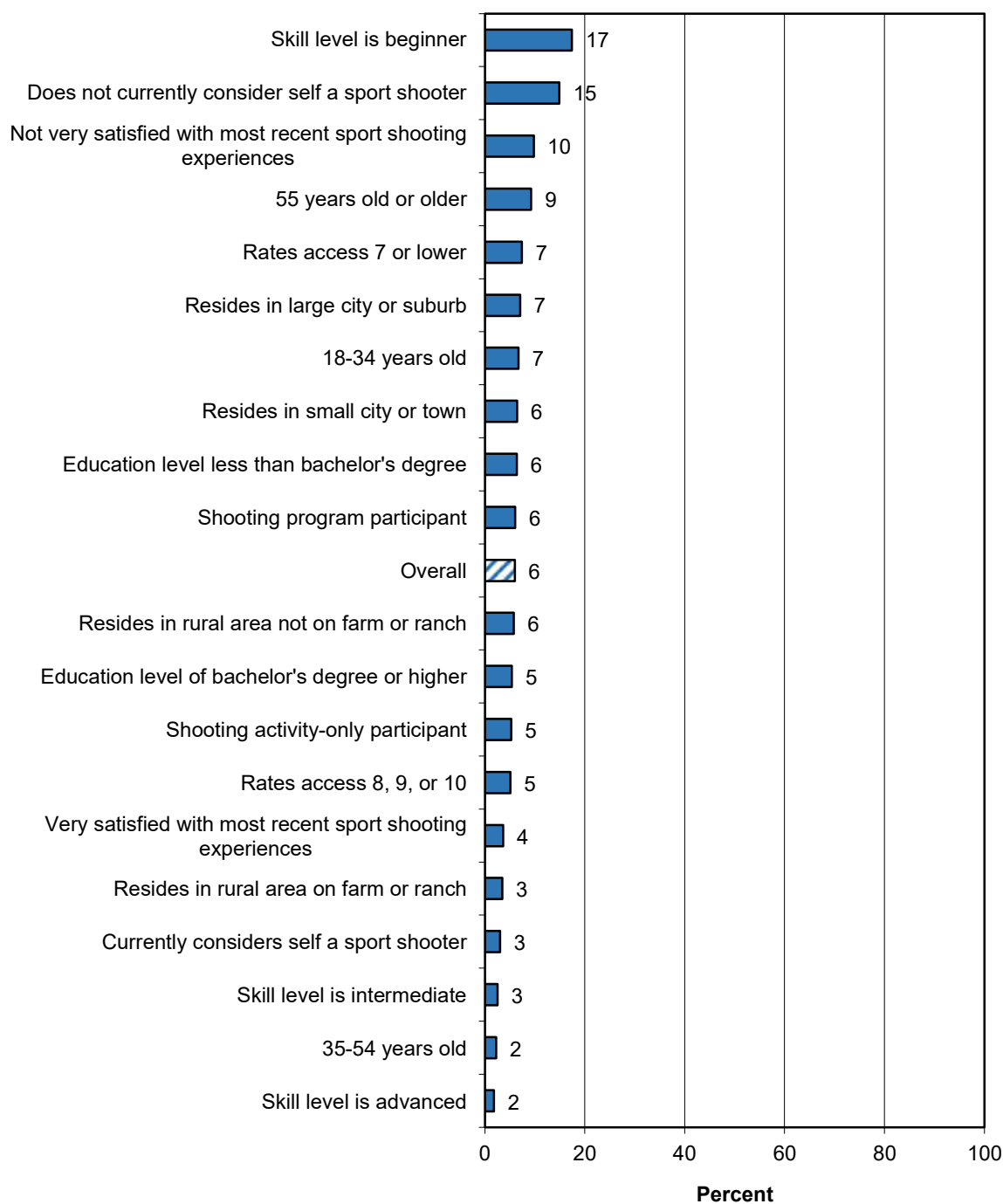


Beginners and activity-only participants are the most likely to want to shoot with others for safety reasons. Note, however, that beginners also top the next graph—those who want to shoot alone. It may be that some shooters feel more comfortable when they are *not* being watched by more experienced shooters.

Percent of the following groups who strongly agree that they prefer to shoot with others for safety reasons. (Shooting survey path)

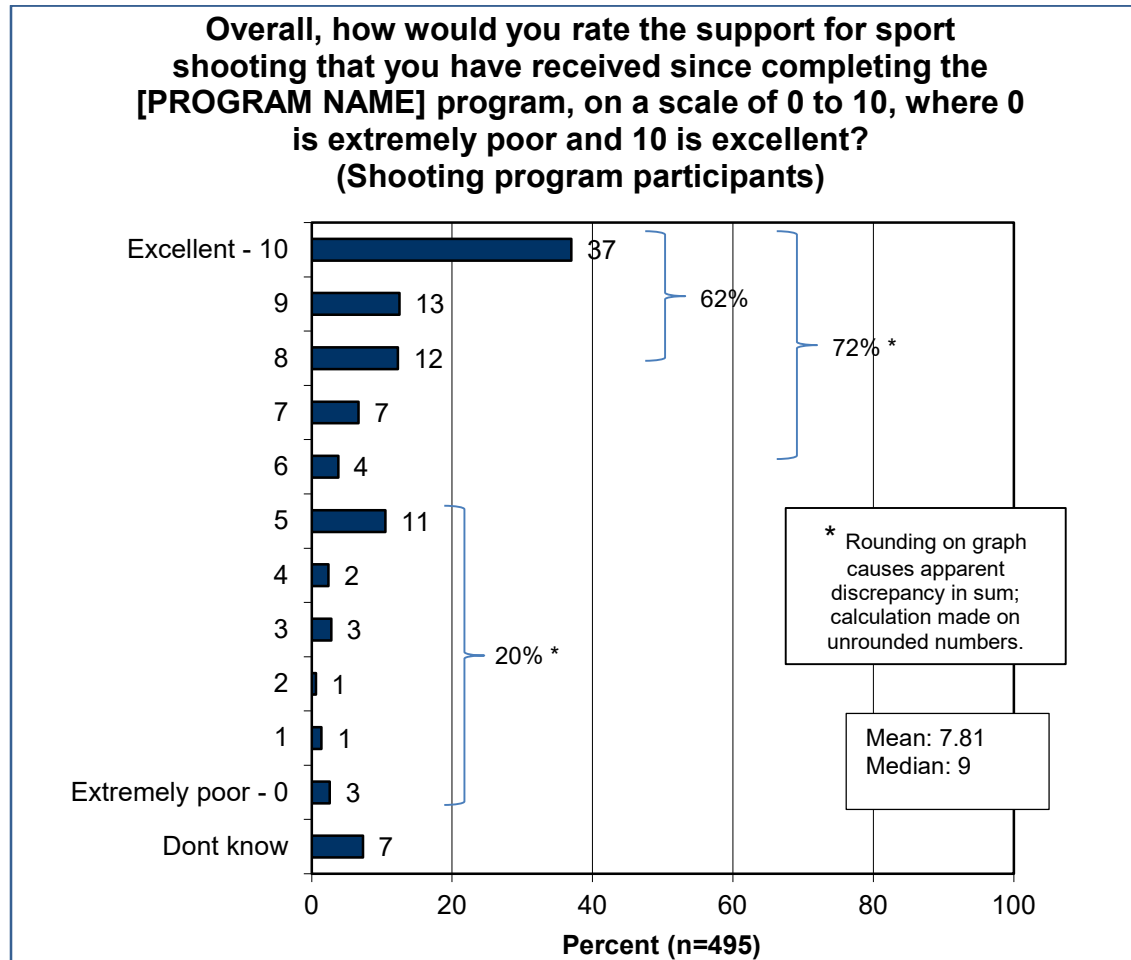


Percent of the following groups who strongly or somewhat agree that they prefer to shoot alone for safety reasons. (Shooting survey path)



SUPPORT AND CAMARADERIE IN SPORT SHOOTING

Program participants rated the amount of support they felt they received since completing the program on a 0 to 10 scale. More than a third (37%) felt very much supported, giving the highest rating of 10. In looking at sums (on unrounded numbers), 62% gave a high rating of 8, 9, or 10, and 72% gave a rating higher than the midpoint (the midpoint is 5). Nonetheless, 20% gave a rating of the midpoint or lower. The mean rating was 7.81, and the median was 9.

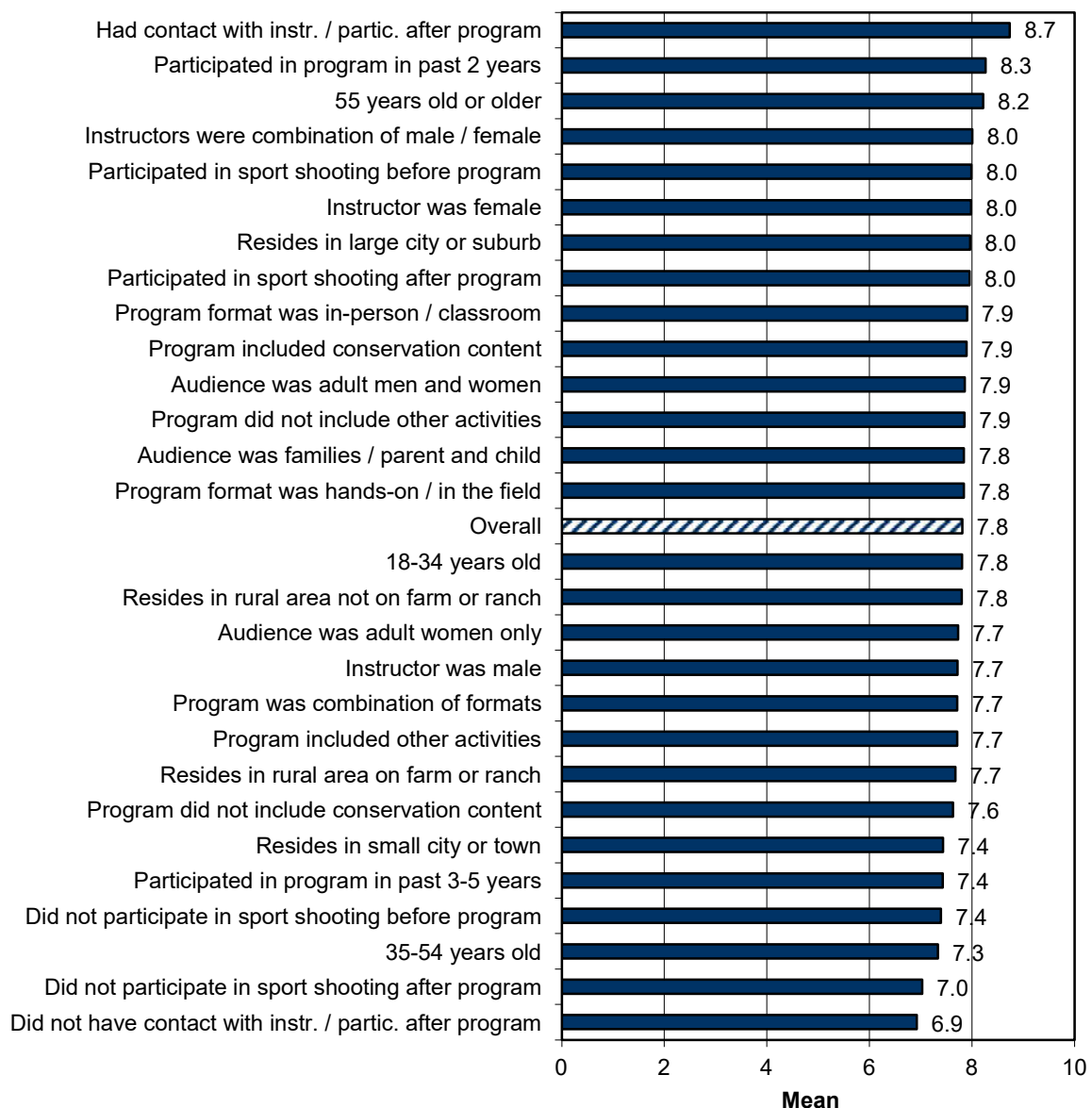


Demographic analyses on this question, as shown in the graph on the next page, suggest that high ratings of support are associated with having had contact with those involved in the program after it was over, having participated in the shooting program recently, and being older.

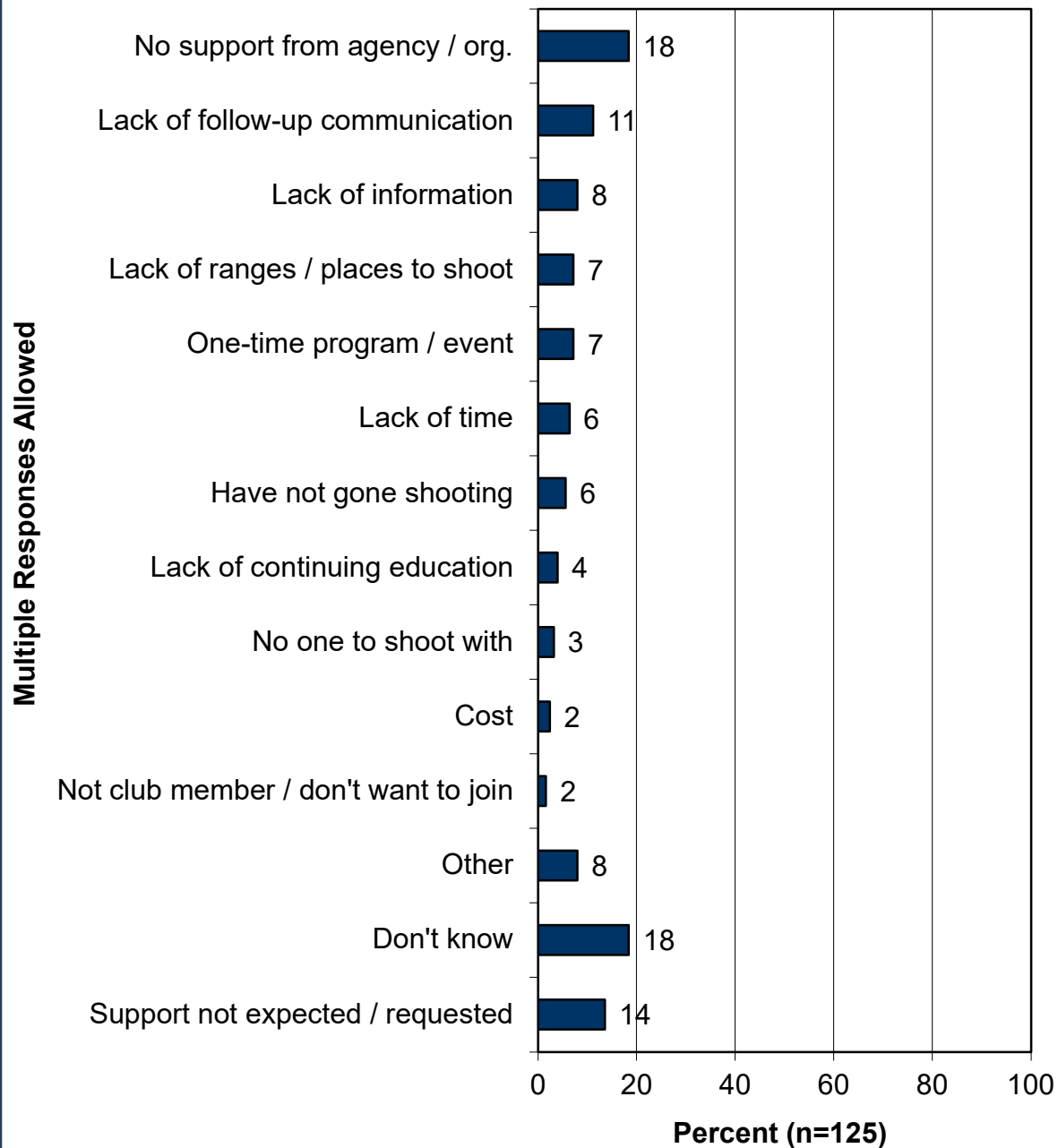
Following the demographic analyses graph are the results of an open-ended question that asked about the reasons for not giving a higher rating, among those who gave a rating of 7 or lower. Reasons for rating post-program support relatively low include a perceived lack of support from the agency or organization and a lack of follow-up communication.

Relatively high ratings of support received, among shooting program participants, were given by those who had contact with someone involved with the program after it was over, those who recently participated in a program, and shooting program participants in the older age bracket.

**Mean ratings from the following groups for the support for sport shooting that they have received since completing the shooting program, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent.
(Shooting program participants)**

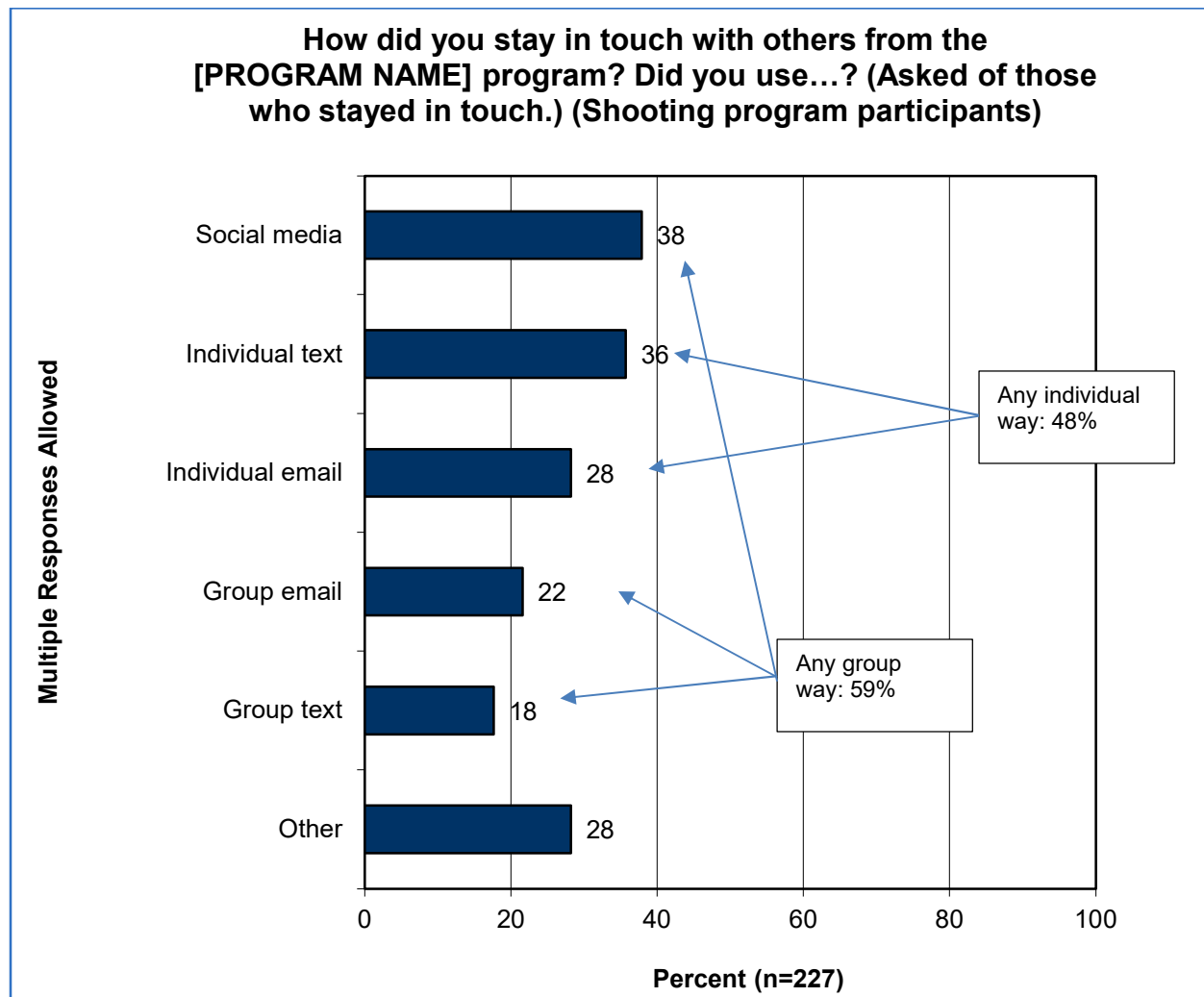
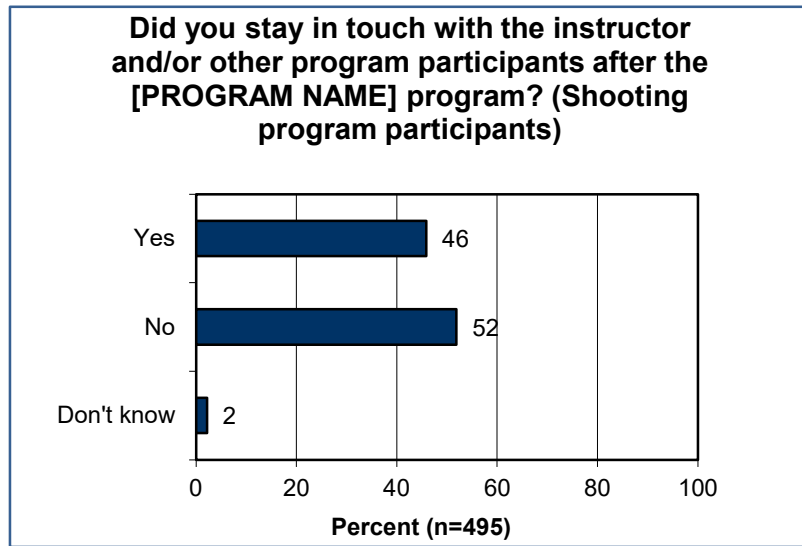


Specifically, why didn't you rate the support for sport shooting you have received since the program higher? (Asked of those who gave a rating of 7 or lower.) (Shooting program participants)



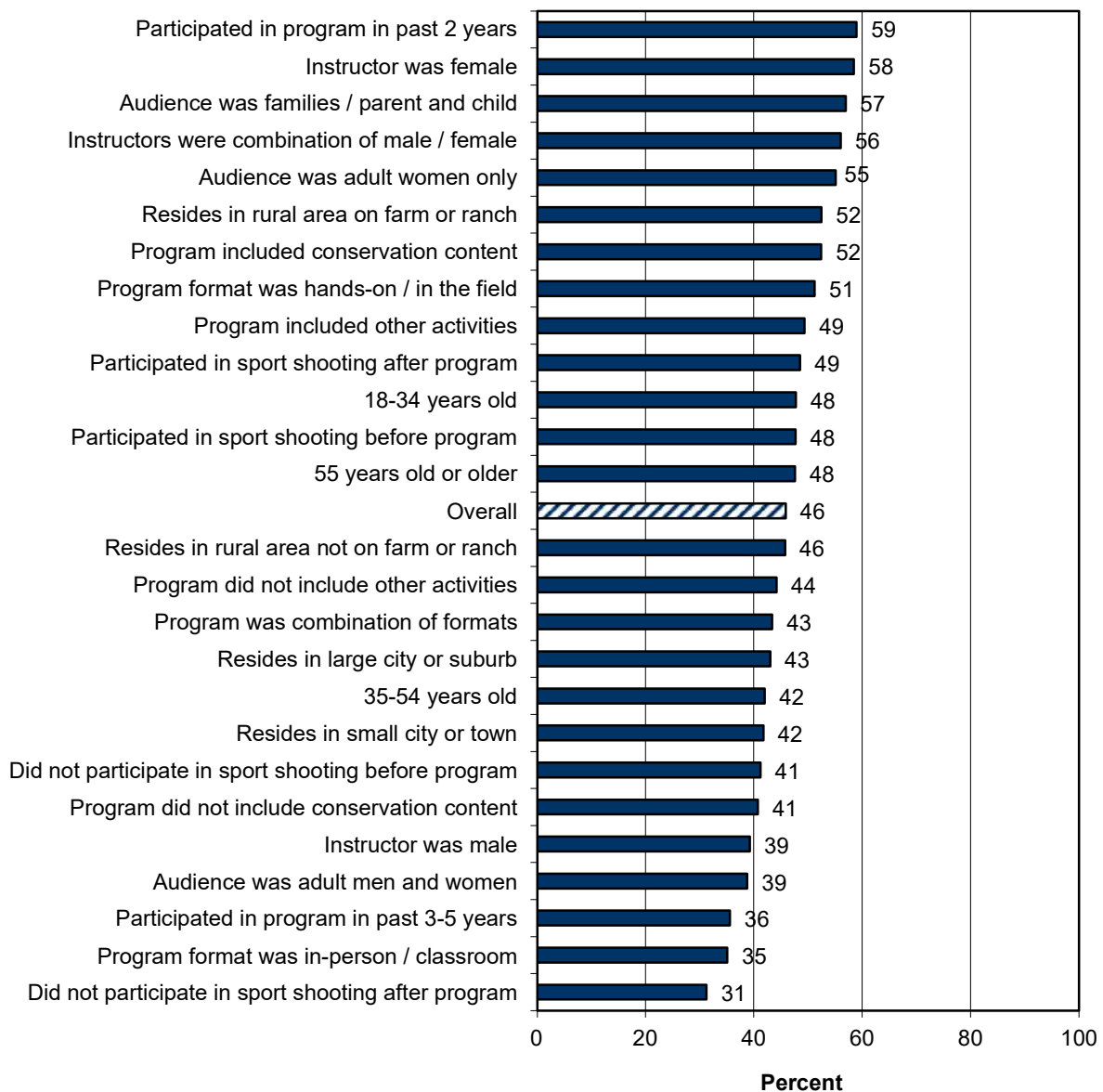
Just under half of sport shooting program participants (46%) stayed in touch with the instructor or other program participants after the program, and social media was the most popular way to stay in contact.

The analysis also looked at group versus individual ways to stay in contact: 48% did so through either an individual text or email, while 59% did so through group ways (social media, group email, or group texts). Note that these are not sums because respondents could select multiple responses to the question.

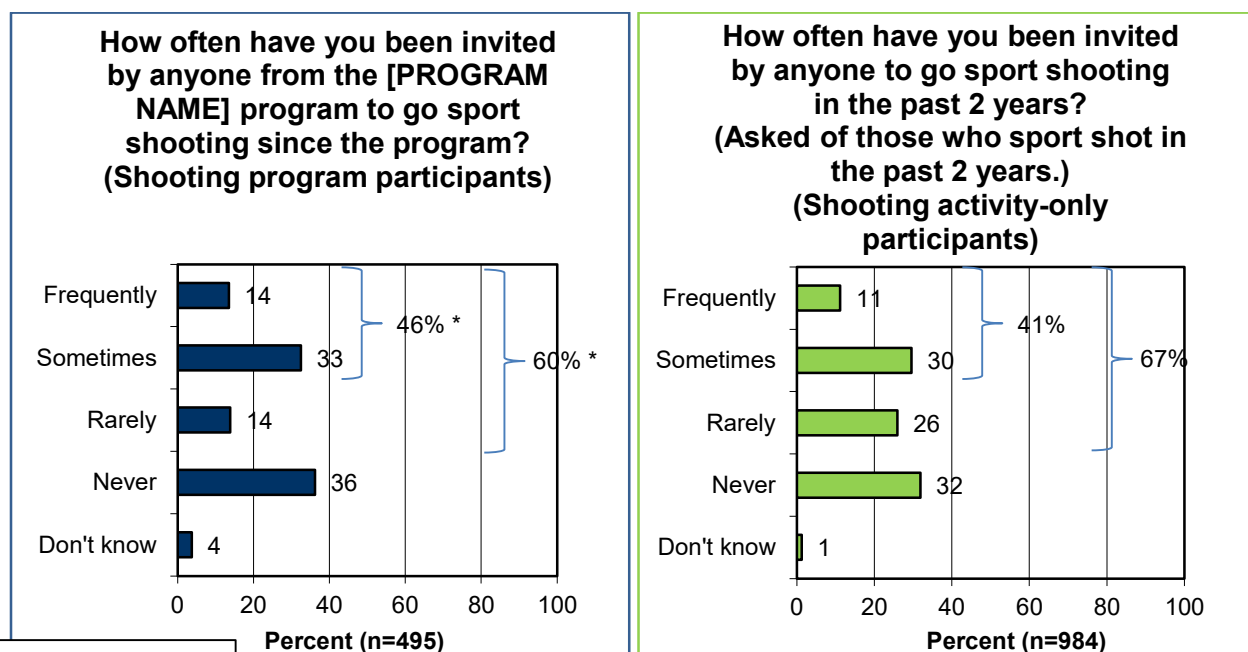


The demographic analyses of those program participants who stayed in contact with their program instructor or others from the program found associations with recent program participants, those whose instructor was female, those whose program was for families, those whose program was led by both men and women, those whose program was for women only, residents of a rural area on a farm or ranch, and those whose program included conservation content.

**Percent of the following groups who stayed in touch with the instructor and/or other program participants after the program.
(Shooting program participant)**

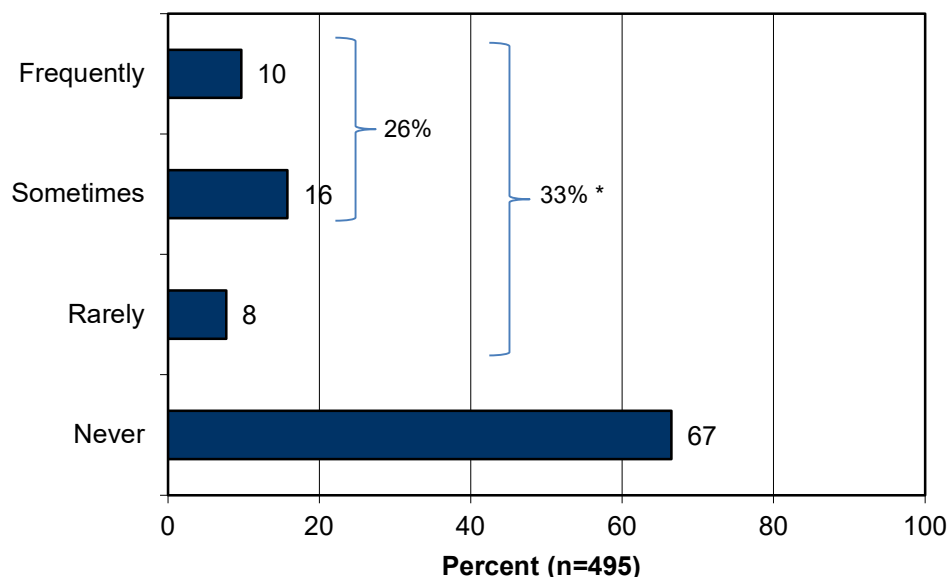


A majority of sport shooting program participants have been invited by other program participants or associates of the program to go sport shooting since the program, with 46% saying that they have been *frequently* or *sometimes* invited. This rate of being invited is about the same among sport shooting activity-only participants (those who shot in the past 2 years). The final graph shows that a third of program participants (33%) went sport shooting with other program participants or associates of the program.



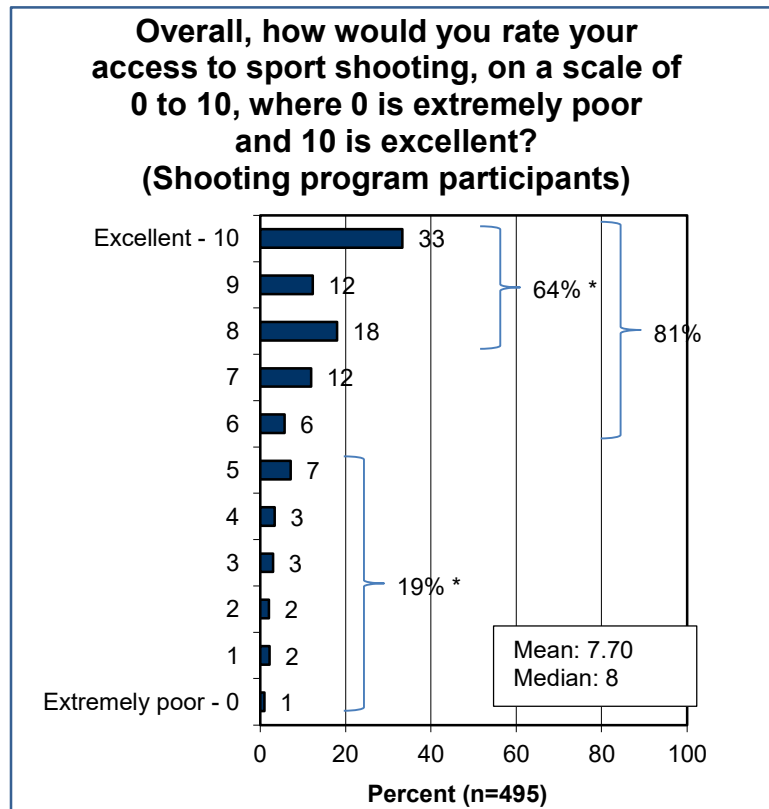
* Rounding on graphs causes apparent discrepancy in sums; calculations made on unrounded numbers.

How often do you shoot with anyone from the [PROGRAM NAME] program? (Shooting program participants)



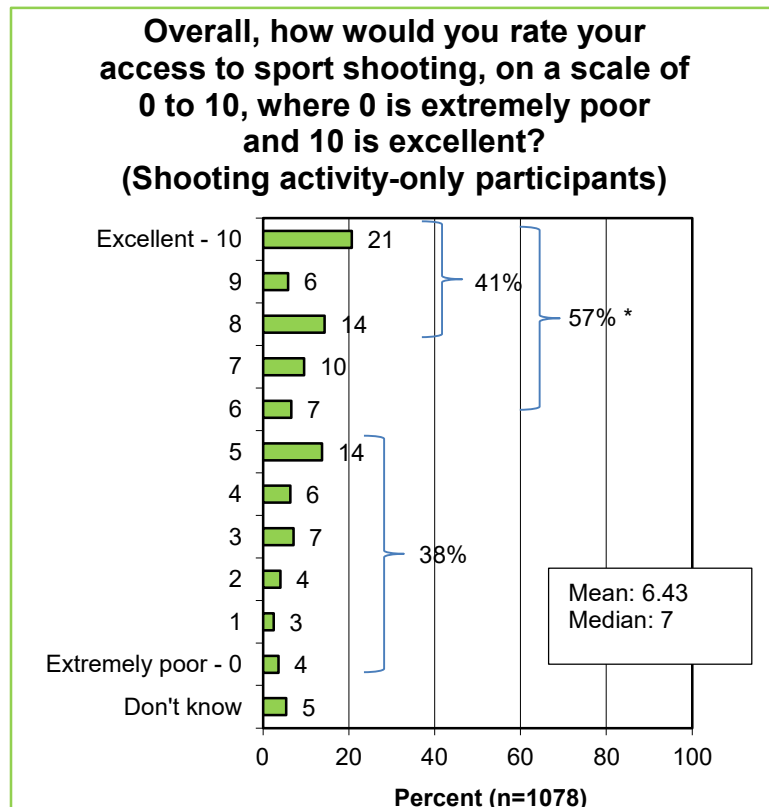
* A requirement to be included in the sport shooting activity-only participant group was to have gone sport shooting *within the previous 5 years*. Most had also gone shooting within the previous 2 years, but some had sport shot 3 to 5 years previously but not within the most recent 2-year span. Therefore, the n-value is 984 instead of the full sample.

ACCESS FOR SPORT SHOOTING AND OTHER POTENTIAL CONSTRAINTS



Almost two thirds of program participants (64%) give a high rating of 8, 9, or 10 to their sport shooting access. This suggests that about a third have some problems with getting access, giving a rating of 7 or lower. Those problems approach the extreme level among 19%—those who rated their access at the midpoint or lower. (The graph also shows the total percentage who gave a rating higher than the midpoint of 5.)

* Rounding on graphs causes apparent discrepancy in sums; calculations made on unrounded numbers.

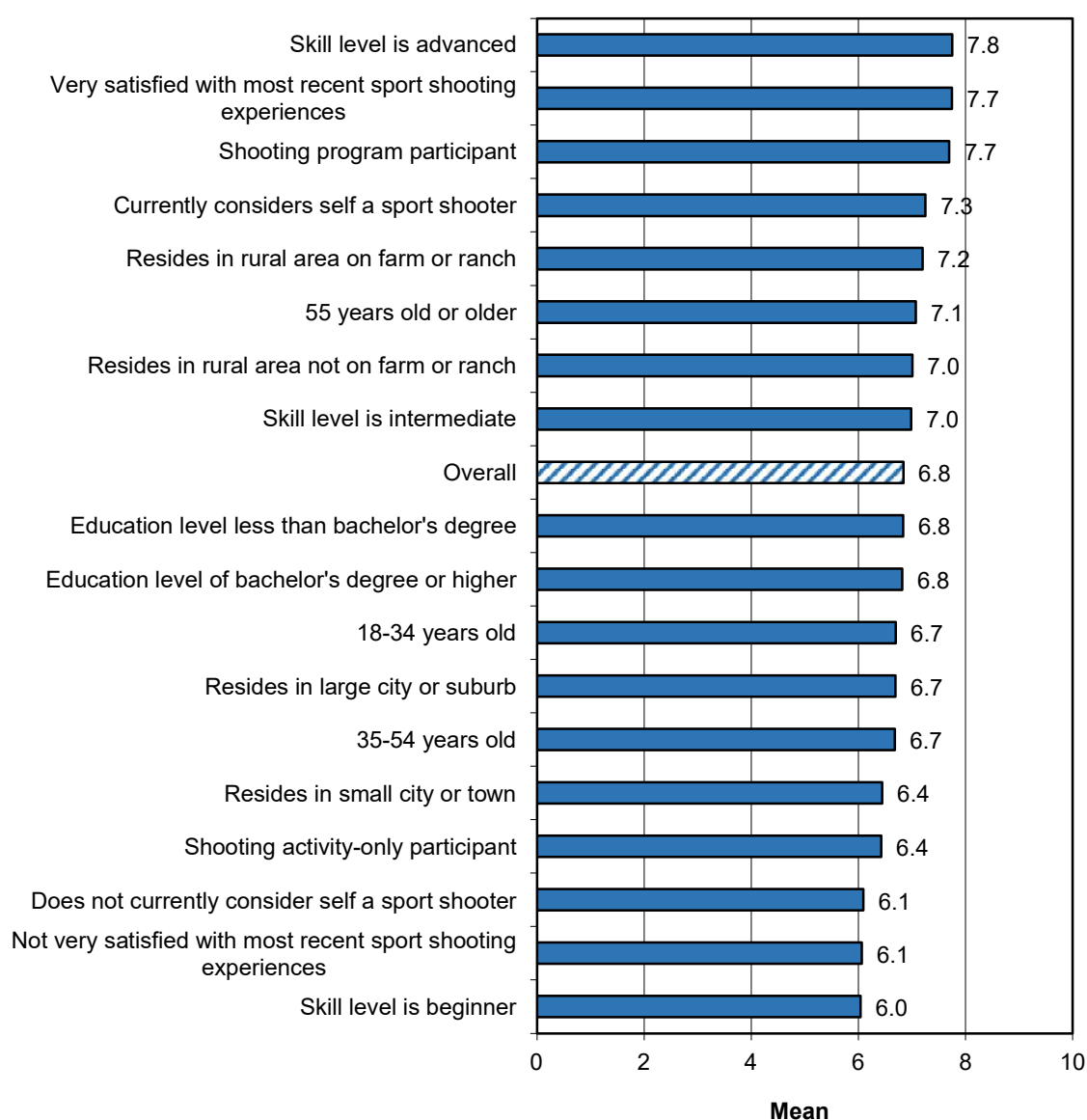


The access ratings given by sport shooting activity-only participants are markedly lower than the ratings given by program participants described above. Among activity-only participants, only 41% give a high rating of 8, 9, or 10 to their sport shooting access, while 38% rated their access at the midpoint or lower.

These questions were used in the demographic analyses, as shown and discussed on the following page.

The highest access ratings in the demographic analyses conducted on everyone in the shooting survey path are among those at an advanced skill level, those very satisfied with their shooting experiences, and shooting program participants. At the low end (those with lower ratings of access) are beginners, those not *very* satisfied with their sport shooting, and those who do not consider themselves a sport shooter.

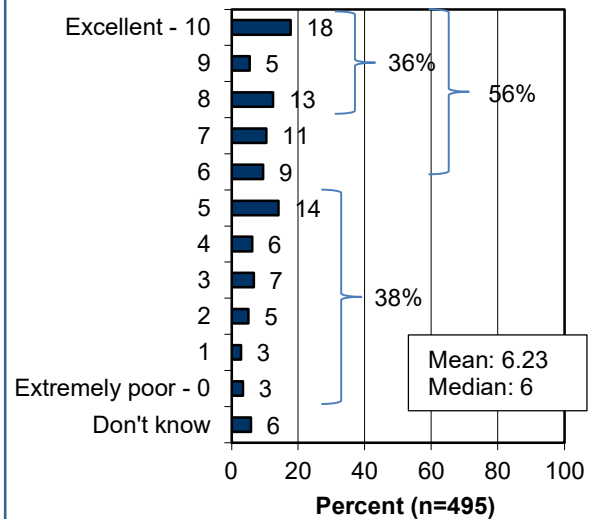
Mean ratings from the following groups regarding their overall access to sport shooting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Shooting survey path)



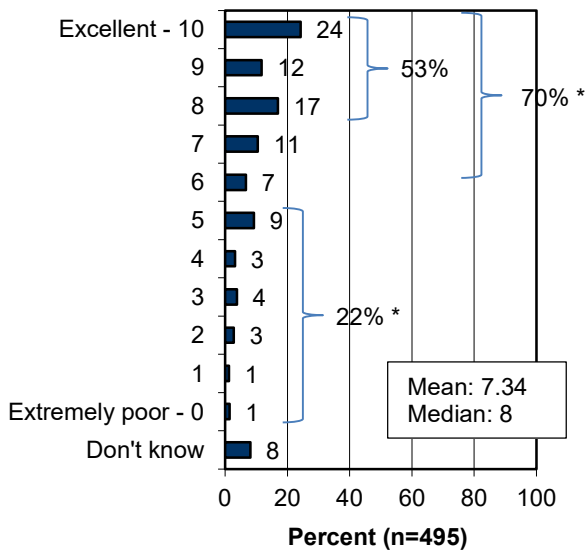
Three aspects of access for sport shooting were examined in the survey, each rated on a 0 to 10 scale from extremely poor to excellent. Among program participants, the quality is more highly rated than the quantity or proximity of ranges and facilities for sport shooting. Furthermore, program participants' ratings are higher than activity-only participants' ratings.

* Rounding on graphs causes apparent discrepancy in sums; calculations made on unrounded numbers.

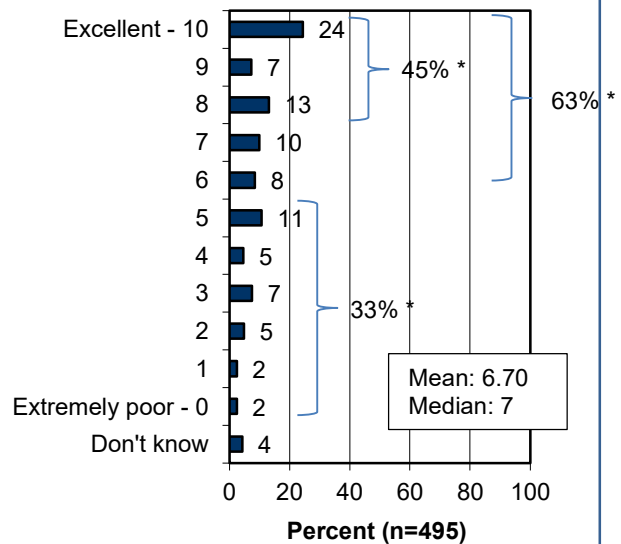
How would you rate quantity (or amount) of available ranges or facilities for sport shooting when it comes to your access for sport shooting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent? (Sport shooting program participants)

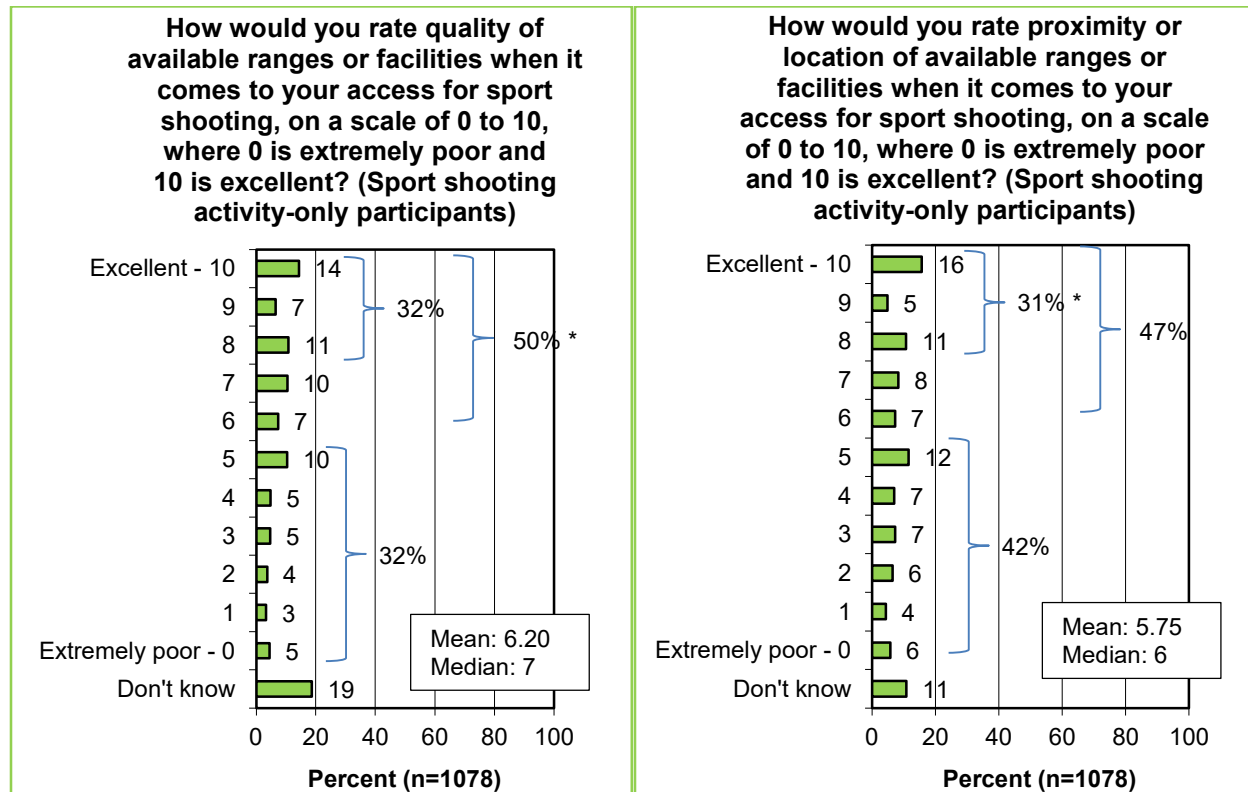
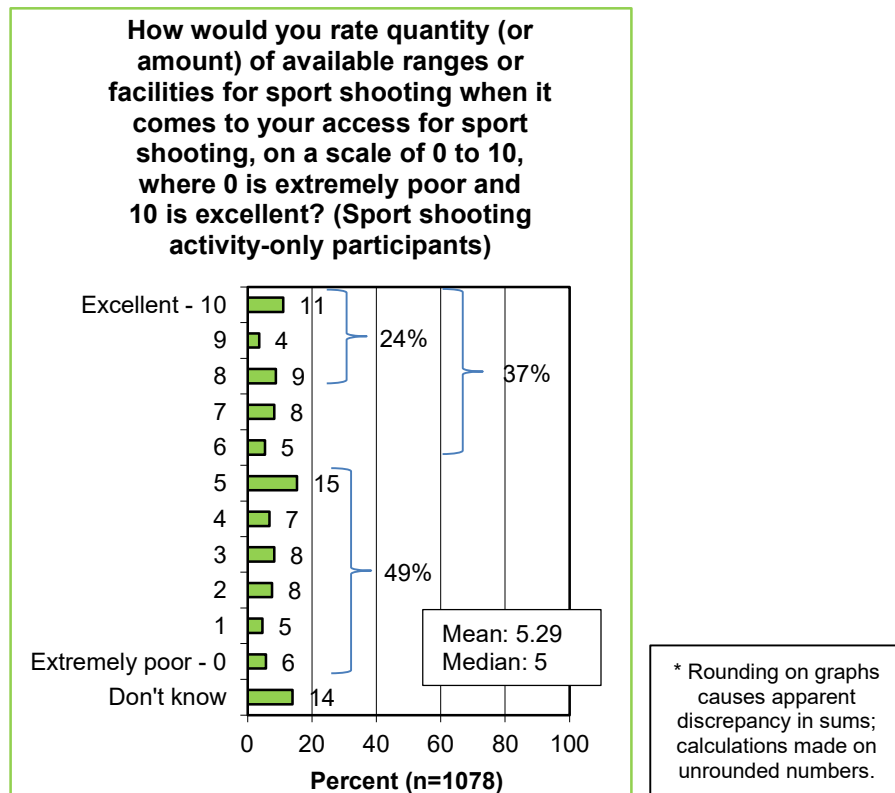


How would you rate quality of available ranges or facilities when it comes to your access for sport shooting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent? (Sport shooting program participants)



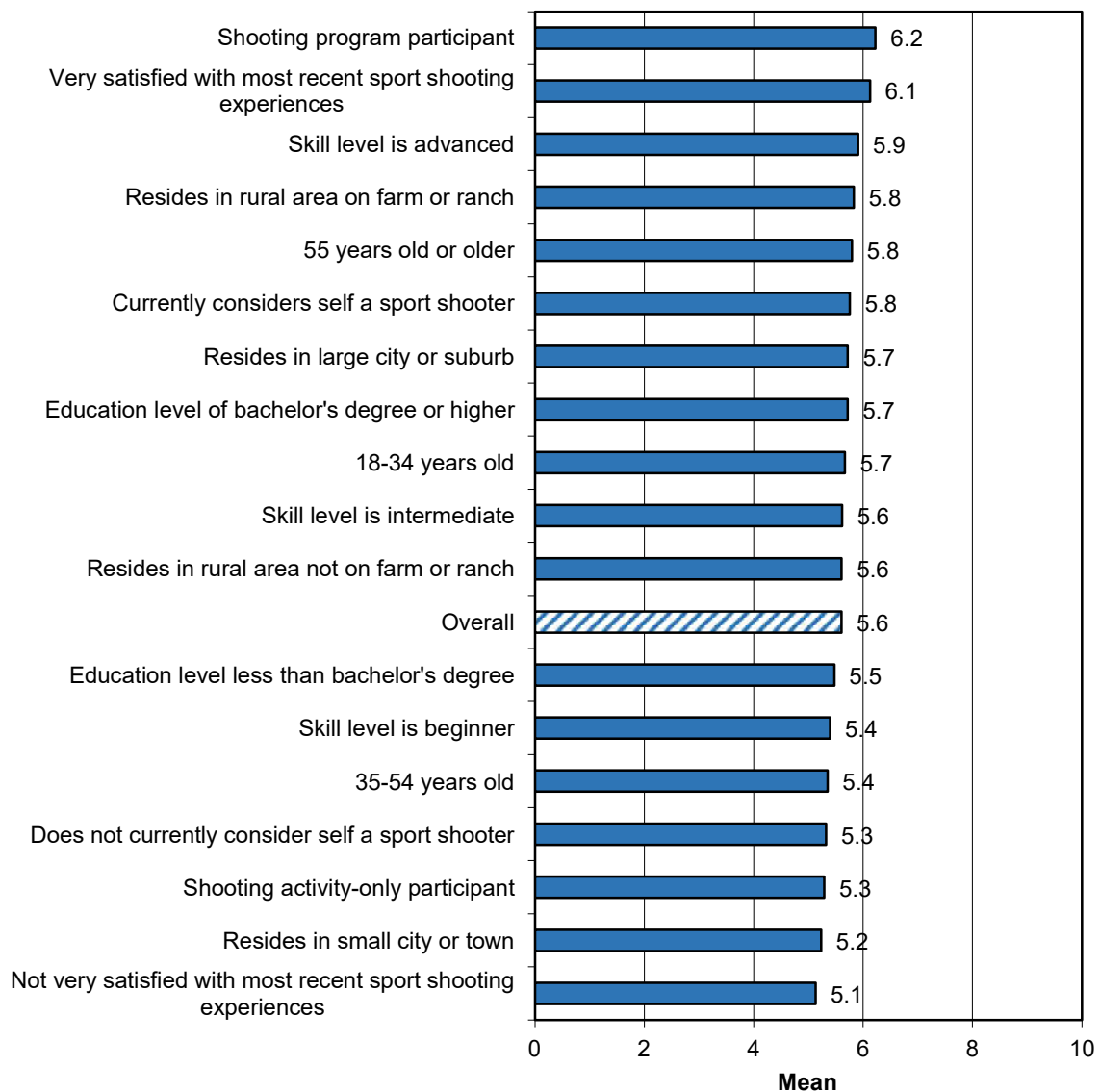
How would you rate proximity or location of available ranges or facilities when it comes to your access for sport shooting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent? (Sport shooting program participants)



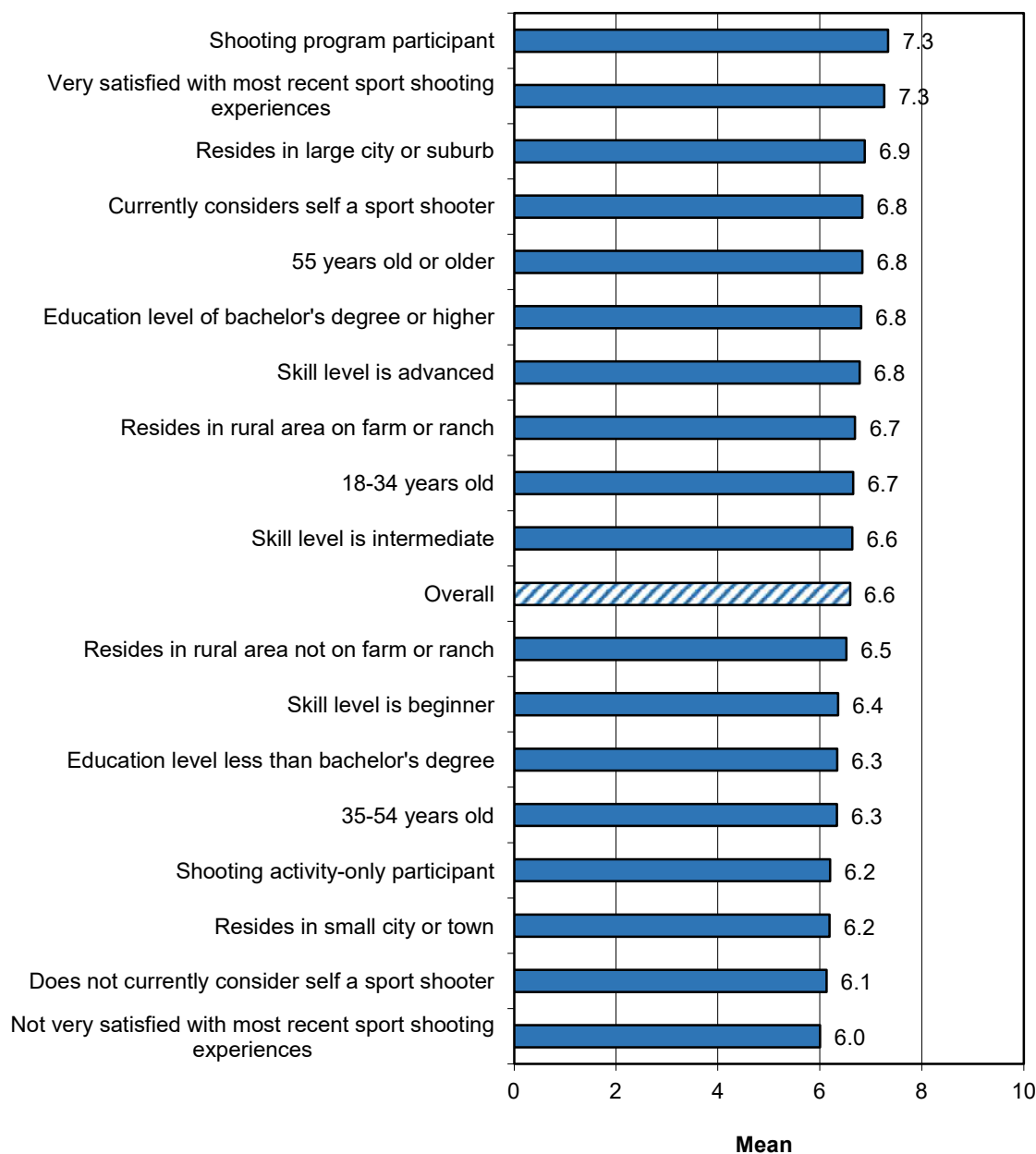


Demographic analyses graphs are included for the ratings of quantity, quality, and proximity for places to go sport shooting. They are similar to the demographic analyses graph for overall access ratings for shooting (with shooting program participants, those very satisfied with their shooting, and those at an advanced skill level at the top), although ratings of quality are high among residents of large cities or suburban areas, as well. These are of everyone in the shooting survey path.

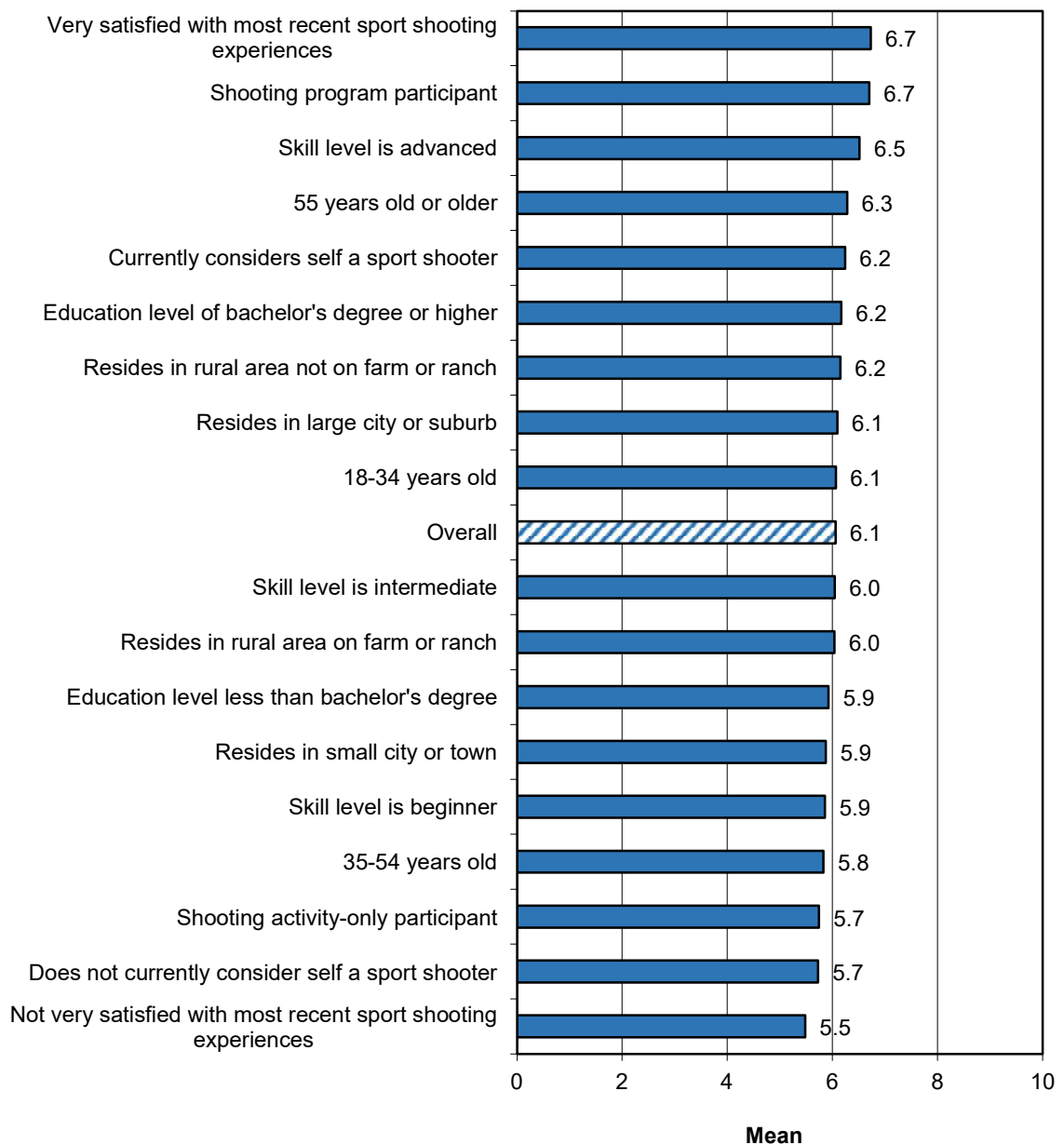
Mean ratings from the following groups regarding the quantity of available ranges or facilities for their access to sport shooting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Shooting survey path)



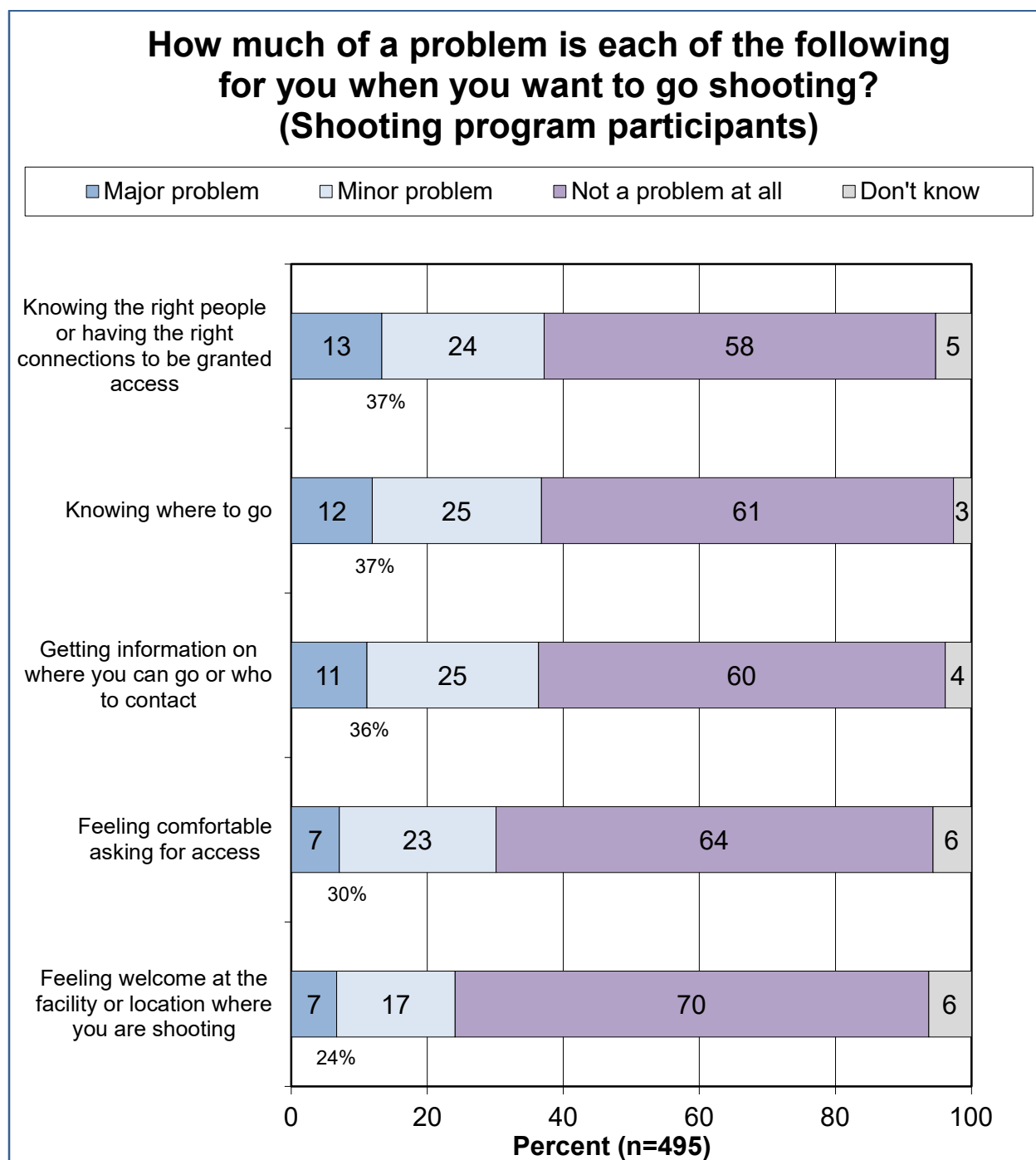
Mean ratings from the following groups regarding the quality of available ranges or facilities for their access to sport shooting, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Shooting survey path)



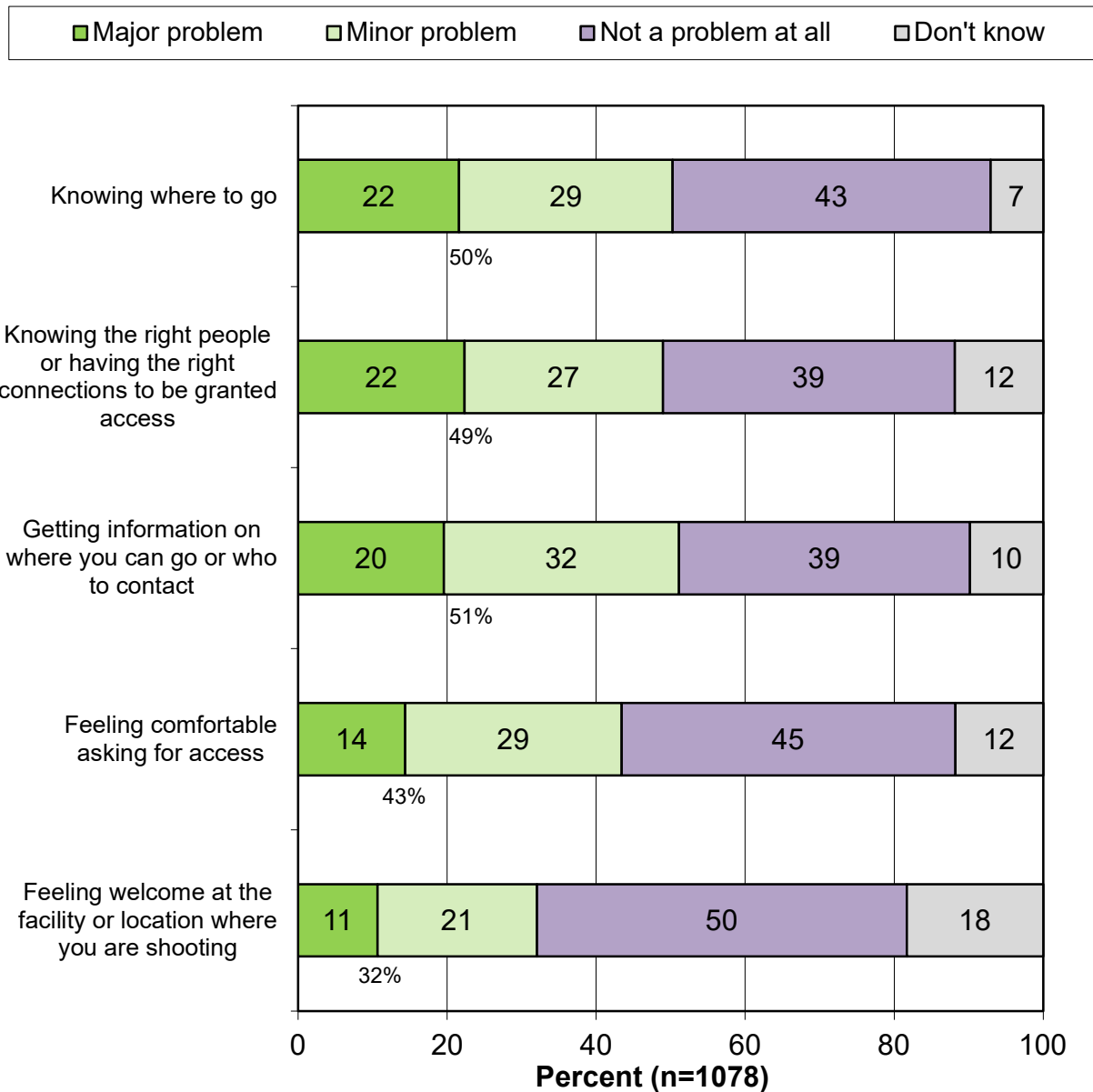
**Mean ratings from the following groups
regarding the proximity or location of available
ranges or facilities for their access to sport
shooting, on a scale of 0 to 10,
where 0 is extremely poor and 10 is excellent.
(Shooting survey path)**



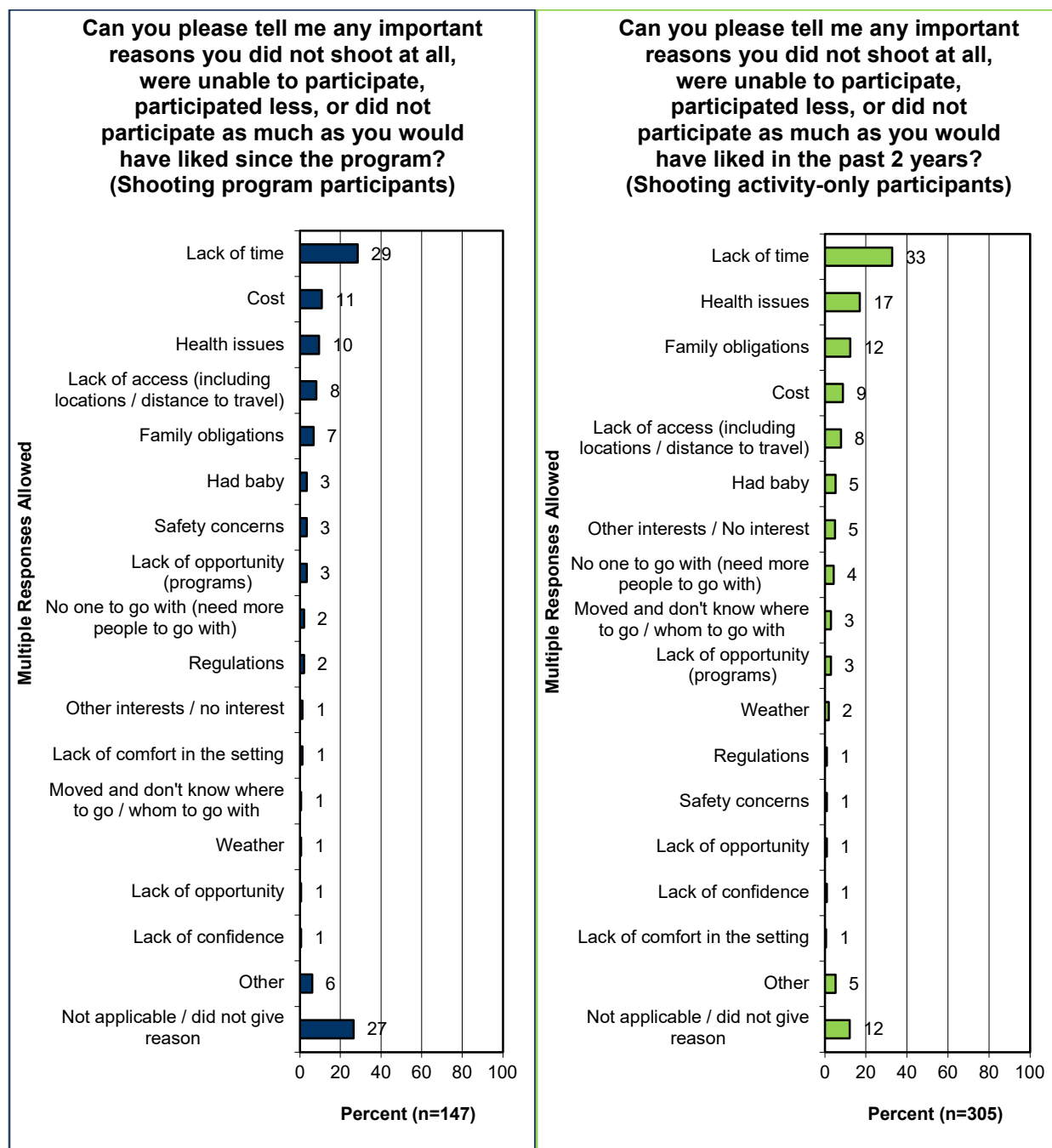
Five common constraints to sport shooting participation were examined in the survey. Activity-only participants have problems to a greater degree than do program participants. While only about a third of shooting program participants say that most of the problems are *major* or *minor*, about half of activity-only participants say this. Specifically, for four of the potential problems (the exception to this is feeling welcome at the facility or location of sport shooting—at the bottom of both graphs), from 30% to 37% of program participants rate them as *major* or *minor*, whereas 43% to 51% of activity-only participants say this. Sums of *major* and *minor* problem are shown below each bar, summed on unrounded numbers. Each graph is ranked by *major* problem.



How much of a problem is each of the following for you when you want to go shooting? (Shooting activity-only participants)



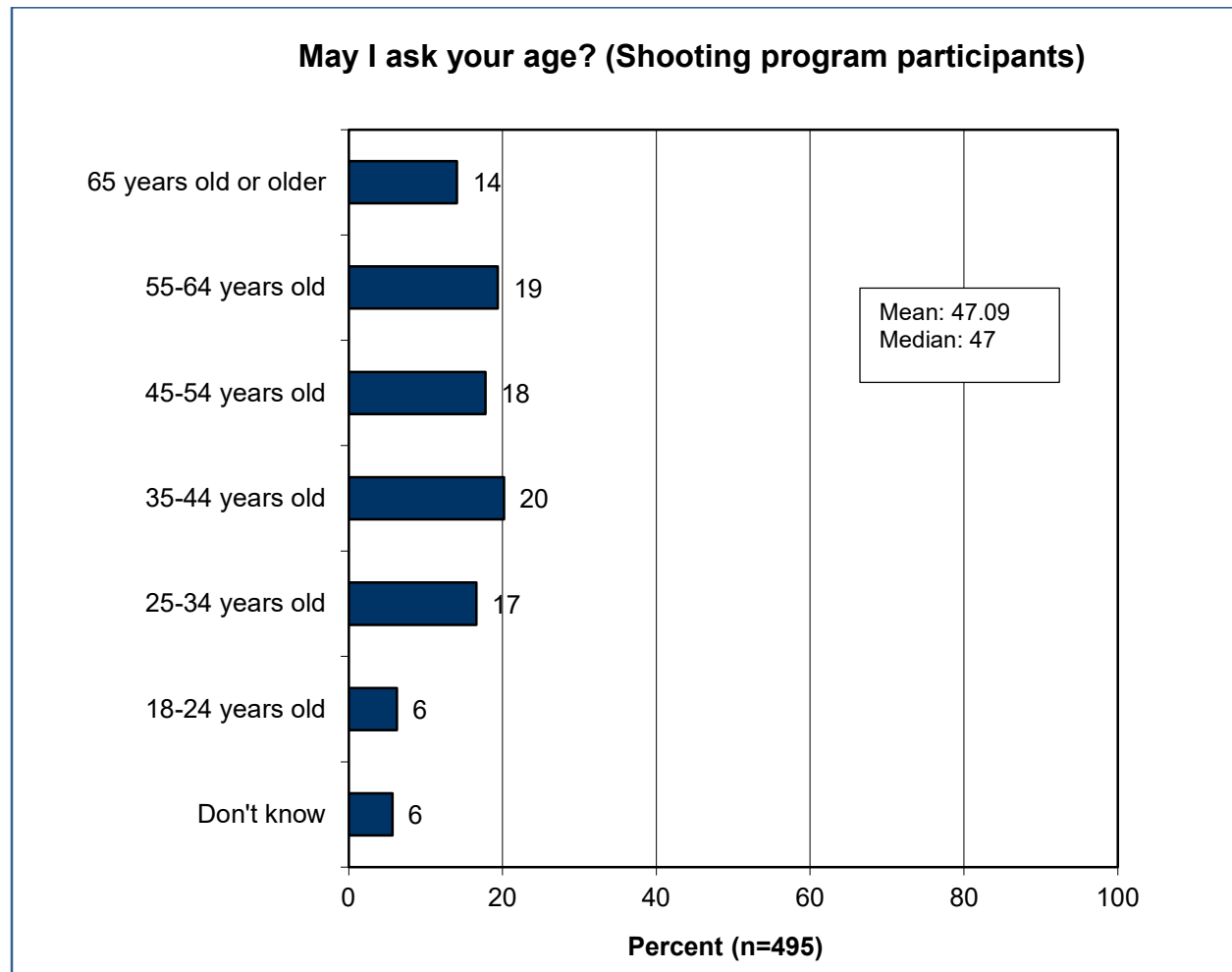
Finally in this section, an open-ended question explored constraints to sport shooting. Among both groups, lack of time and health issues are important constraints. Cost is an important constraint among shooting program participants.

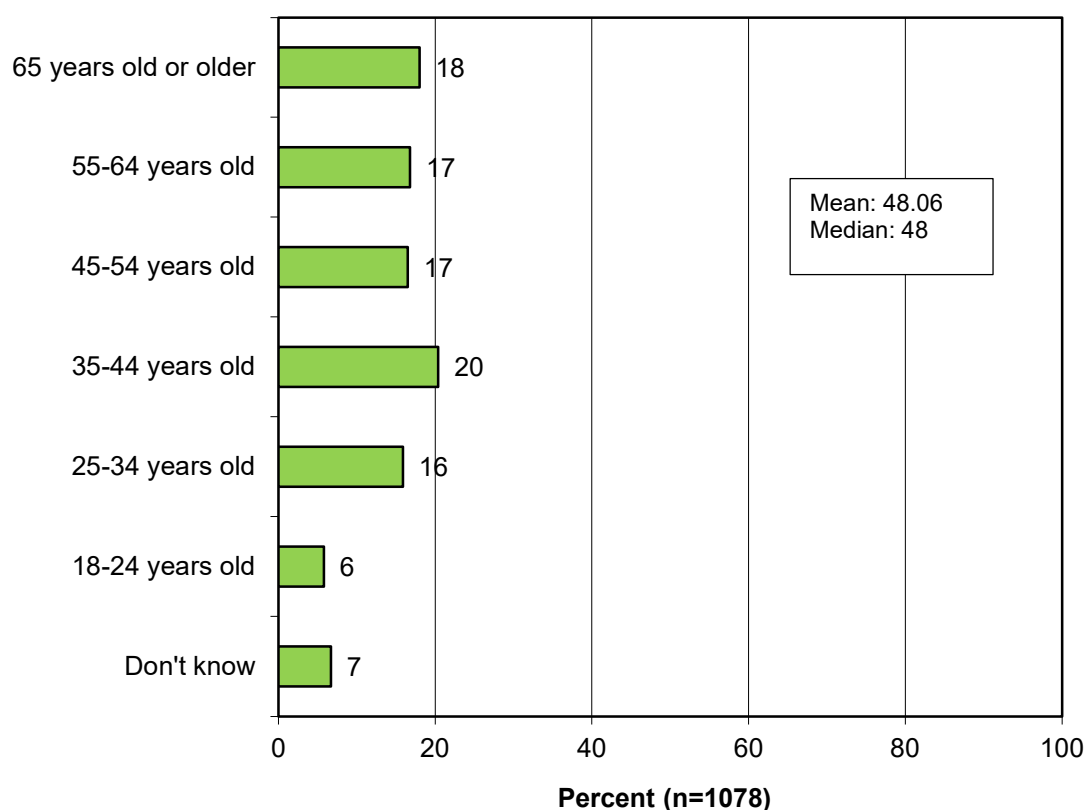
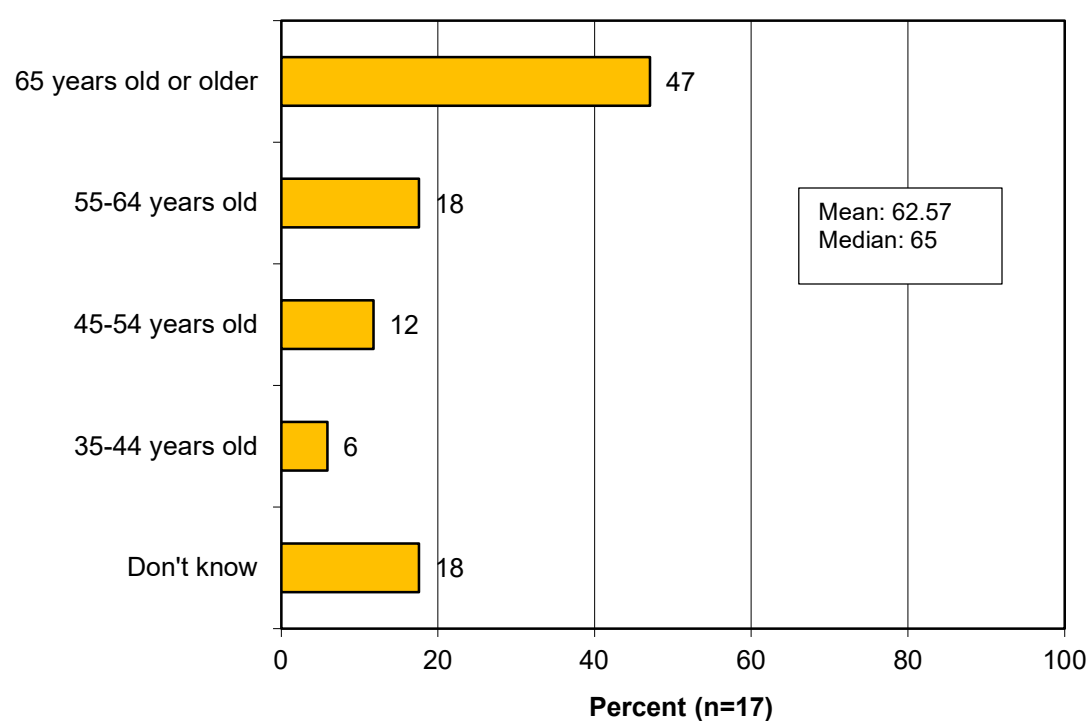


DEMOGRAPHIC CHARACTERISTICS OF SPORT SHOOTING GROUPS

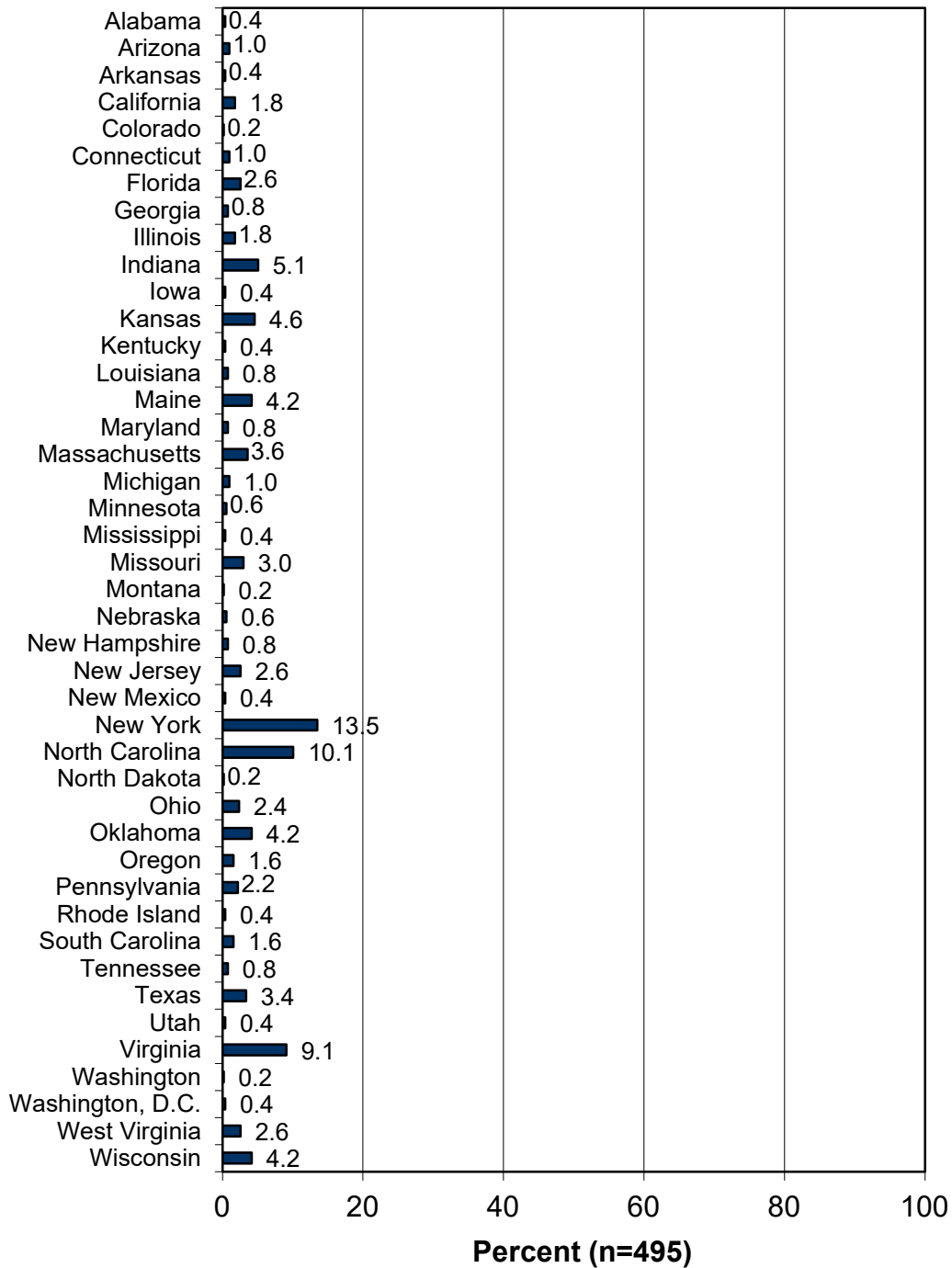
In addition to the gender screener ensuring that all respondents were women, four other demographic characteristics were tracked in the survey:

- Age.
- State of residence.
- Place of residence on the urban-rural continuum.
- Education.

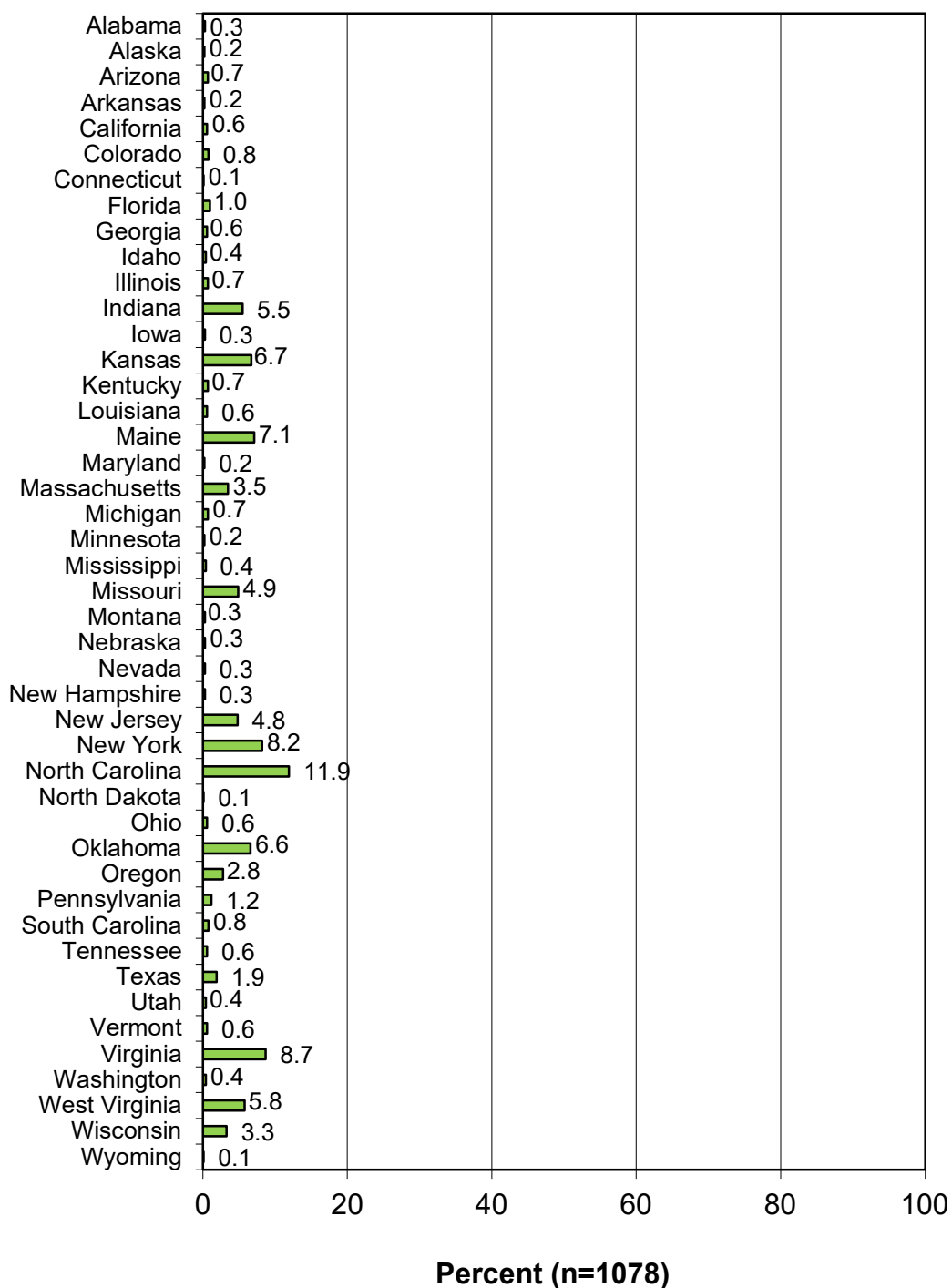


May I ask your age? (Shooting activity-only participants)**May I ask your age? (Non-participants interested in shooting)**

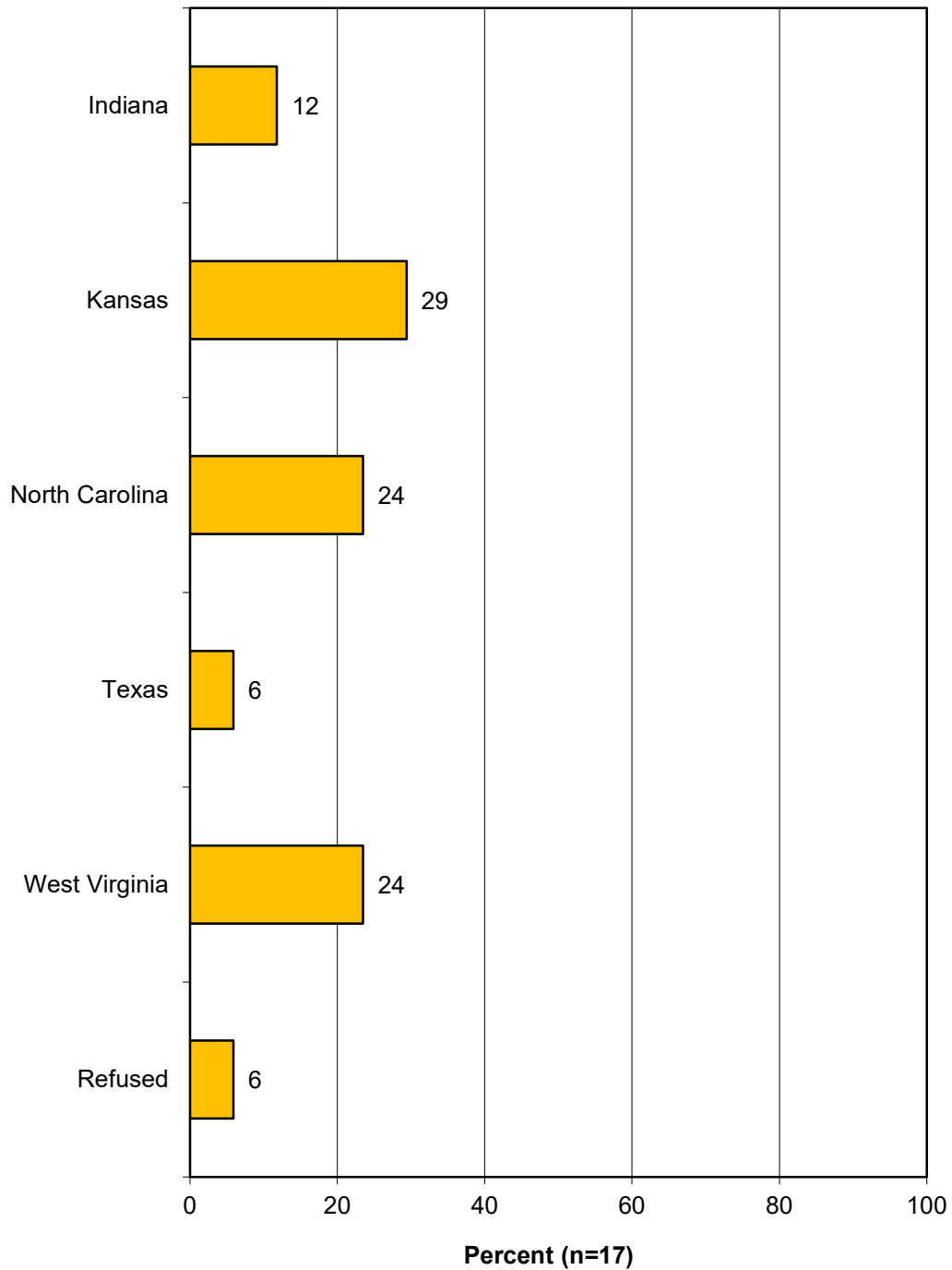
Which state do you currently live in? (Shooting program participants)



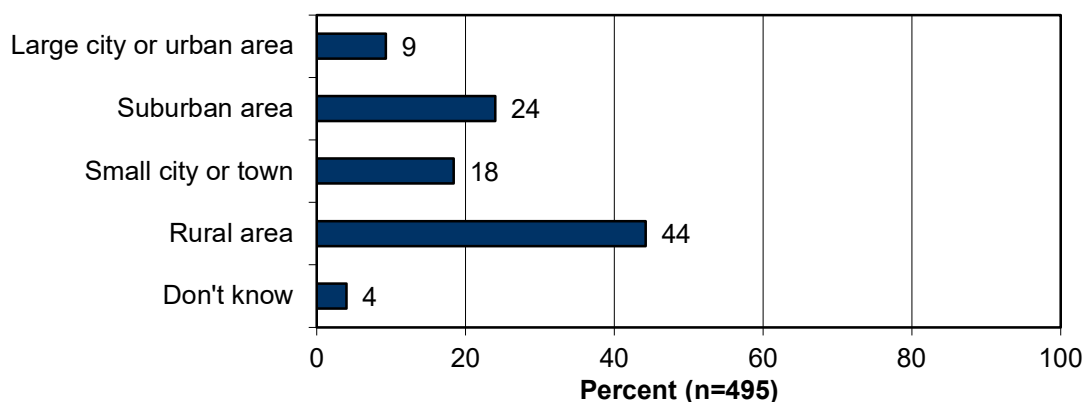
Which state do you currently live in? (Shooting activity-only participants)



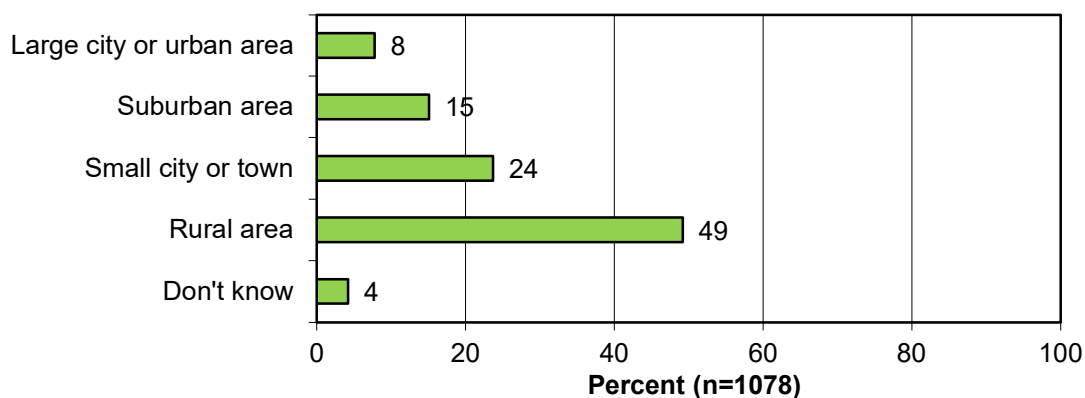
**Which state do you currently live in?
(Non-participants interested in shooting)**



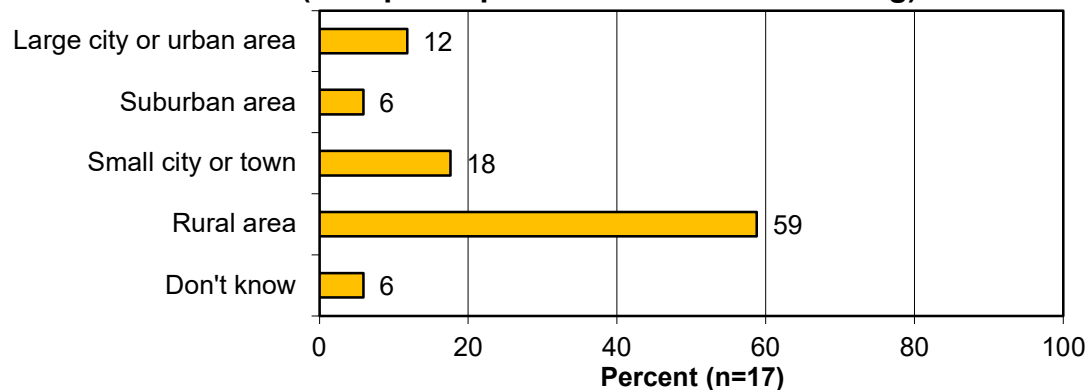
**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?
(Shooting program participants)**

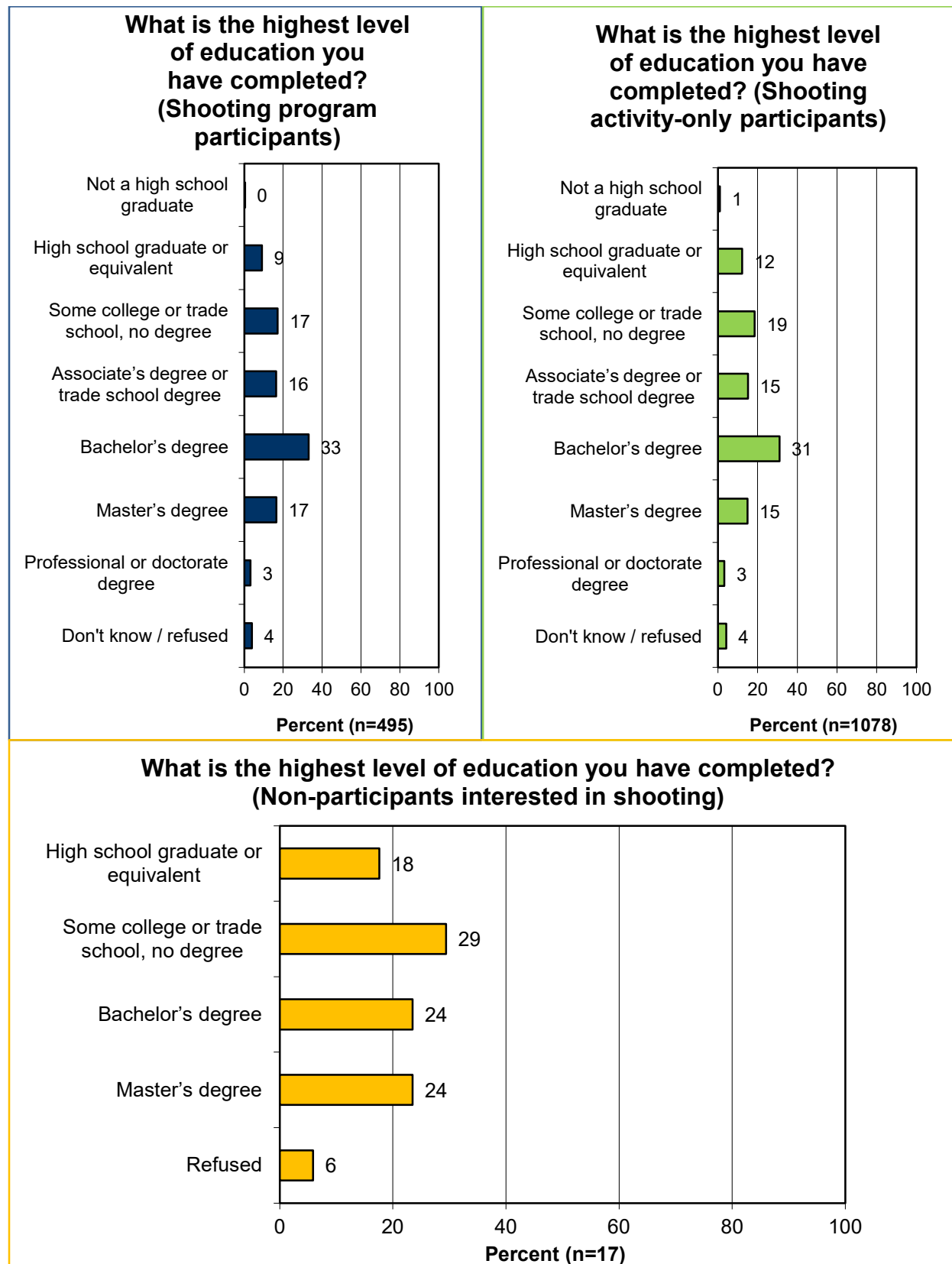


**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?
(Shooting activity-only participants)**



**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?
(Non-participants interested in shooting)**



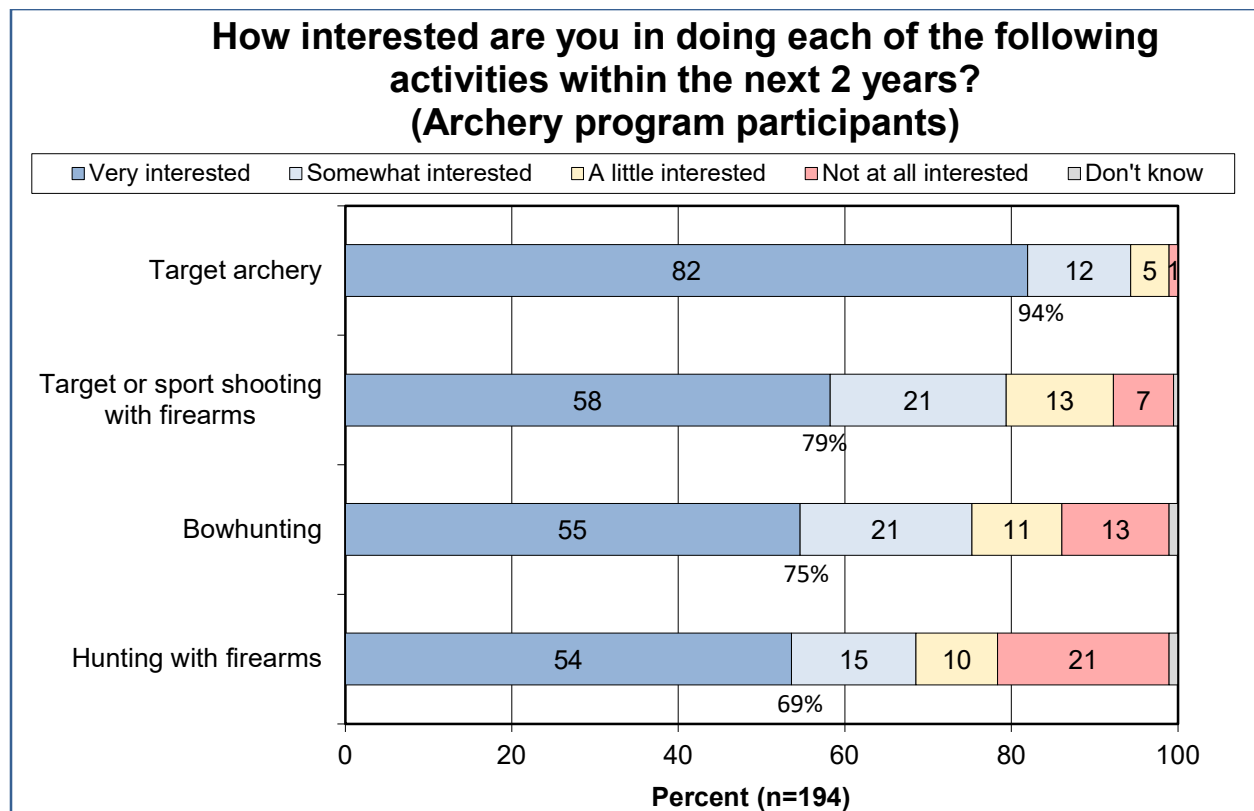


TARGET ARCHERY

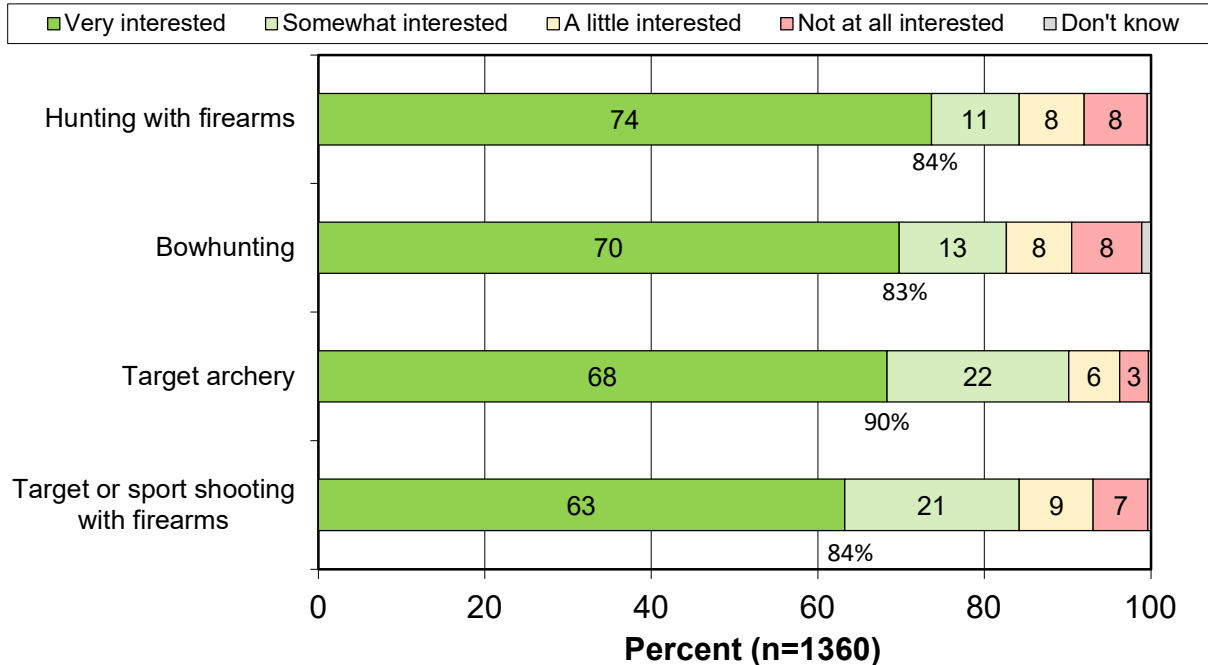
As discussed in the Methodology section, those in the archery path of the survey consisted of program participants whose most recent R3 program in the past 5 years was primarily an archery program. Additionally, the archery path included activity-only participants who had participated in archery, regardless of whether they had participated in hunting or sport shooting. Finally, non-participants were assigned the path of the activity they were interested in. Those who expressed interest in participating in more than one of the activities were randomly assigned to a path (archery did not receive preference for this group).

INTEREST IN ACTIVITIES: TARGET ARCHERY PARTICIPANTS

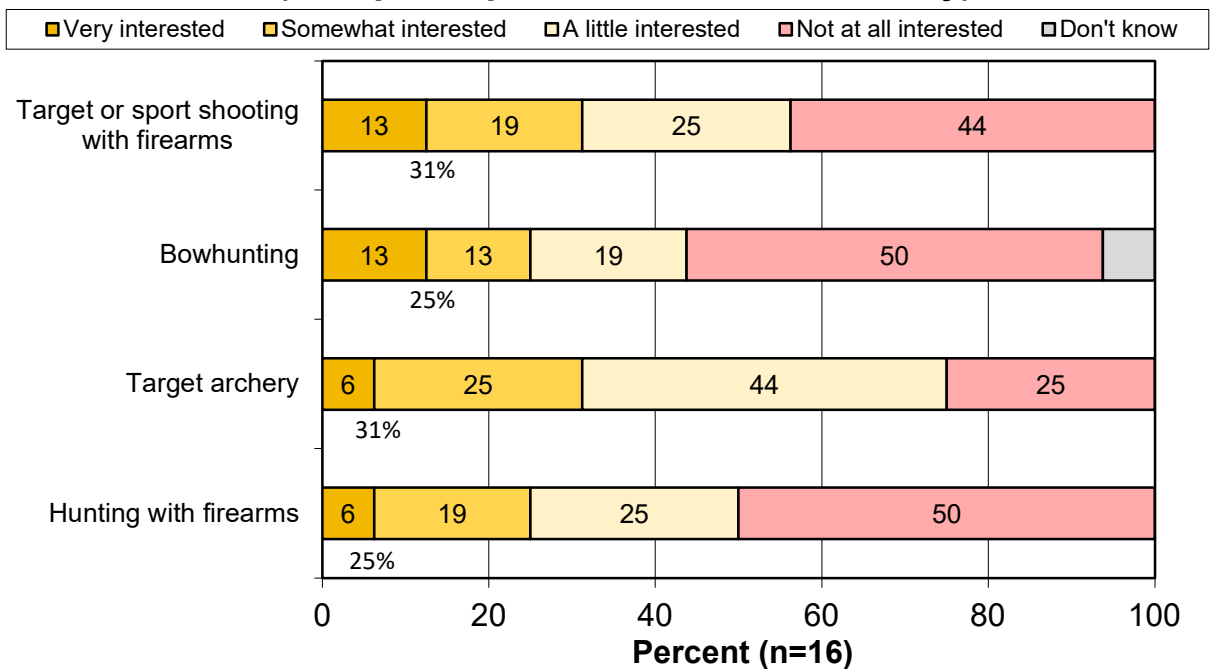
Among those who were in an archery program, the most interest is for, not surprisingly, target archery. Among this archery audience, there is fairly robust interest for target or sport shooting with firearms and both the hunting activities, as well. The sums of *very* interested and *somewhat* interested are shown below each bar. (Don't know values are not shown for better legibility; all sums are on unrounded numbers. Each graph is ranked by *very* interested.)



**How interested are you in doing each of the following activities within the next 2 years?
(Archery activity-only participants)**

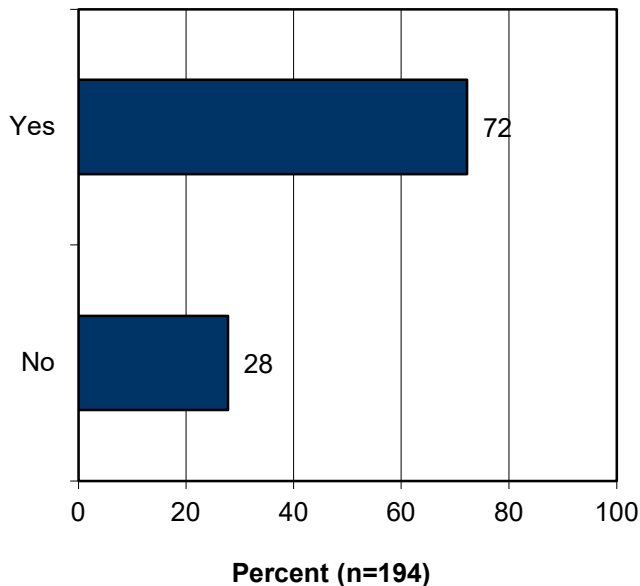


**How interested are you in doing each of the following activities within the next 2 years?
(Non-participants interested in archery)**



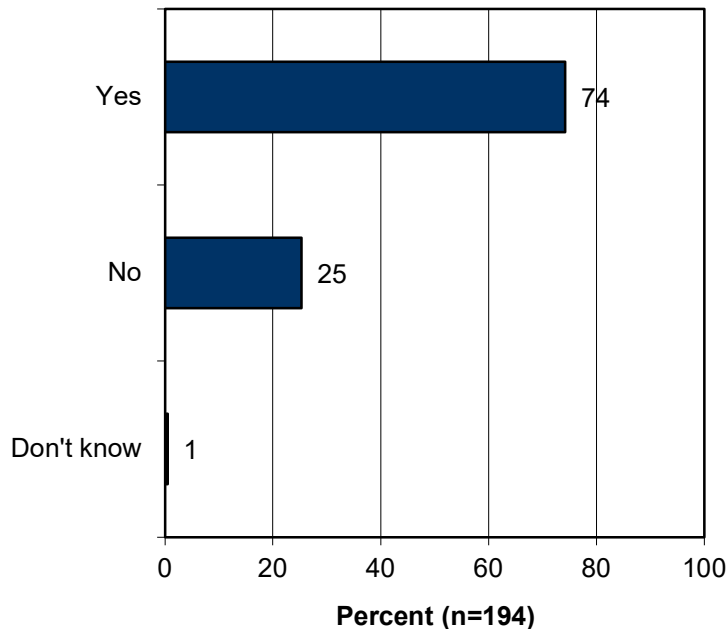
PARTICIPATION IN TARGET ARCHERY BEFORE AND AFTER THE PROGRAM

Had you ever participated in archery before you participated in the [PROGRAM NAME] program? (Archery program participants)



Almost three quarters of program participants had done archery prior to the program. Nonetheless, about a quarter were not prior archers.

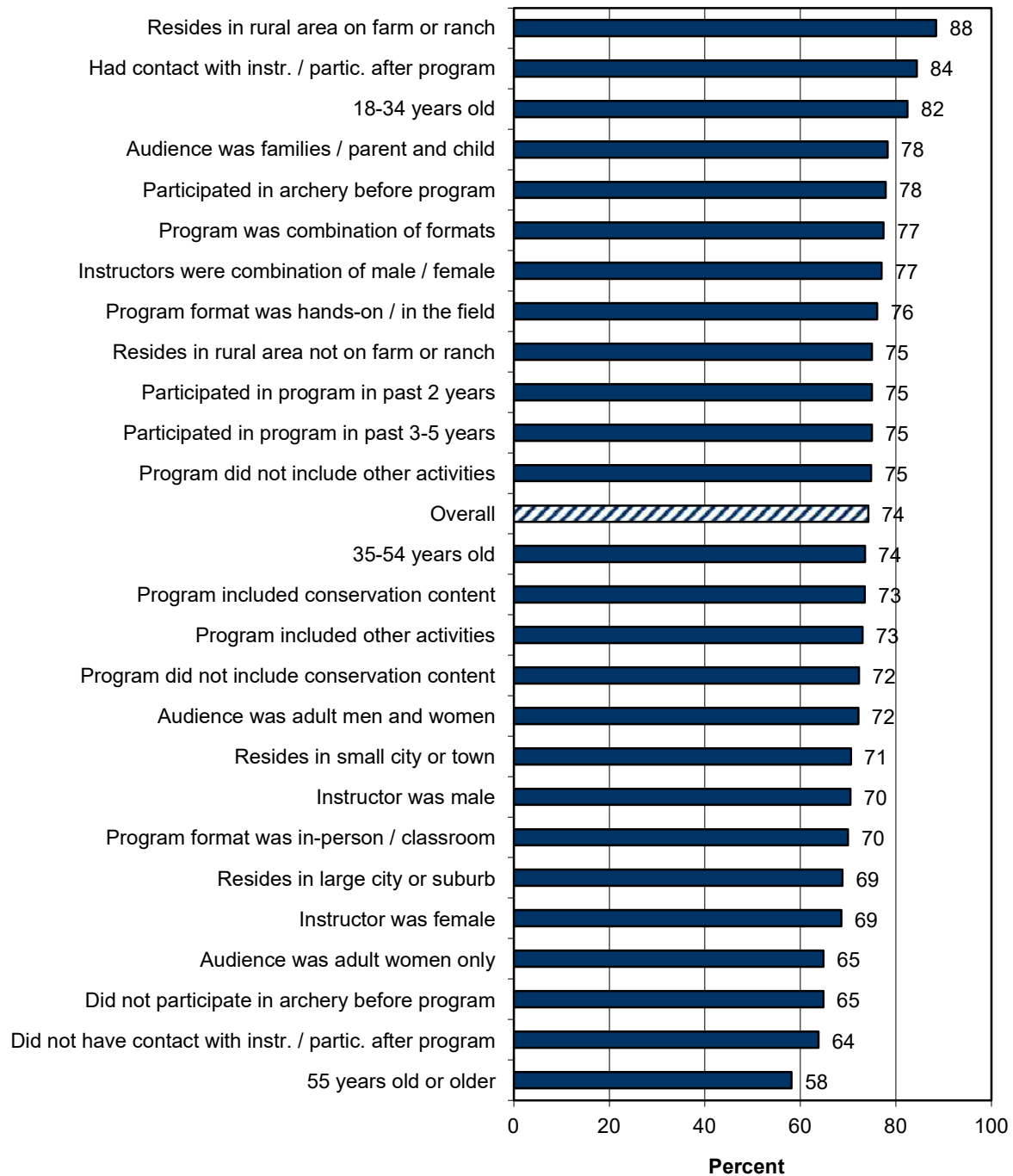
Have you participated in archery since or after you participated in the [PROGRAM NAME] program? (Archery program participants)



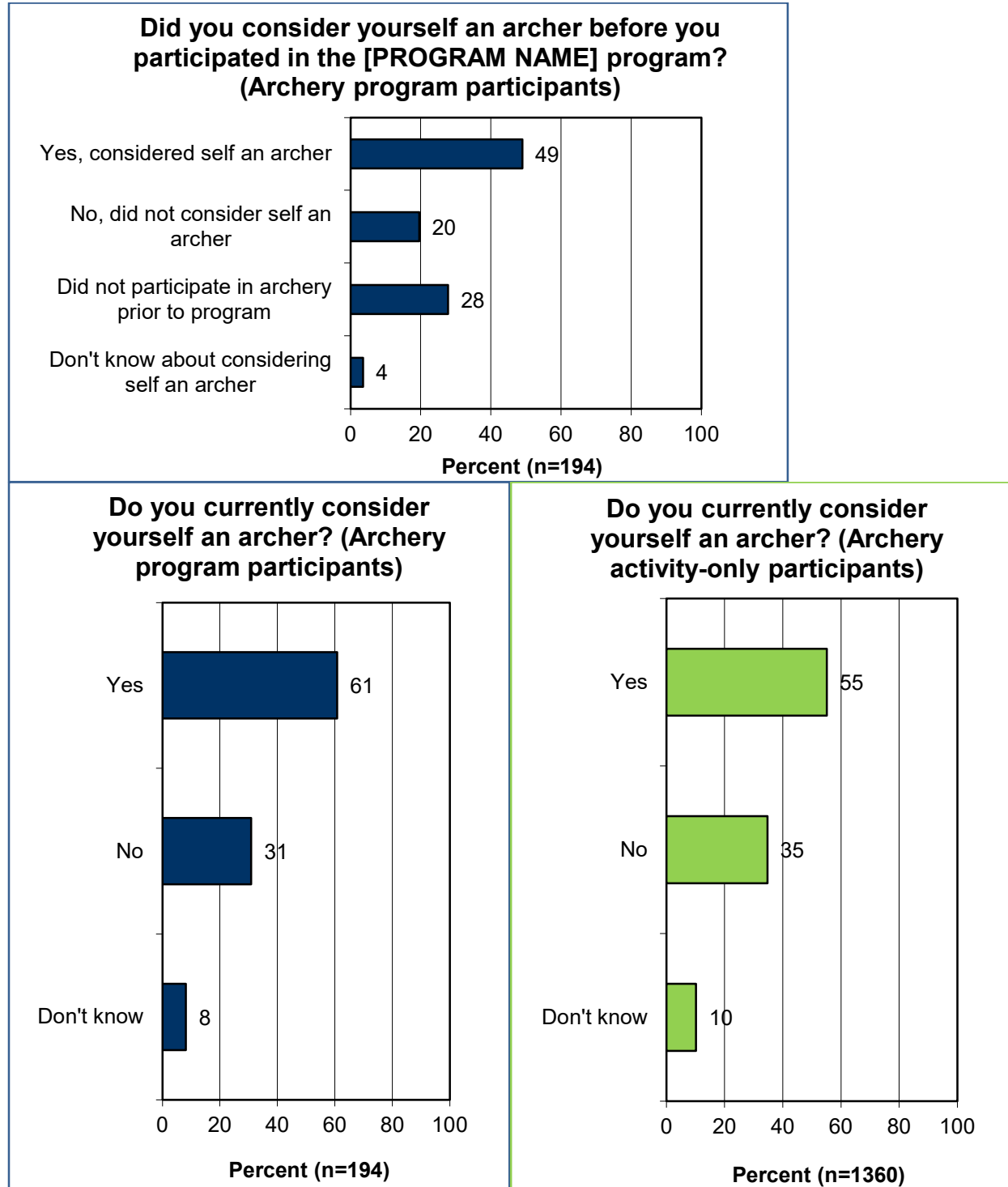
Of high importance is whether the program encouraged archery participation among program participants. About three quarters of them participated in archery after the program.

Further analyses showed the factors that may have affected post-program archery participation (see the graph on the following page). In particular, the following are associated with post-program archery participation: living in a rural area on a farm or ranch, having contact with people involved with the program after it was over, and being in the younger age bracket.

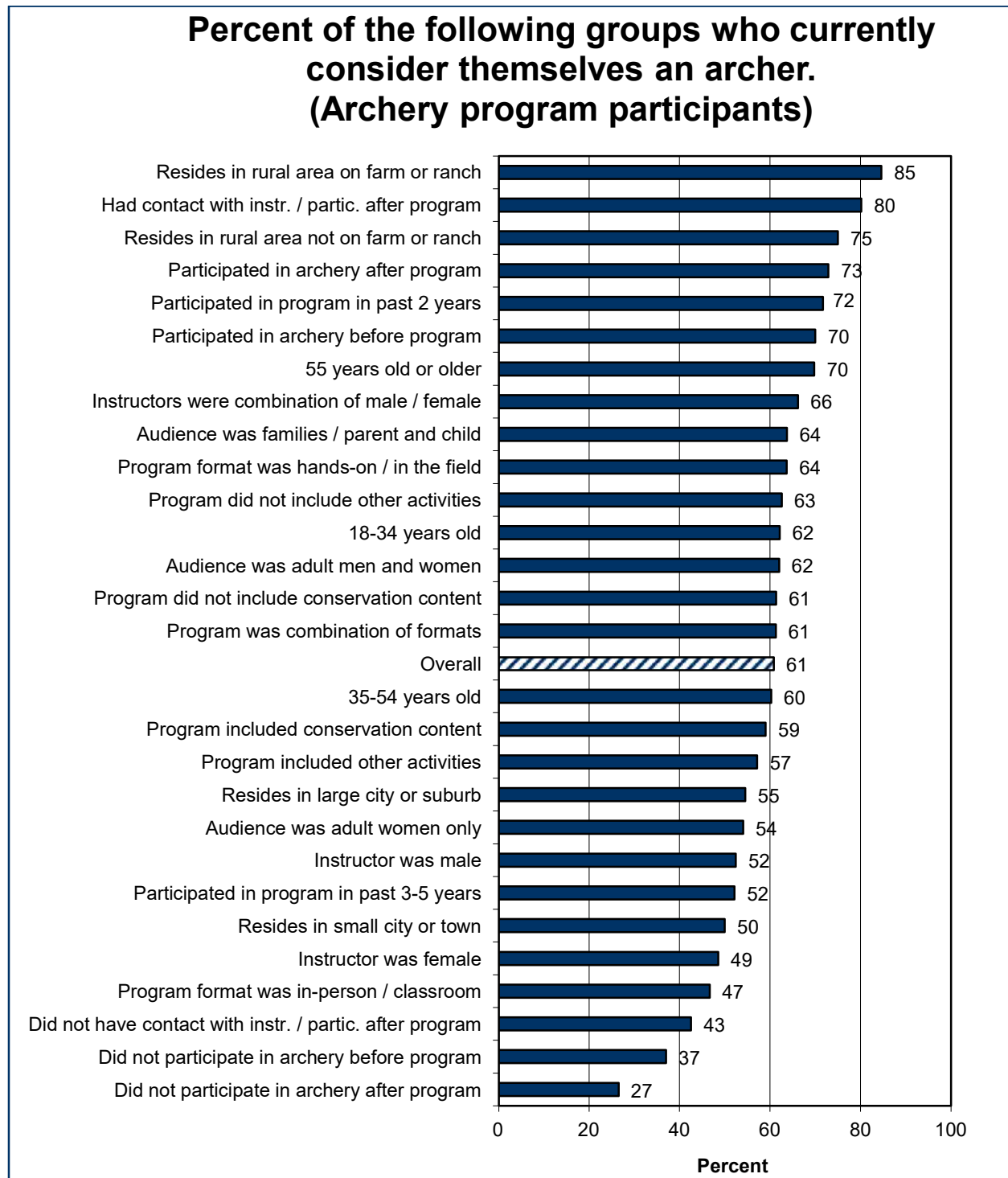
Percent of the following groups who participated in archery after participating in the program. (Archery program participants)



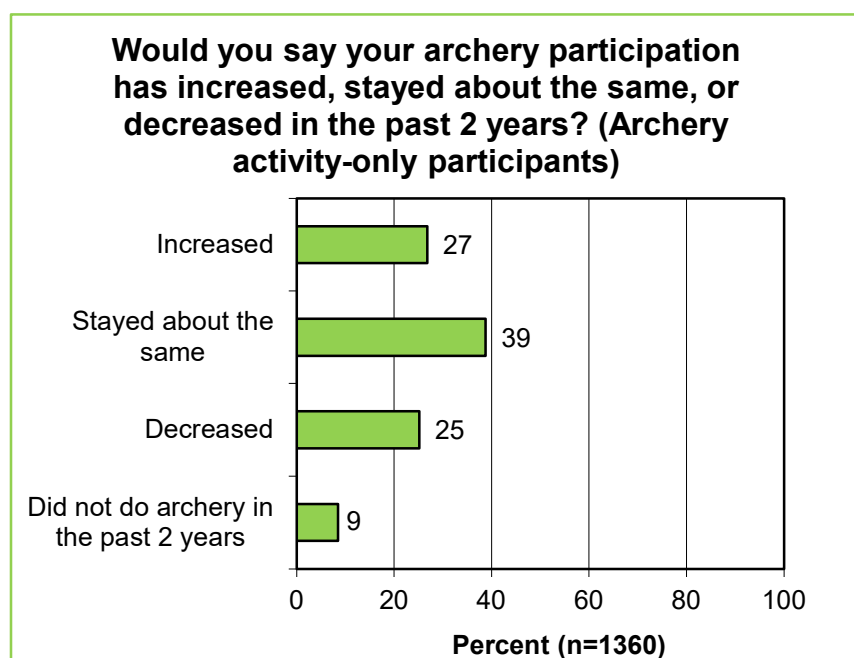
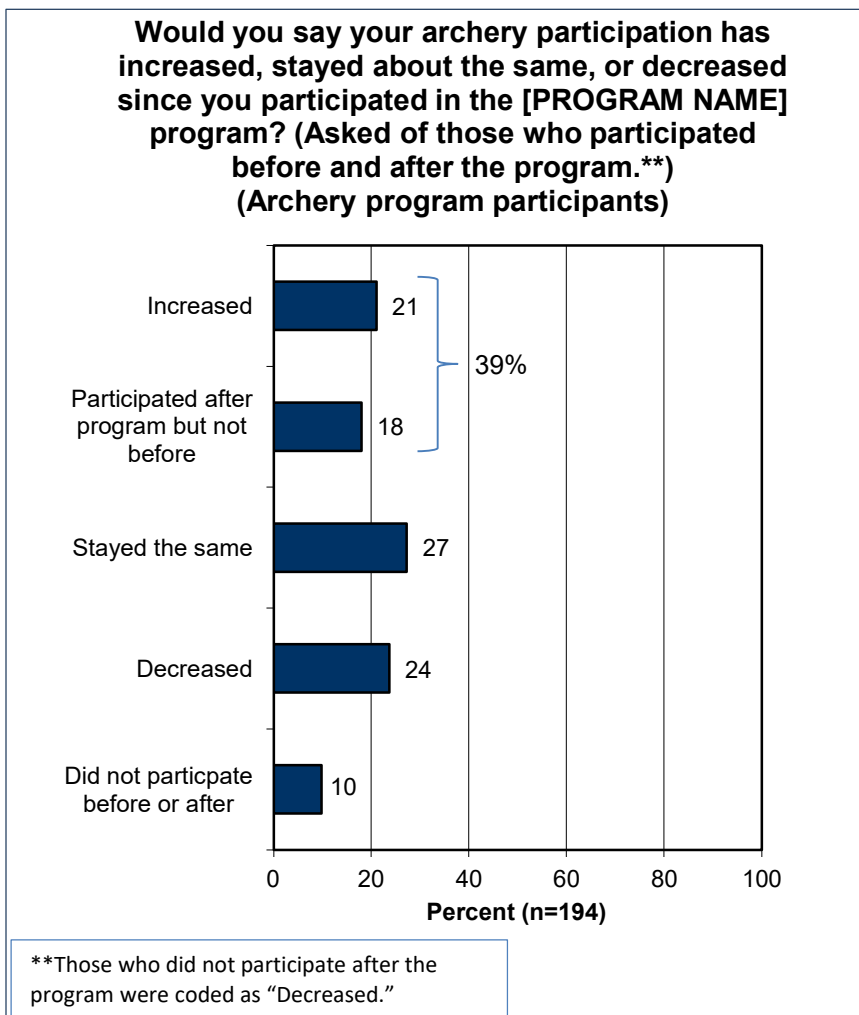
Prior to the program, 49% of archery program participants considered themselves to be an archer. This rose to 61% after the program, a gain of 12 percentage points. That rate of currently considering oneself to be an archer is just a little higher than the rate among archery activity-only participants, of whom only 55% currently consider themselves an archer.



The groups markedly more likely to consider themselves an archer, compared to archery program participants overall, are those who reside in a rural area, those who had contact with people involved with the program after it was over, those who participated in archery before and after the program, those who recently completed the program, those program participants 55 years old and older, and those whose program was led by both men and women.



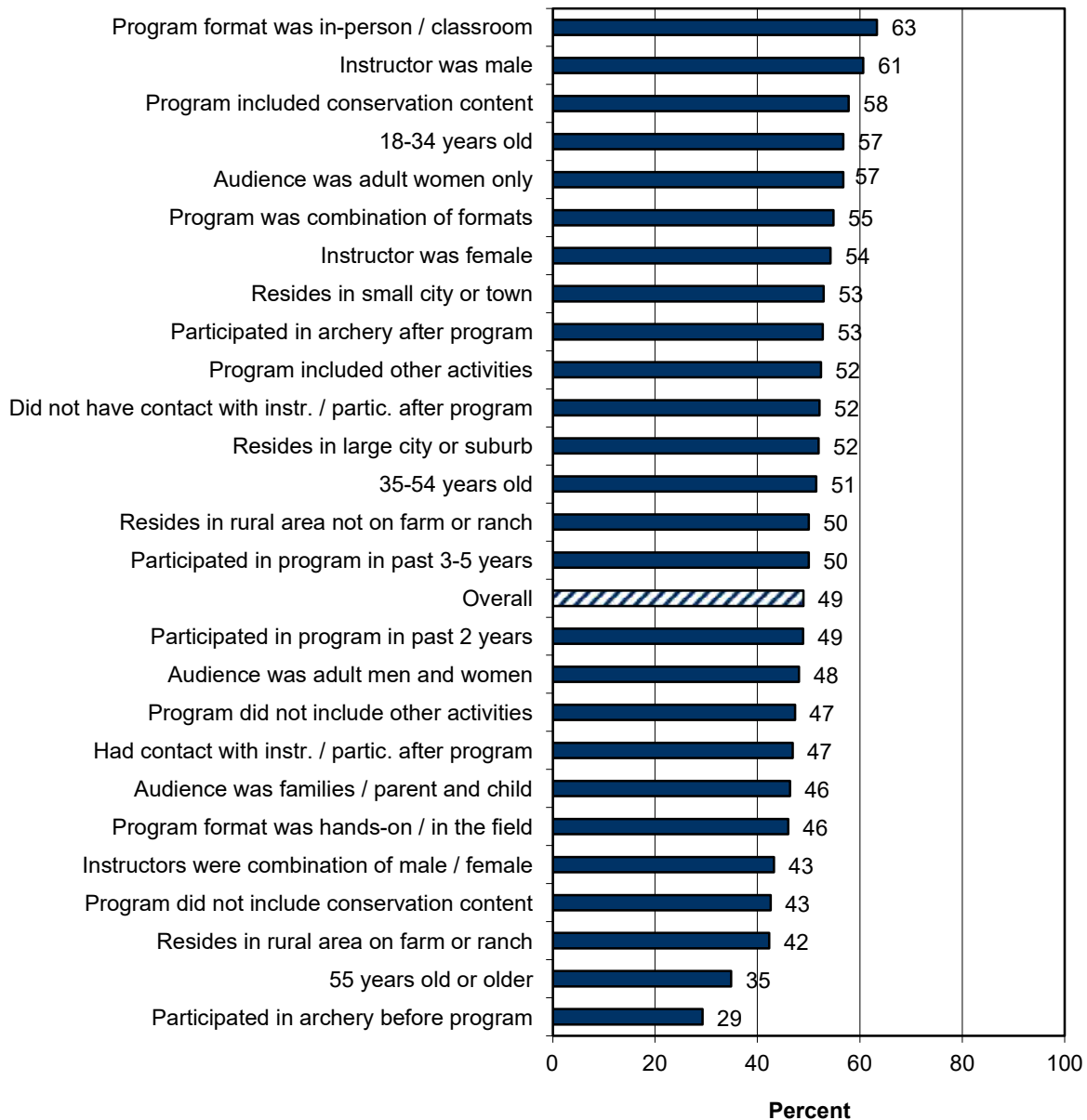
Program participants were asked directly if their archery participation had *increased*, *stayed about the same*, or *decreased* after the program. The percentage whose archery participation *increased* (39%) exceeds the percentage whose participation *decreased* (24%). Note that not all were asked the question but were coded back into the results, as noted.



Among archery activity-only participants, the percentage whose activity level *increased* is nearly the same as the percentage whose activity level *decreased*, which is not the case among program participants.

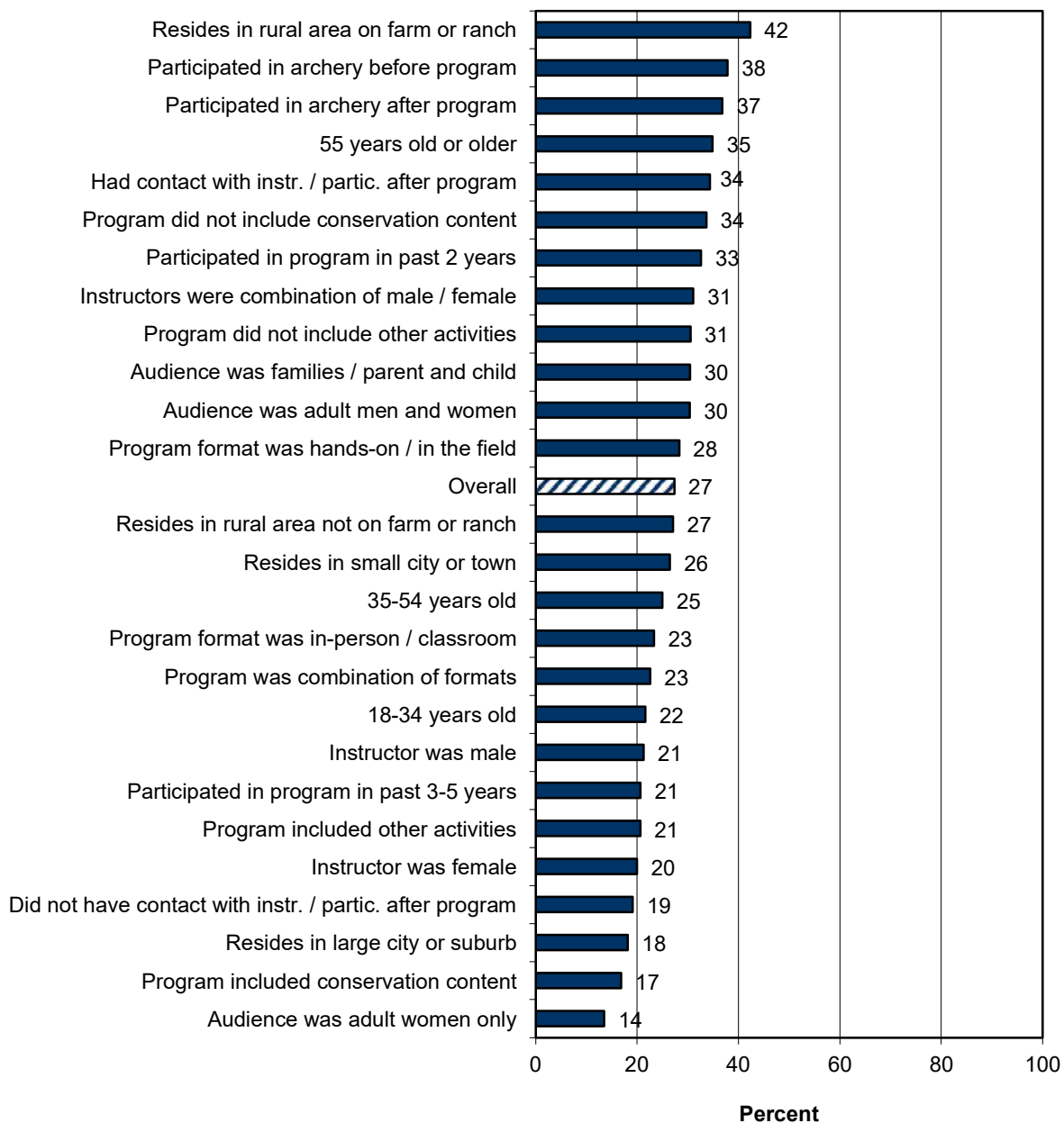
Increasing archery participation after the program is associated with (in addition to simply not having participated before the program) being 18 to 34 years old, having a program that was a combination of formats, having a program with a male instructor or a female instructor (not a combination of male and female instructors), having a program with conservation content, and having a program that was for women only.

**Percent of the following groups whose archery participation has increased since the program.
(Archery program participants)**

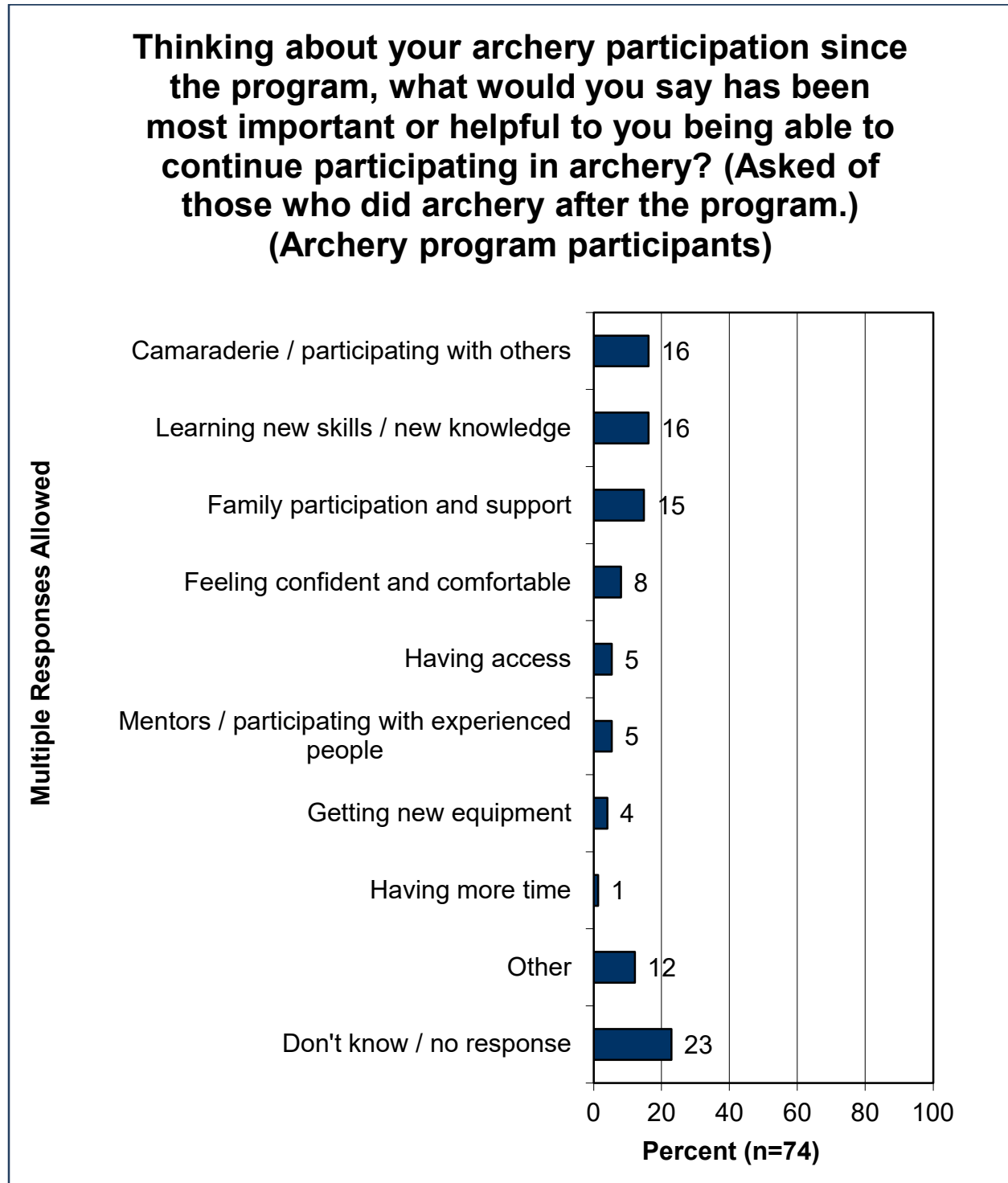


Characteristics associated with a participation level that remained the same before and after the program are residing in a rural area on a farm or ranch, participation in archery before and after the program, being older, having contact with people involved in the program after its conclusion, having a program that did not include conservation content, and being a recent participant in an archery program.

Percent of the following groups whose archery participation has stayed the same since the program. (Archery program participants)

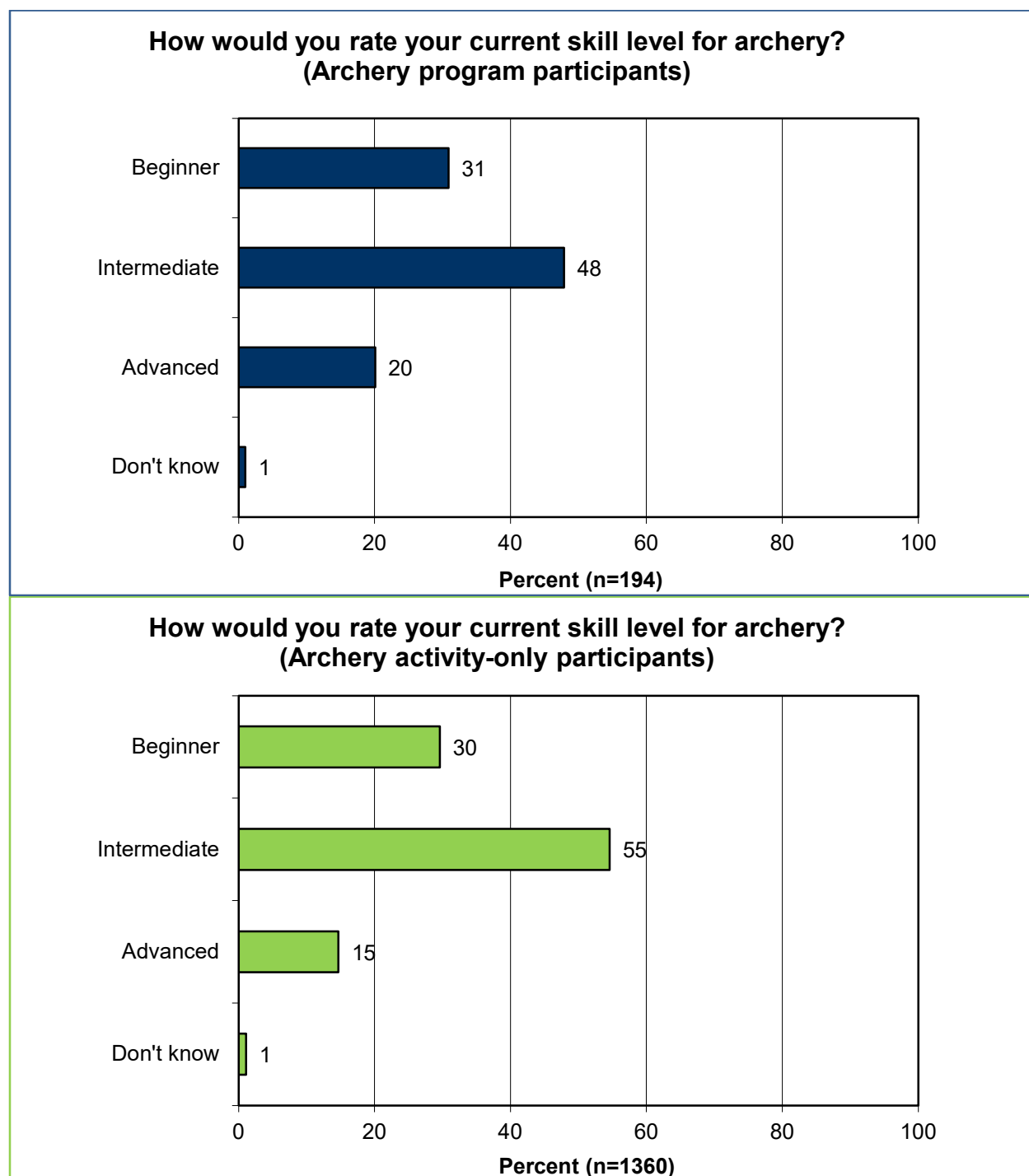


An open-ended question asked program participants who shot archery after the program to say the most helpful things in encouraging continued participation in archery. The results suggest that camaraderie, learning new skills/knowledge, and family participation and support are all important in encouraging continued participation.



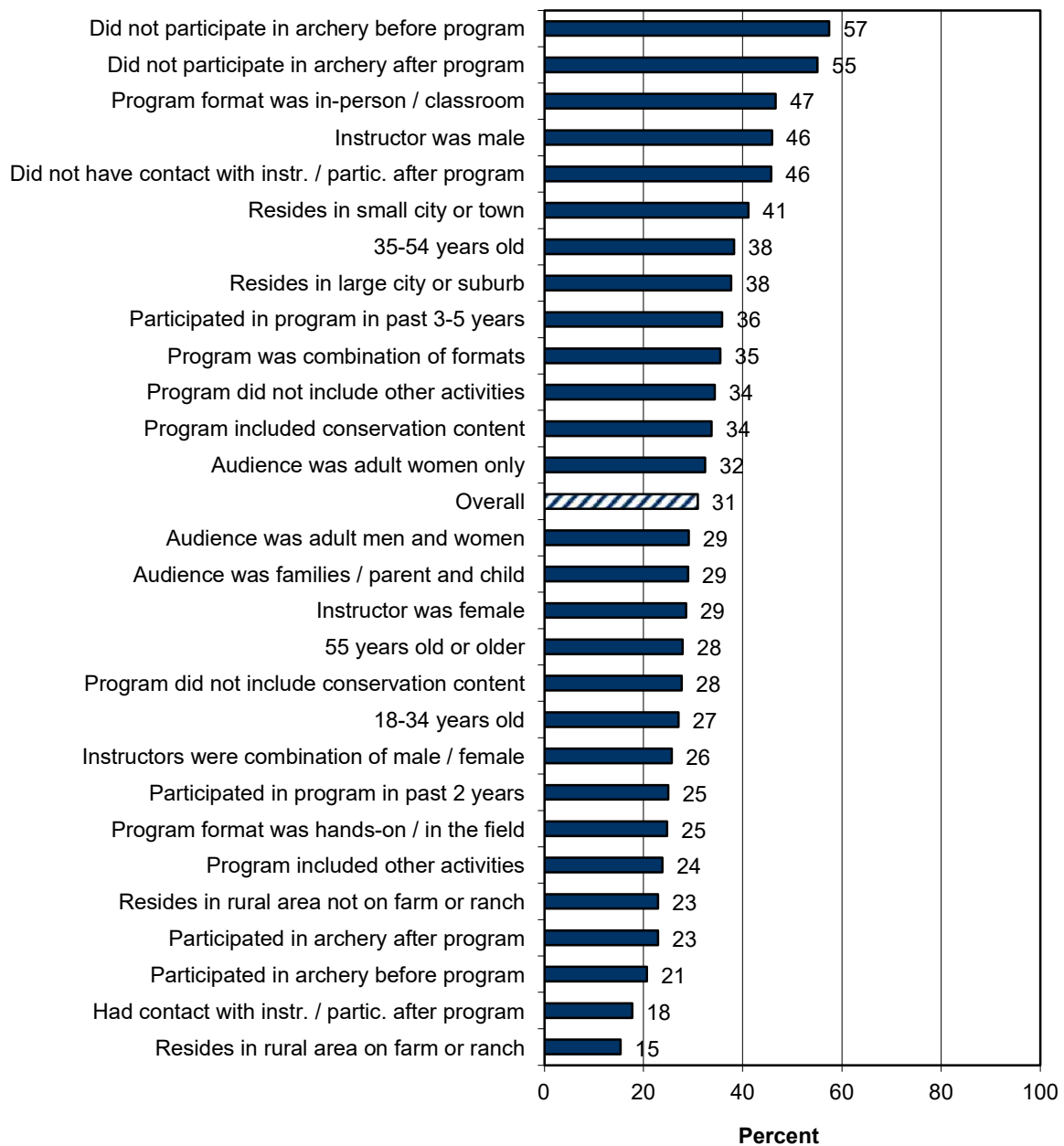
SKILL LEVEL IN TARGET ARCHERY

The survey asked archers to rate their skill level, and then the question was used in demographic analyses. Program participants most commonly think of themselves as *intermediate* in their skill level with archery. These results are similar among activity-only participants, albeit with a higher percentage saying *intermediate*.



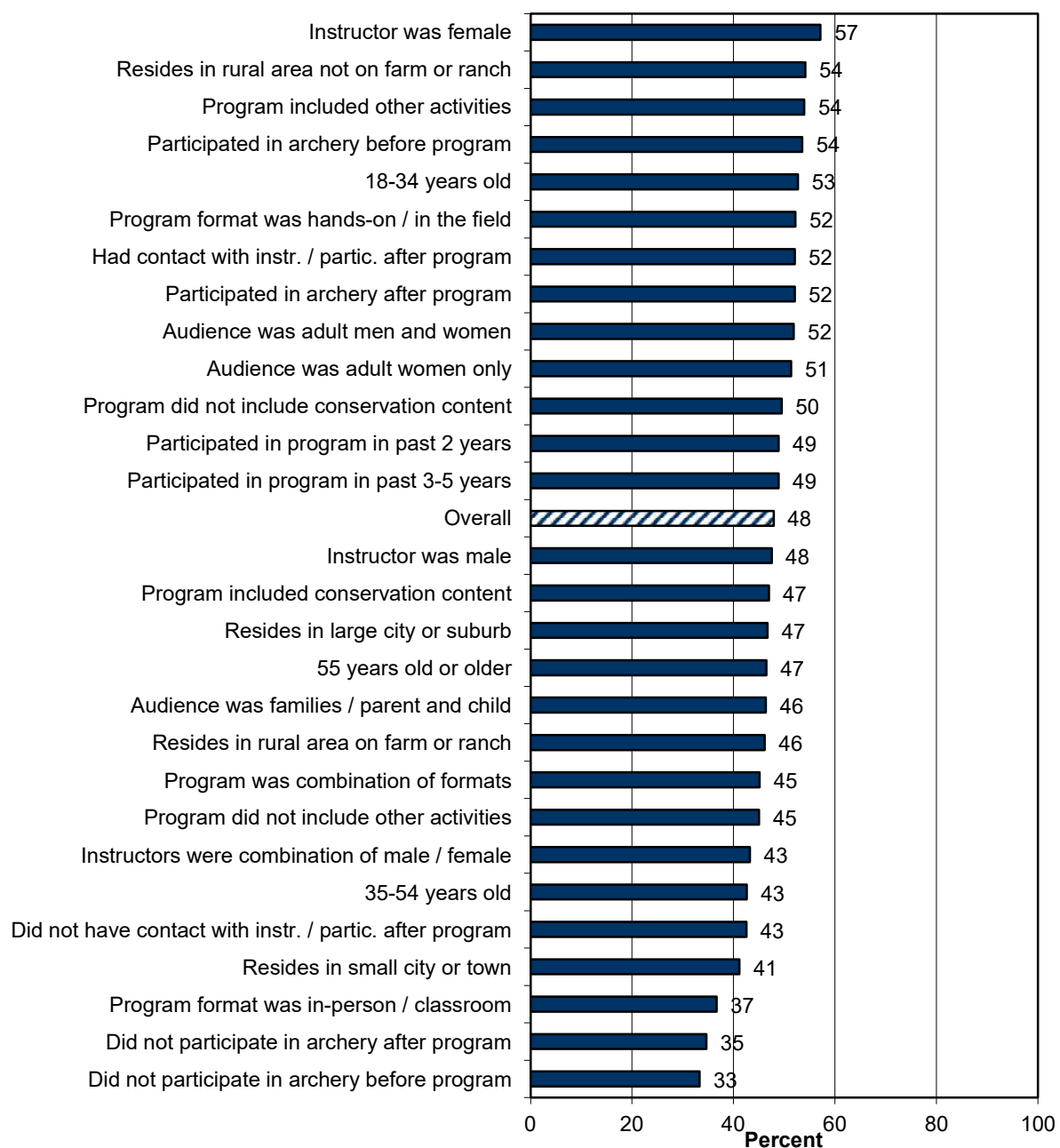
The demographic analyses on rating oneself as a beginner, among archery program participants, show associations with lack of participation before or after the program, having a program that included in-person or classroom elements, having a male program instructor, not having contact with people involved with the program after it was over, residing in a non-rural area, and being in the middle age bracket.

**Percent of the following groups who rate their current archery skill level as beginner.
(Archery program participants)**



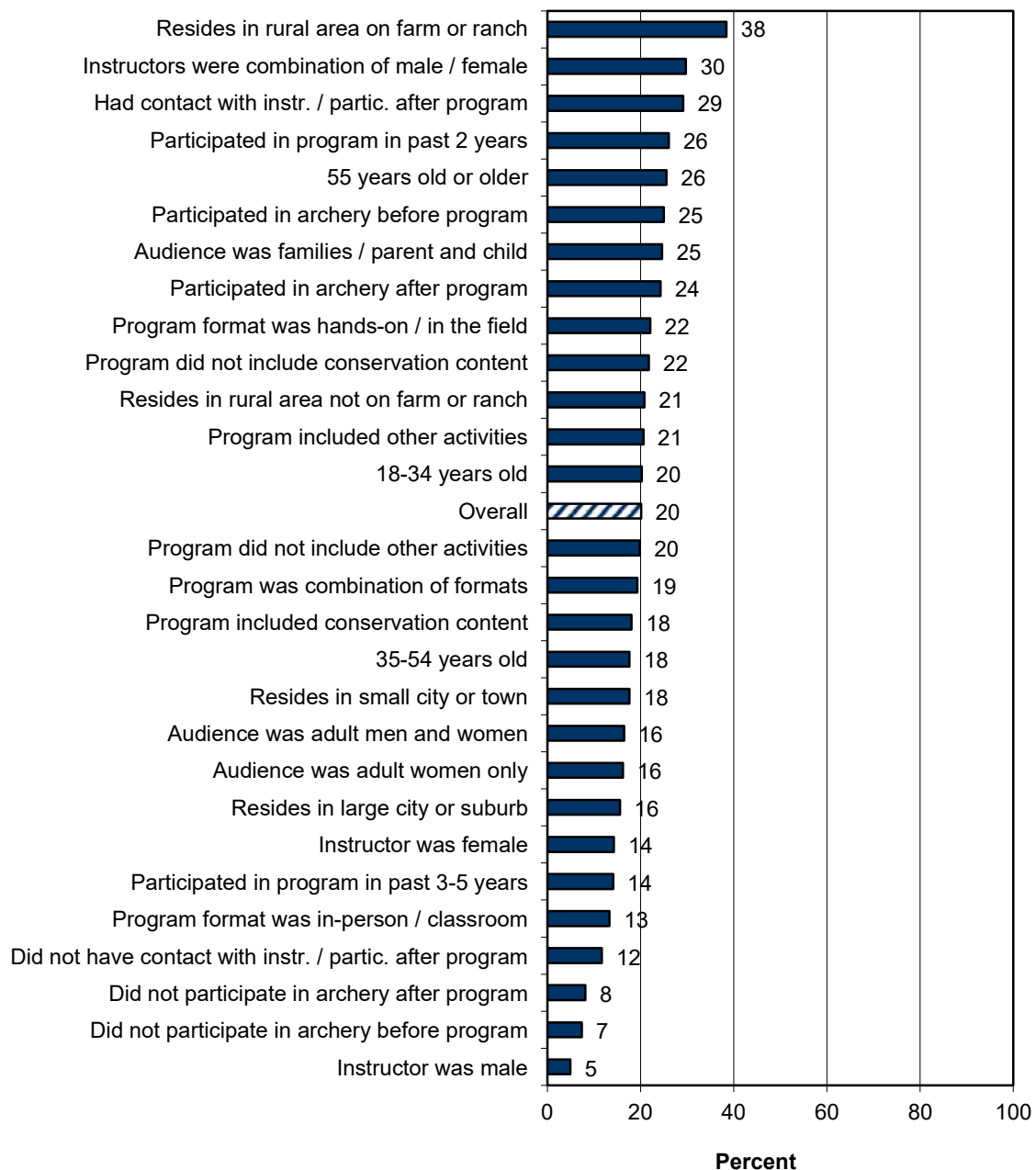
An intermediate skill level in archery, among program participants, is associated with having a female instructor, residing in a rural area not on a farm or ranch, having a program that included other activities, having participated in archery prior to the program, and being in the young age bracket.

**Percent of the following groups who rate their current archery skill level as intermediate.
(Archery program participants)**

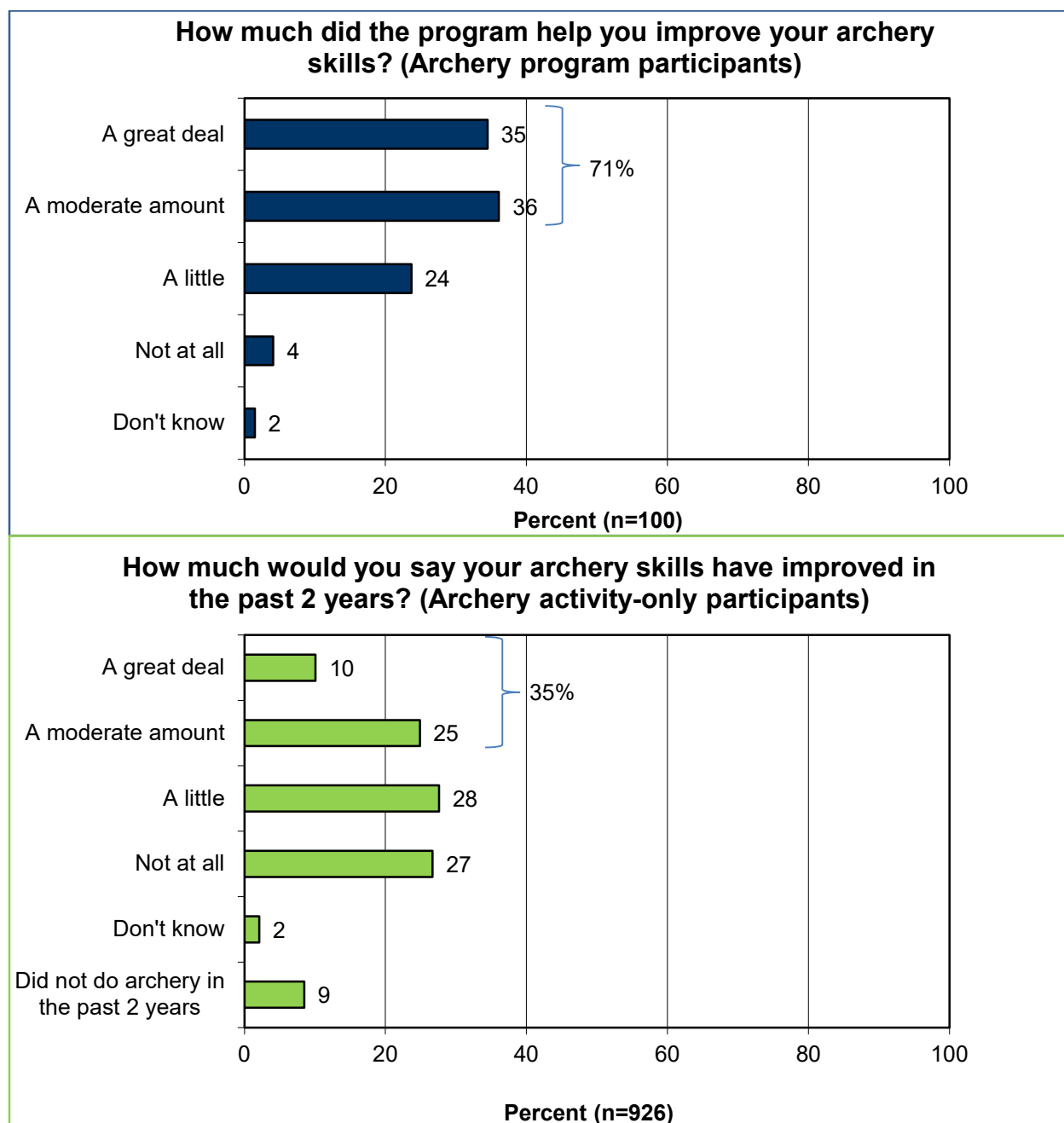


Being at an advanced level in archery is associated with residing in a rural area on a farm or ranch, having a program with both men and women as instructors, having contact with people involved with the program after it had ended, being in the program recently, and being in the older age bracket.

**Percent of the following groups who rate their current archery skill level as advanced.
(Archery program participants)**

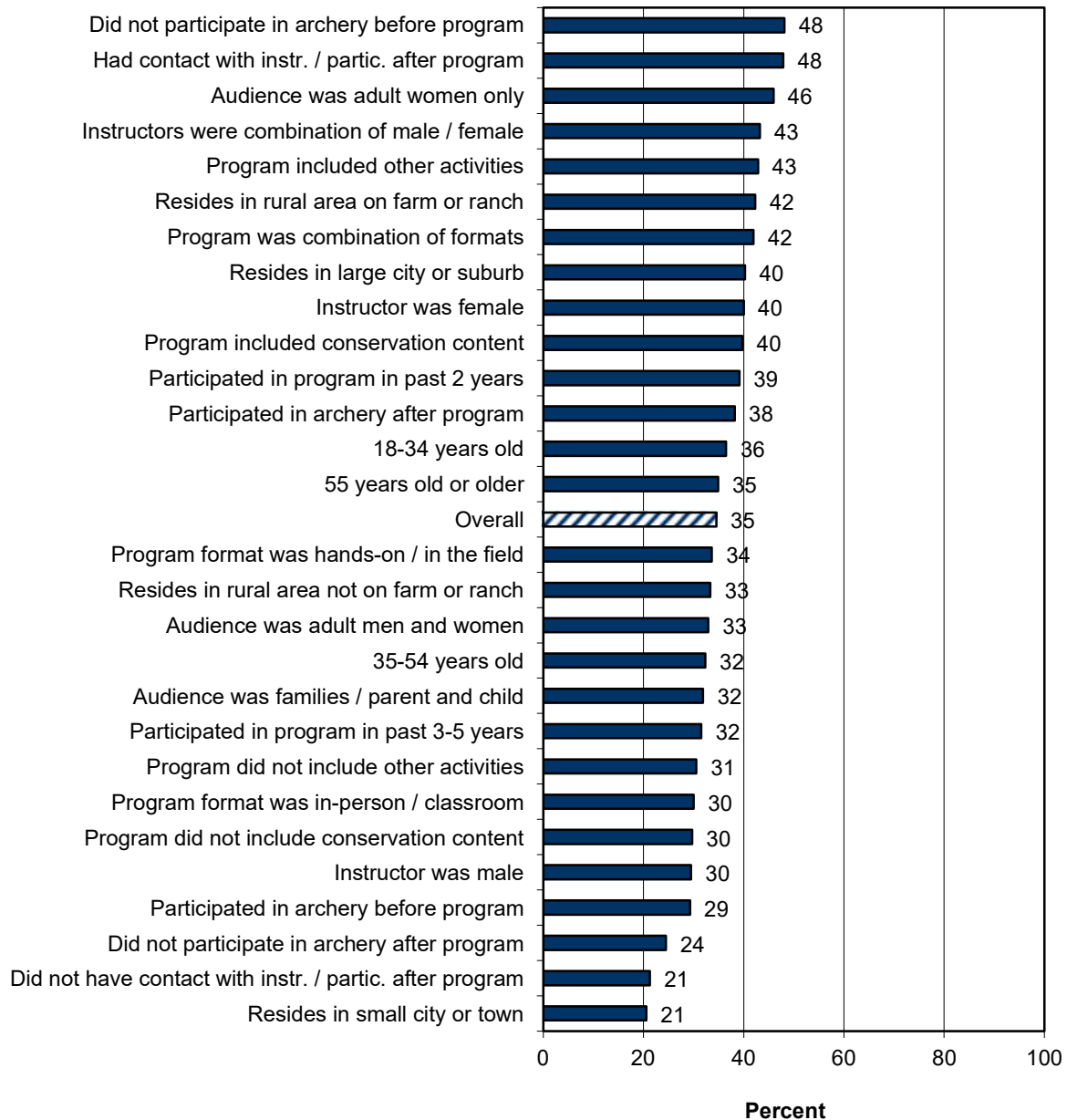


Well more than two thirds (71%) of program participants said that the program increased their skills *a great deal* or *a moderate amount*. This is a higher percentage having that level of improvement than among those who did not participate in a program: only 35% of activity-only participants said their skills improved *a great deal* or *a moderate amount* in the past 2 years.

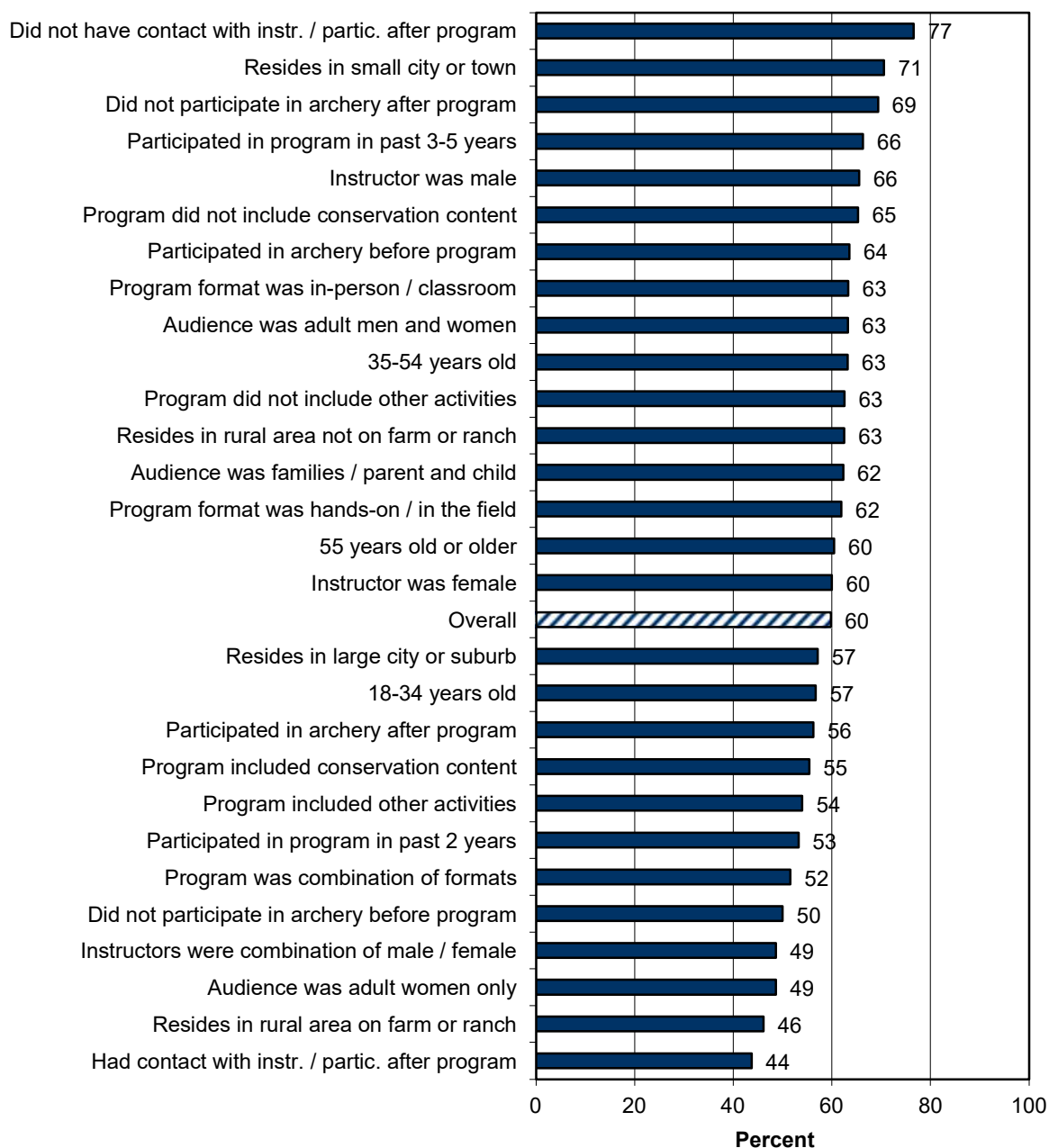


An increase in archery skill is associated with, among other things, having post-program contact with people associated with the program, with having been in a women-only program, having instructors that were both male and female, and having a program that included other activities and was a combination of formats. Being from a rural area is also associated with an increase in archery skills.

Percent of the following groups who say the program helped improve their archery skills a great deal. (Archery program participants)

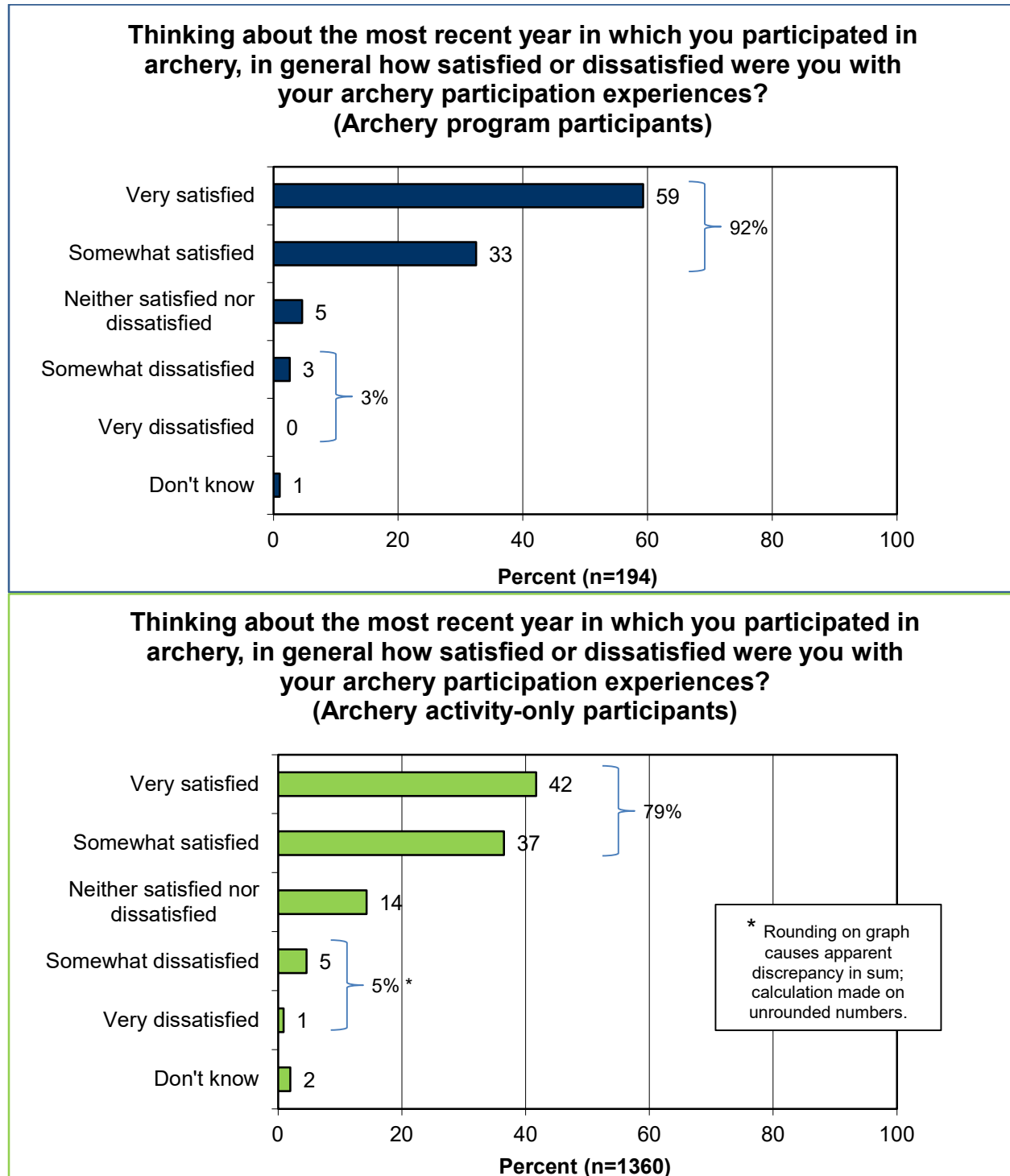


Percent of the following groups who say the program helped improve their archery skills a moderate amount or a little. (Archery program participants)



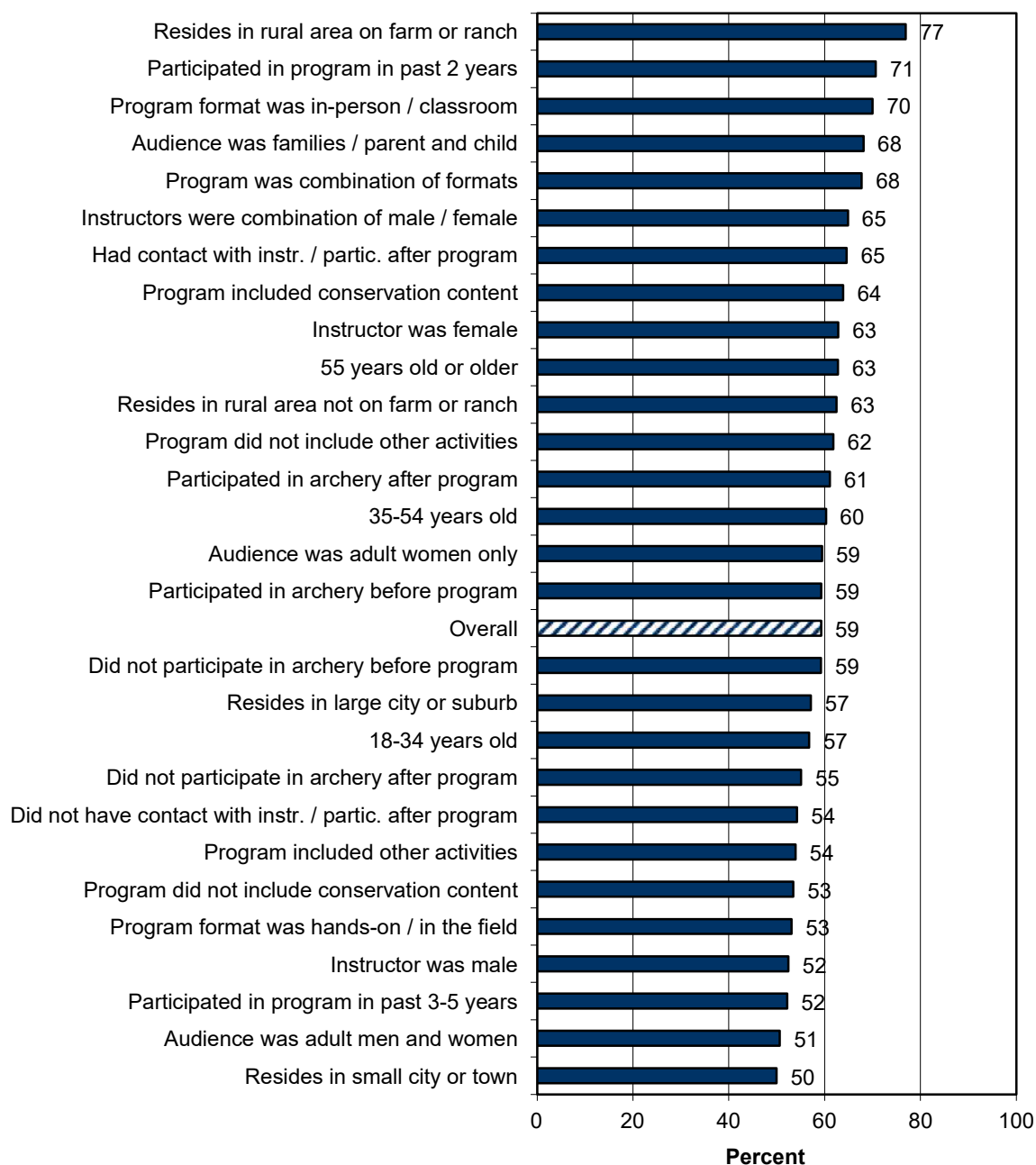
SATISFACTION OR DISSATISFACTION WITH TARGET ARCHERY

For both archery program participants and archery activity-only participants, satisfaction with their most recent archery experiences far exceeds dissatisfaction, but program participants have a markedly higher percentage who are very satisfied and overall satisfied.



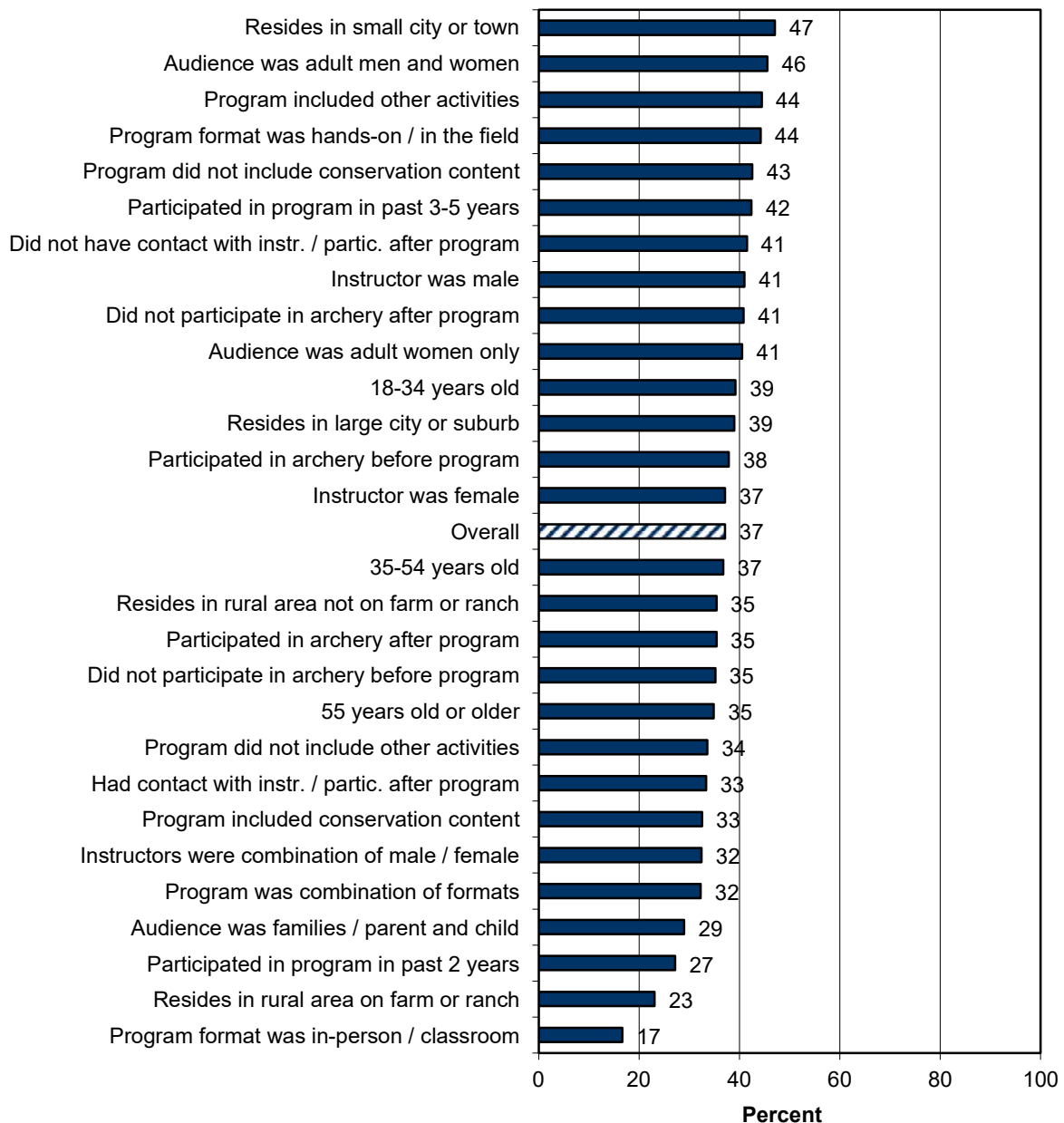
Being *very satisfied* with their most recent archery experiences is associated, among program participants, with residing in a rural area on a farm or ranch, being recently in the program, having a program that included an in-person or classroom element or was a combination of formats, having a program for families, having a program with both male and female instructors, and having contact with people involved with the program after it was over.

Percent of the following groups who are very satisfied with their most recent archery experiences. (Archery program participants)



On the other hand, being in the middle ground regarding satisfaction is associated with residing in a small city or town, having a program for both men and women, having a program that included other activities, having a program that included a hands-on or in-the-field element, and having a program that did not include conservation content.

Percent of the following groups who are moderately satisfied or neither satisfied nor dissatisfied with their most recent archery experiences. (Archery program participants)

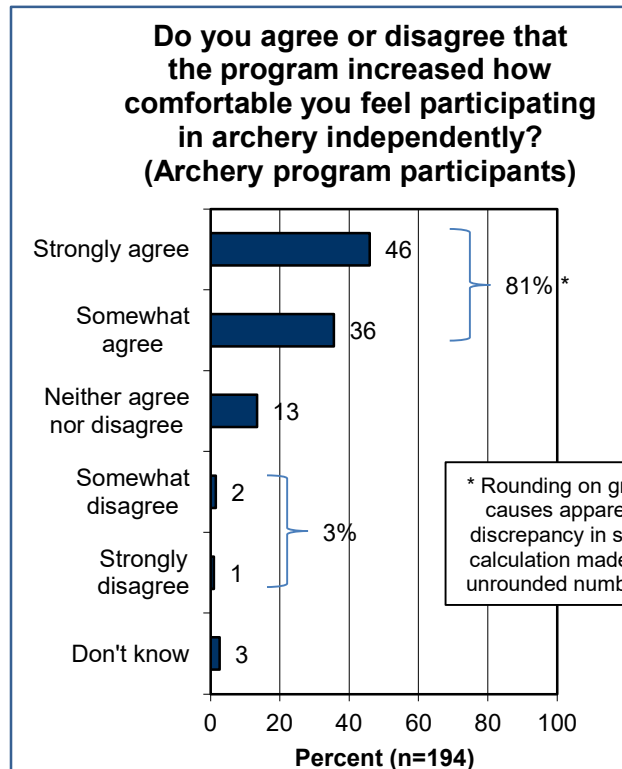


The survey also explored satisfaction through an open-ended question that asked about the elements of a successful archery session. A sampling of these results is tabulated on this page and the next. The table shows the results among both program participants and activity-only participants together.

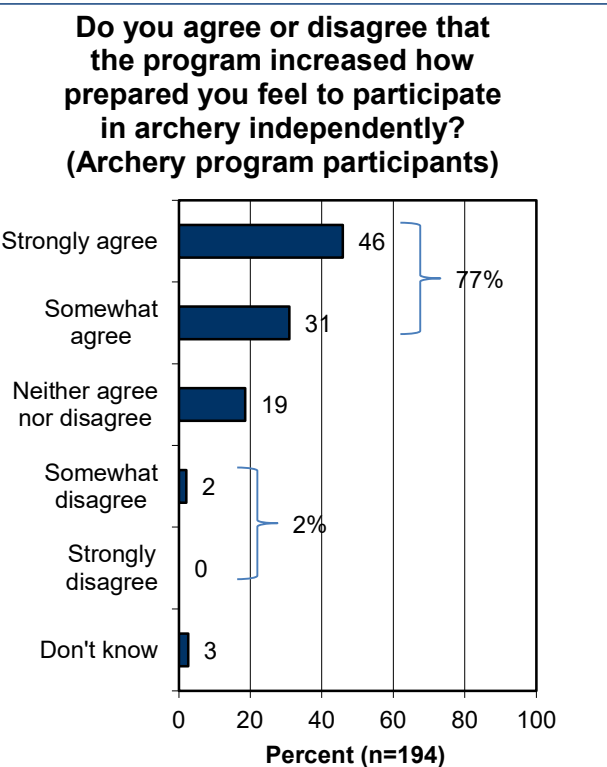
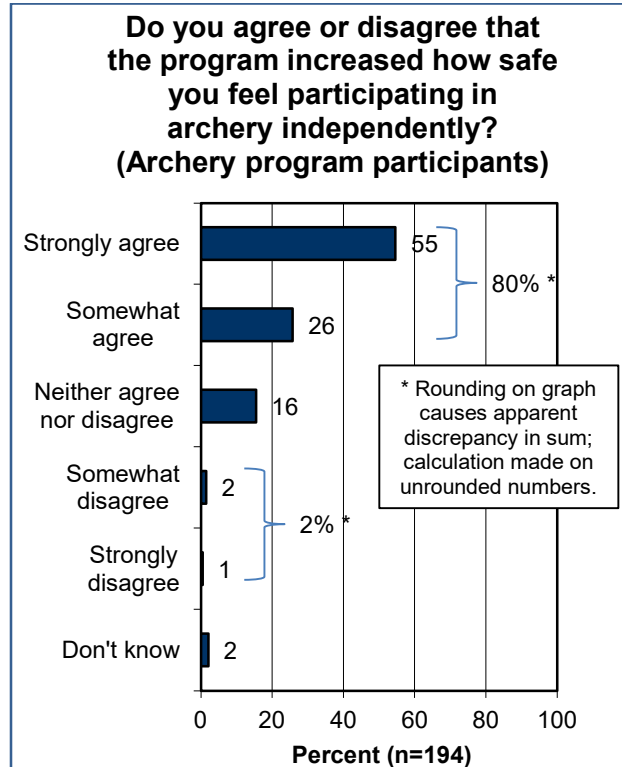
Can you please describe what a successful archery session would be like for you personally? (Archery survey path)
Hit them all in the center ring.
Accuracy and not hurting myself.
Doing it at home with no one around.
Learning something new.
Everyone has a good time and enjoy archery together safely.
Men and women sharing the love of archery and also teaching one another things. Feeling welcomed.
Don't know I practice at home.
Help on purchasing a bow before the session, and then how to use and care for your bow during the session. The session could include target shooting for leisure, as well as how to hunt with a bow (i.e., carrying it in the woods, getting into your stand with the bow, loading and unloading while in your stand, where should you aim at a deer, what distance is ideal for taking a deer).
I enjoy competitive fun experiences with people who are responsible and skilled.
Where I learned from it and saw what I needed to do to correct and perfect it. When I have fun and learned even if I didn't shoot perfectly.
Teaching 12 to 15 Girl Scouts how to safely come on the range and shoot a bow.
A successful session with archery would be harvesting a deer during archery season.
Feeling comfortable with my crossbow & bagging a deer.
If I had the access I would go as often as I could.
I shoot in my back yard.
High score.
We went in and had our equipment set up for success and had our instructors explain the goals for the day and we had a controlled environment.
Having a concentric grouping of arrows.
First safety and maintenance instruction. Latest information and news about the sport. Practice in gallery type setting. Then practice on trail or at stand setting.
Getting practice in and bow is sited in at different yardages.
Hitting my target and being able to hit the kill zone.
Time in the range shooting different distances.
I don't go to ranges but would practice/target shoot at my own property. So a successful session for me would be to feel like my equipment was performing correctly and I had adequate time to practice.
Learning distance, stance.
Hands on. Local. Other women.
Having someone there with the education and ability to guide me towards shooting properly.
Have my own set up and having other women there, having a welcome environment and a mentor.
Open and welcoming, informative, and nonjudgemental.
Being able to practice without time limit.
Having equipment and it being very low cost.
Feeling confident with my bow and successfully executing all of the skills to shoot.
Treestand shooting tactics.
Being new to the crossbow this year, I am happy that my practice is getting better. Happy that I have seen deer and realized that I need to consider where I sit a bit better in relation to the lay of the land. My skills are getting better and if I get a deer that is icing on the cake this year. Definitely like hunting the rut time in MA.
Honestly if it was kids and adults so I could bring my child.
Learning about equipment, hunting rules and hands on instruction.
Practice, critique, suggestions with like-minded people.
If I can learn one new thing about my bow and/or bowhunting for deer I count that successful.

Can you please describe what a successful archery session would be like for you personally? (Archery survey path)
I am not sure I didn't even know that there was ranges for archery or classes.
Spending time with family and being in nature.
Shooting with like-minded, open people with shooting challenges we could grow from.
Hitting my target accurately.
Going to a competition and shooting well.
Hitting the target every pull with 35 yards of the target. Trying some longer shots and making some challenging shots with practice.
1) Safety. 2) Skill improvement. 3) Feedback. 4) Enjoyment and engagement. 5) Community and camaraderie.
Multiple targets, different distances, with people (females).
A safe environment to hone my skills and plenty of space to do so.
Being encouraged to stick it through. Beginning is hard.
Enjoyment of it.
Anytime getting out into the woods and just be out there.
Depending on what type of archery. cross bow vs regular bow.
Something that is constant and just not for the season.
Feeling comfortable and confident enough to hunt and get an animal properly.
For hunting it would be just seeing an animal, for practicing it would be making the target.
Nice setup with decent targets.
Getting more confident and efficient.
Comfortable and controlled shots and getting exercise.
Hitting the target in the correct and aimed for spot more than not.

COMFORT AND CONFIDENCE IN TARGET ARCHERY

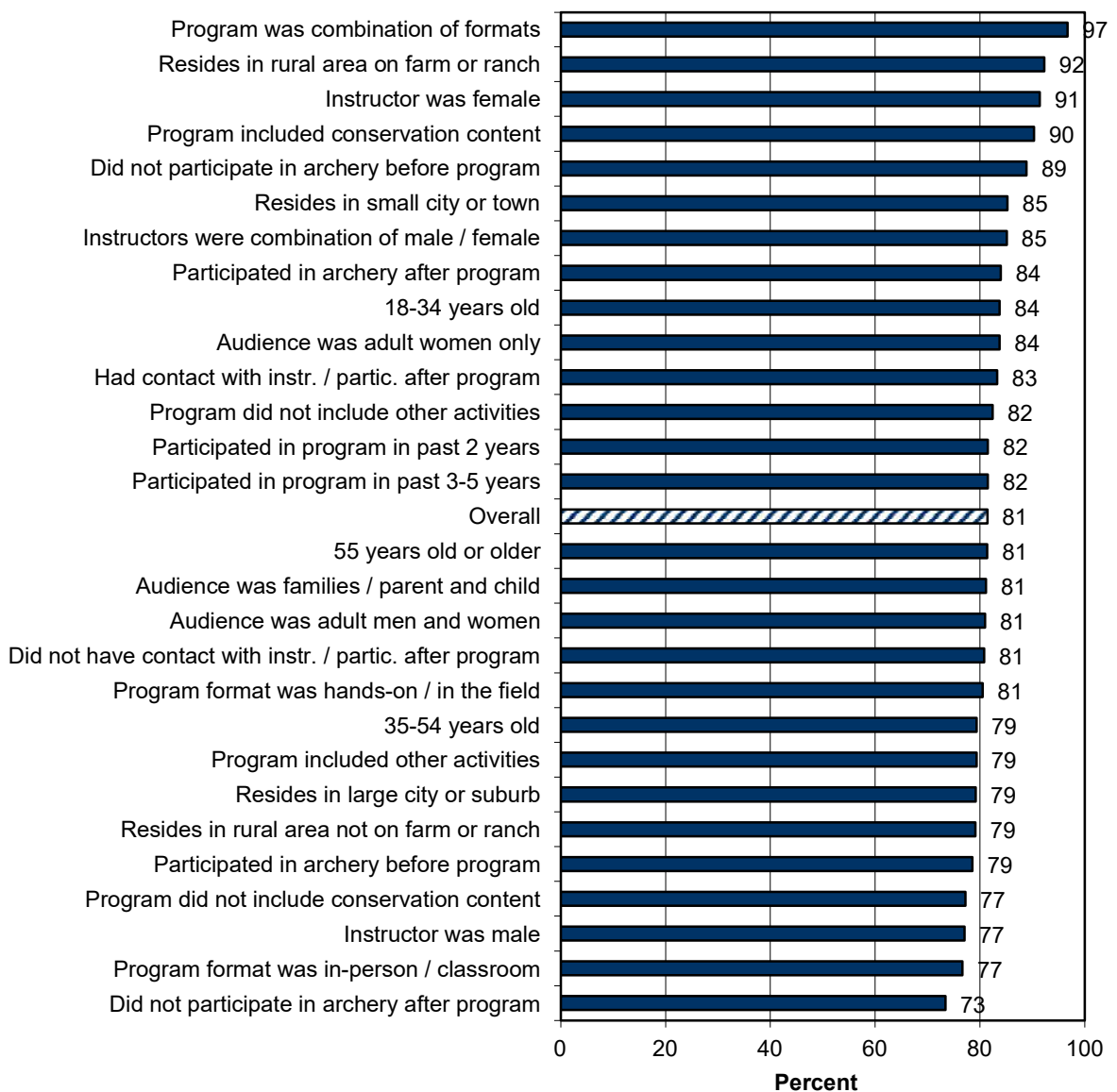


The survey asked about whether the program increased feelings of comfort, safety, and preparedness while engaging in archery. For each of these, agreement that the program did so is far higher than disagreement. In general, the results across the three questions are not markedly different.



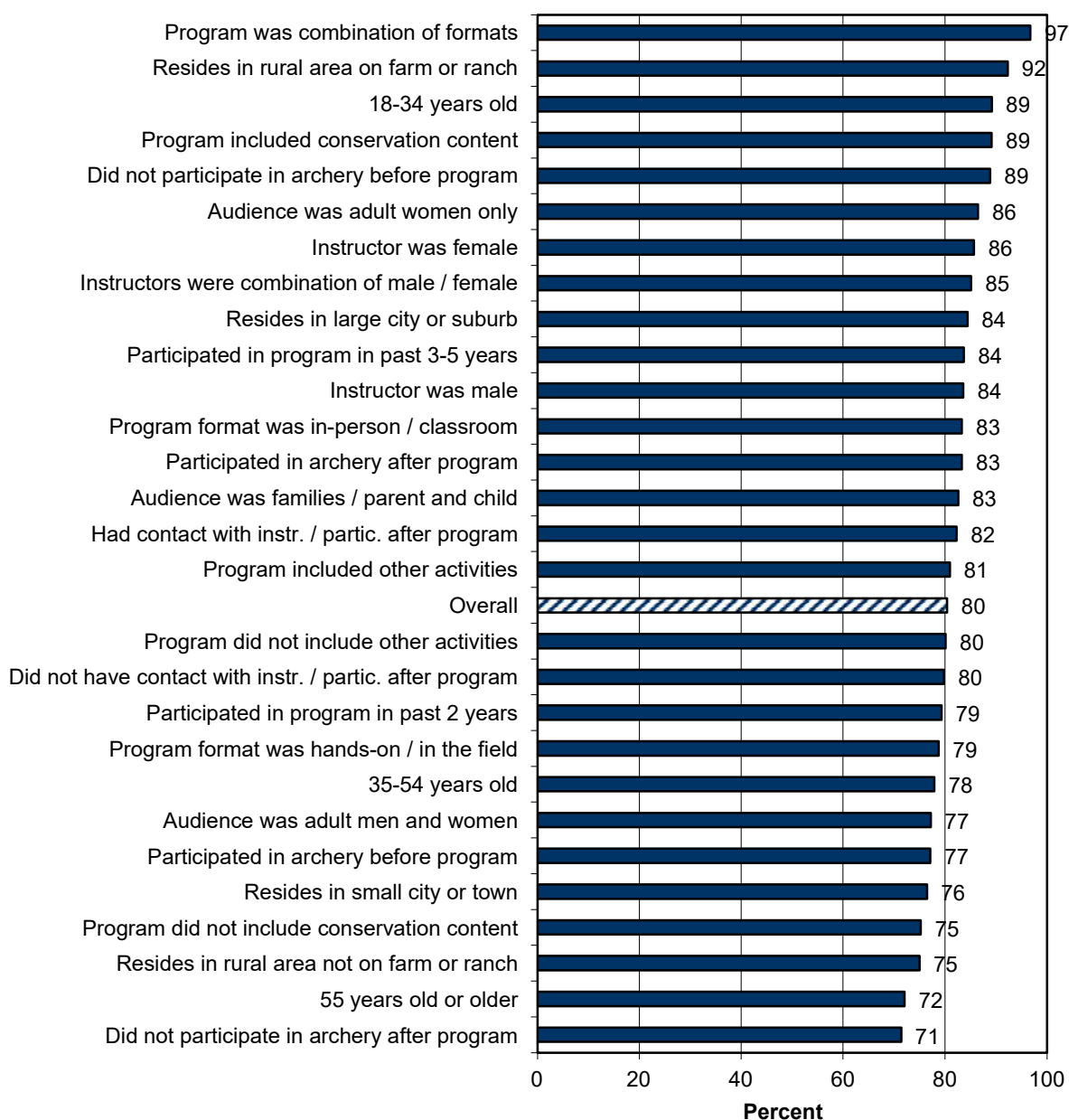
Demographic analyses show that an increase in feelings of comfort when participating in archery is associated with having a program that was a combination of formats, residing in a rural area on a farm or ranch, having a program with a female instructor, and having a program that included conservation content.

**Percent of the following groups who strongly or somewhat agree that the program increased how comfortable they feel participating in archery independently.
(Archery program participants)**



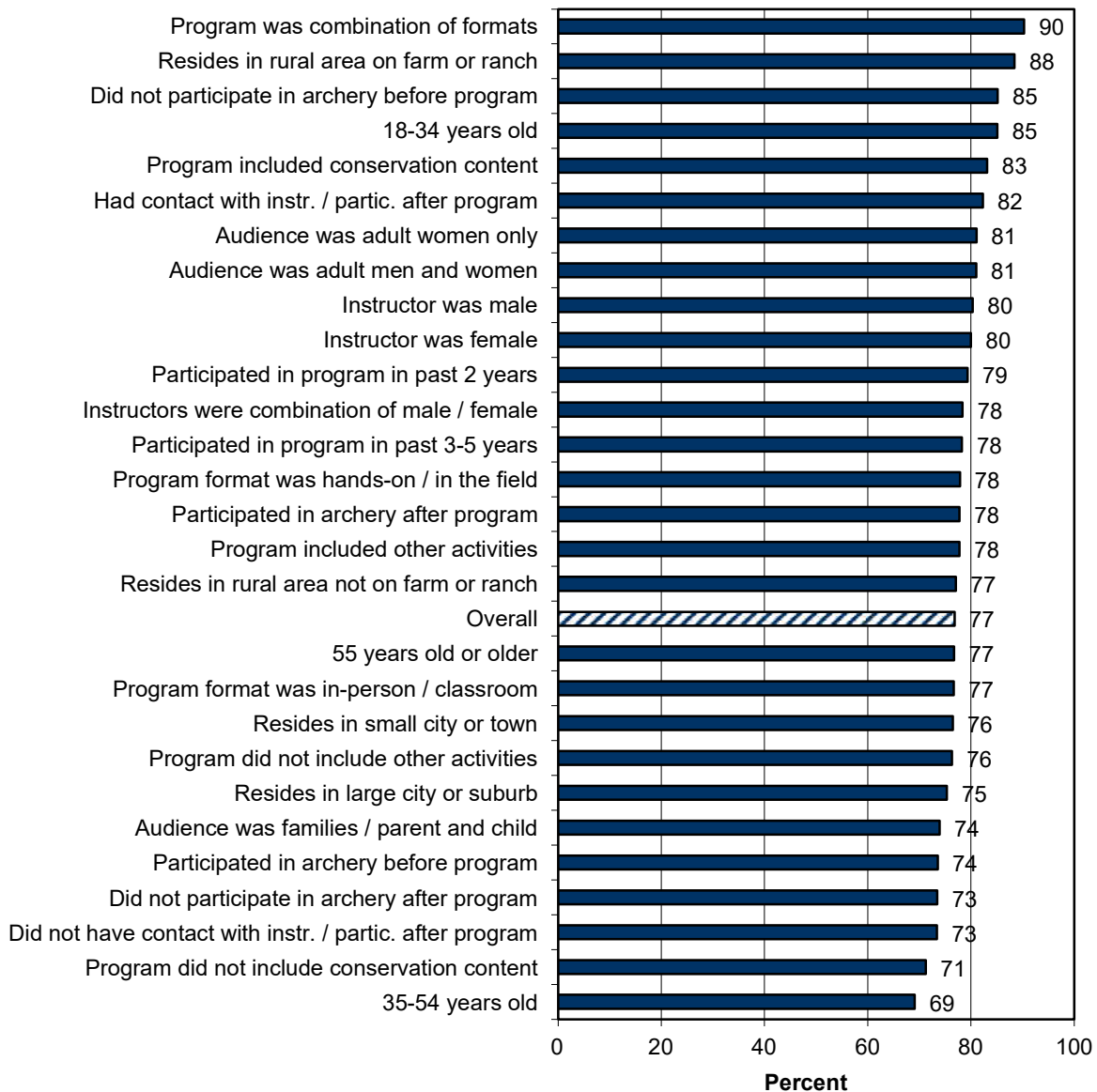
An increase in feelings of safety while shooting archery is associated with having a program that was a combination of formats, residing in a rural area on a farm or ranch, being in the younger age bracket, having a program that included conservation content, being in a program for women only, and having a female instructor.

Percent of the following groups who strongly or somewhat agree that the program increased how safe they feel participating in archery independently. (Archery program participants)



An increase in feelings of preparedness from the program, among program participants, is associated with having a program with a combination of formats, living in a rural area on a farm or ranch, not having participated in archery before the program, being in the younger age bracket, and having a program that included conservation content.

Percent of the following groups who strongly or somewhat agree that the program increased how prepared they feel to participate in archery independently. (Archery program participants)



Open-ended questions explored aspects of the programs that helped women feel more comfortable participating in archery independently, among program participants. For archery activity-only participants, the survey asked them to indicate what they think a program should offer to make them more comfortable.

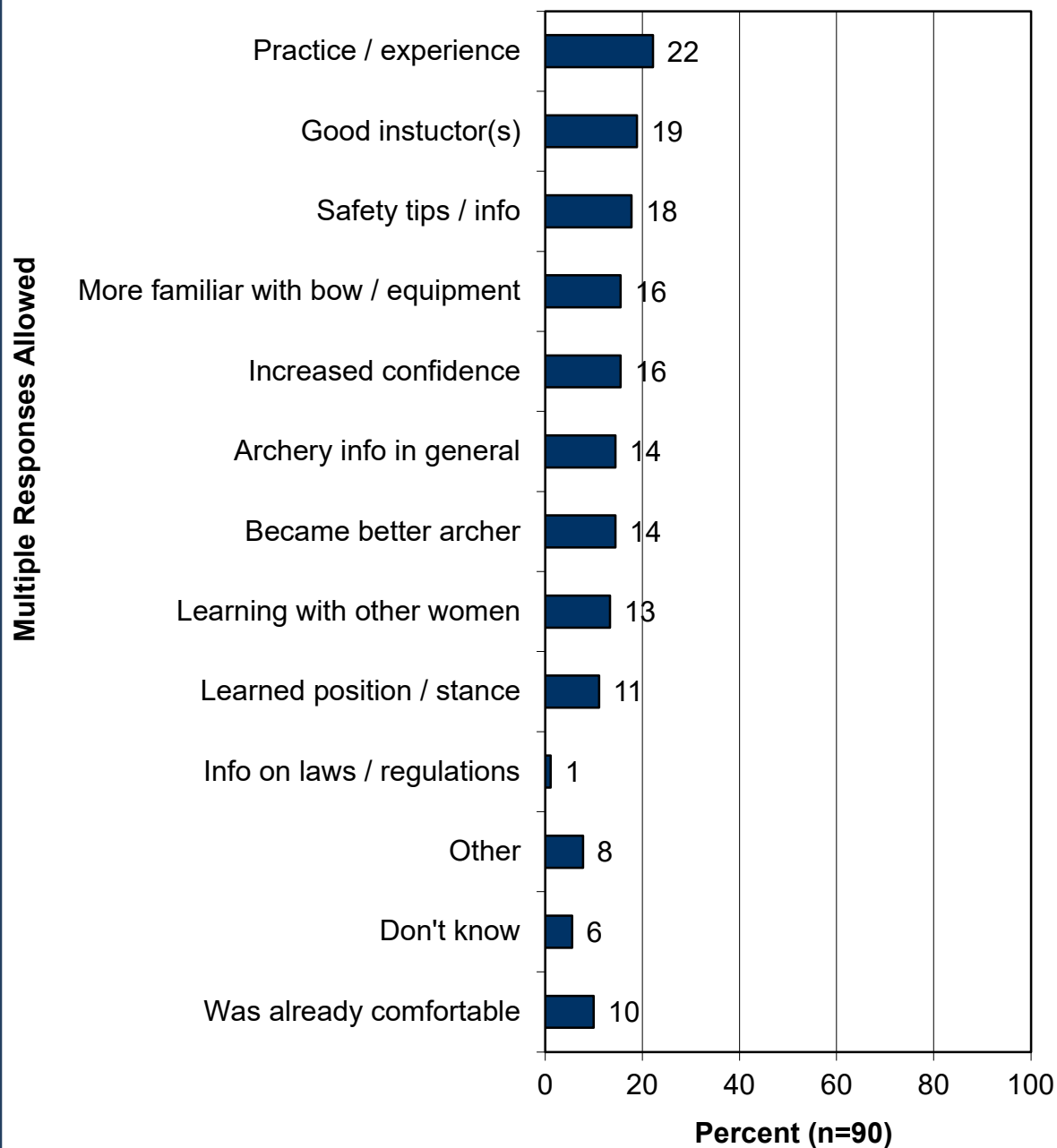
Feelings of comfort at archery are associated with practice/experience, good instructors, learning safety, and familiarization with equipment.

The parts of the program that most help women feel safe when shooting archery are equipment-specific lessons, safety tips, and camaraderie with those associated with the program. The graph for program participants who did not agree that the program made them feel safer is not shown; all responses were *no* or *don't know*.

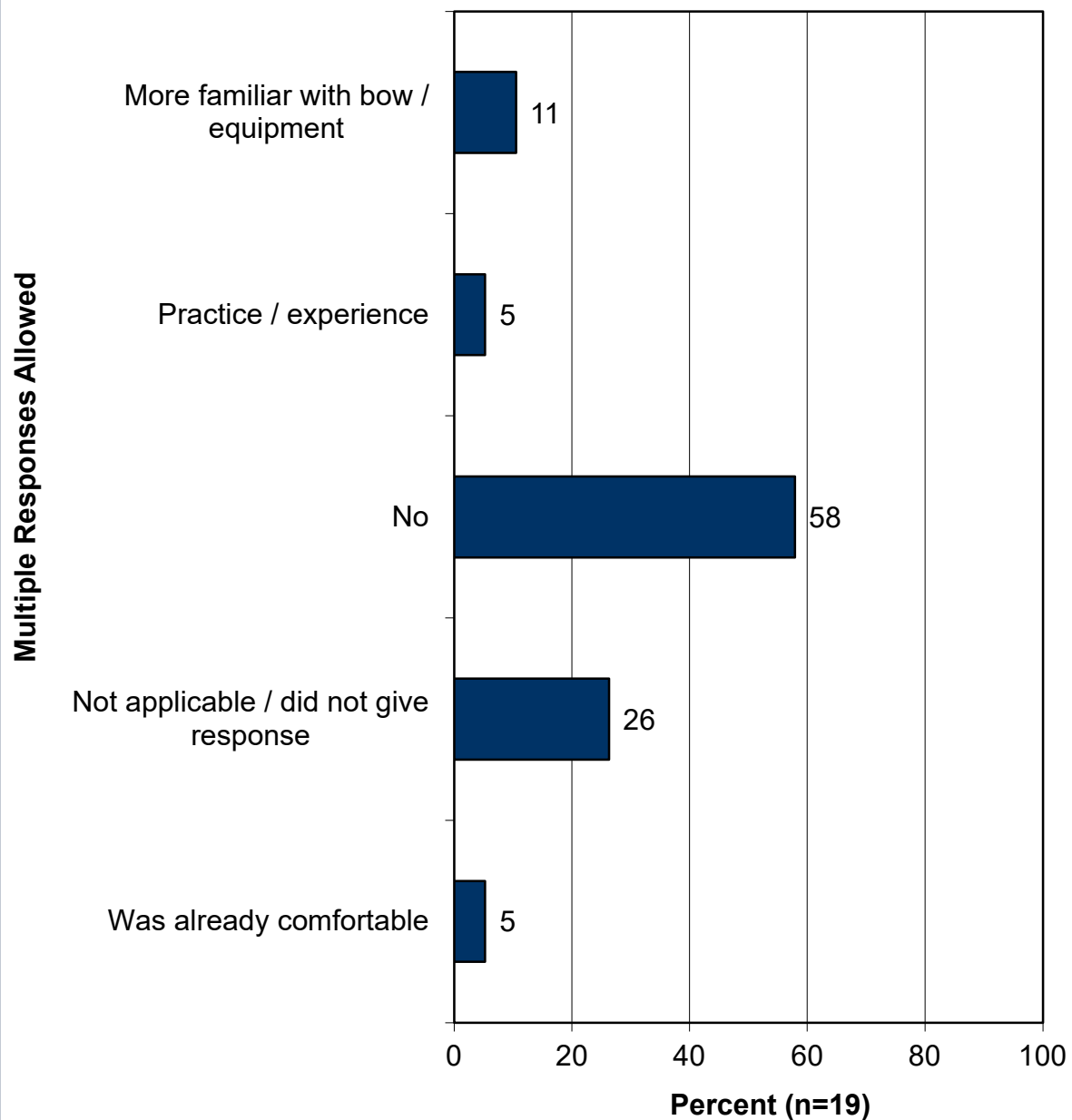
The parts of the program related to preparedness that are important are the simple practice and the mentoring.

These graphs start on the following page.

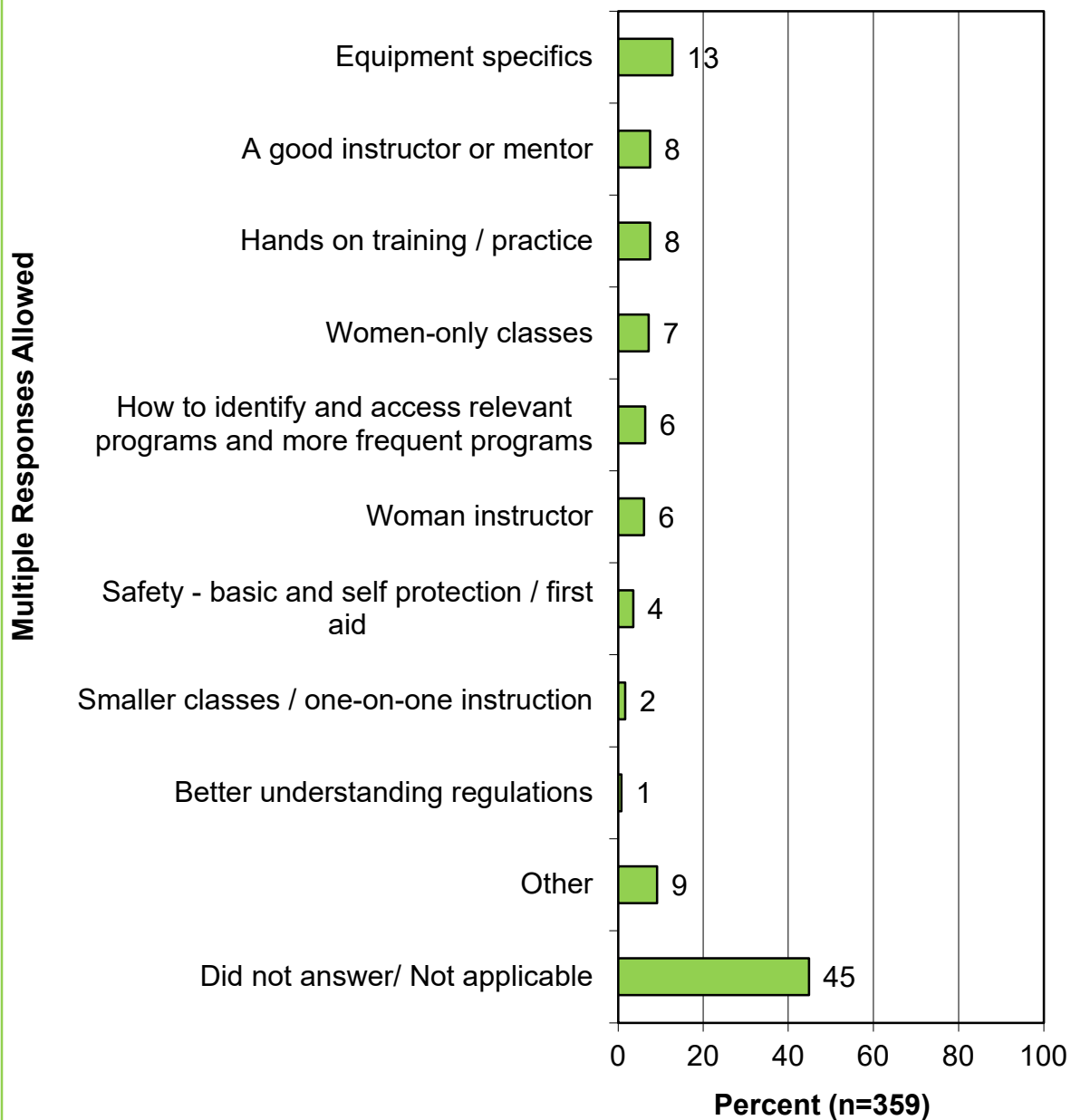
**Specifically, what parts of the program helped you feel more comfortable about participating in archery independently? (Asked of those who agree program increased comfort.)
(Archery program participants)**



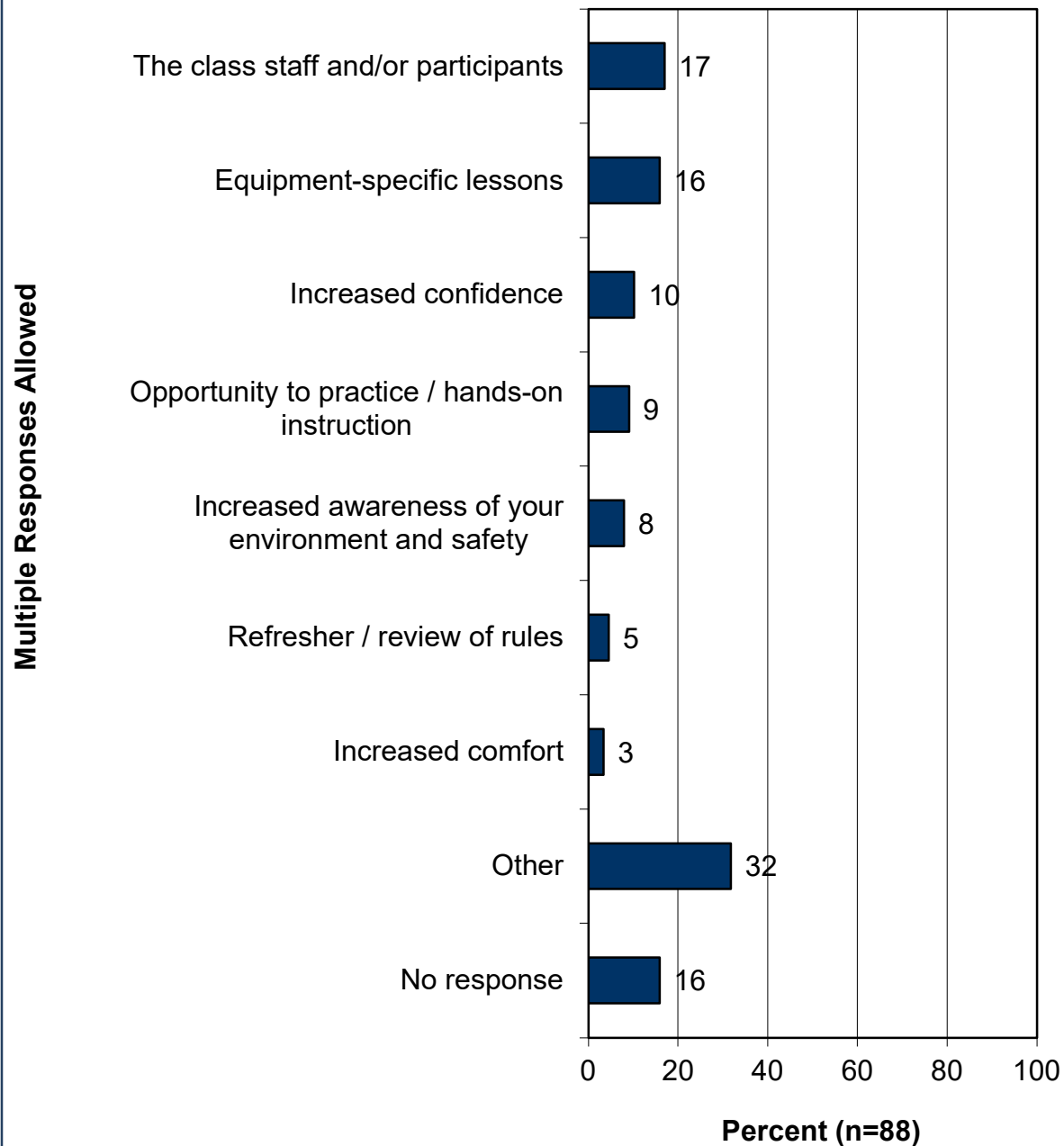
**Specifically, did any parts of the program help you feel more comfortable about participating in archery independently?
IF YES: Which parts? (Asked of those who did not agree program increased comfort.)
(Archery program participants)**



**If you were to participate in an archery program in the next 2 years, specifically what do you think the program should offer or provide to make you feel more comfortable about participating in archery?
(Archery activity-only participants)**

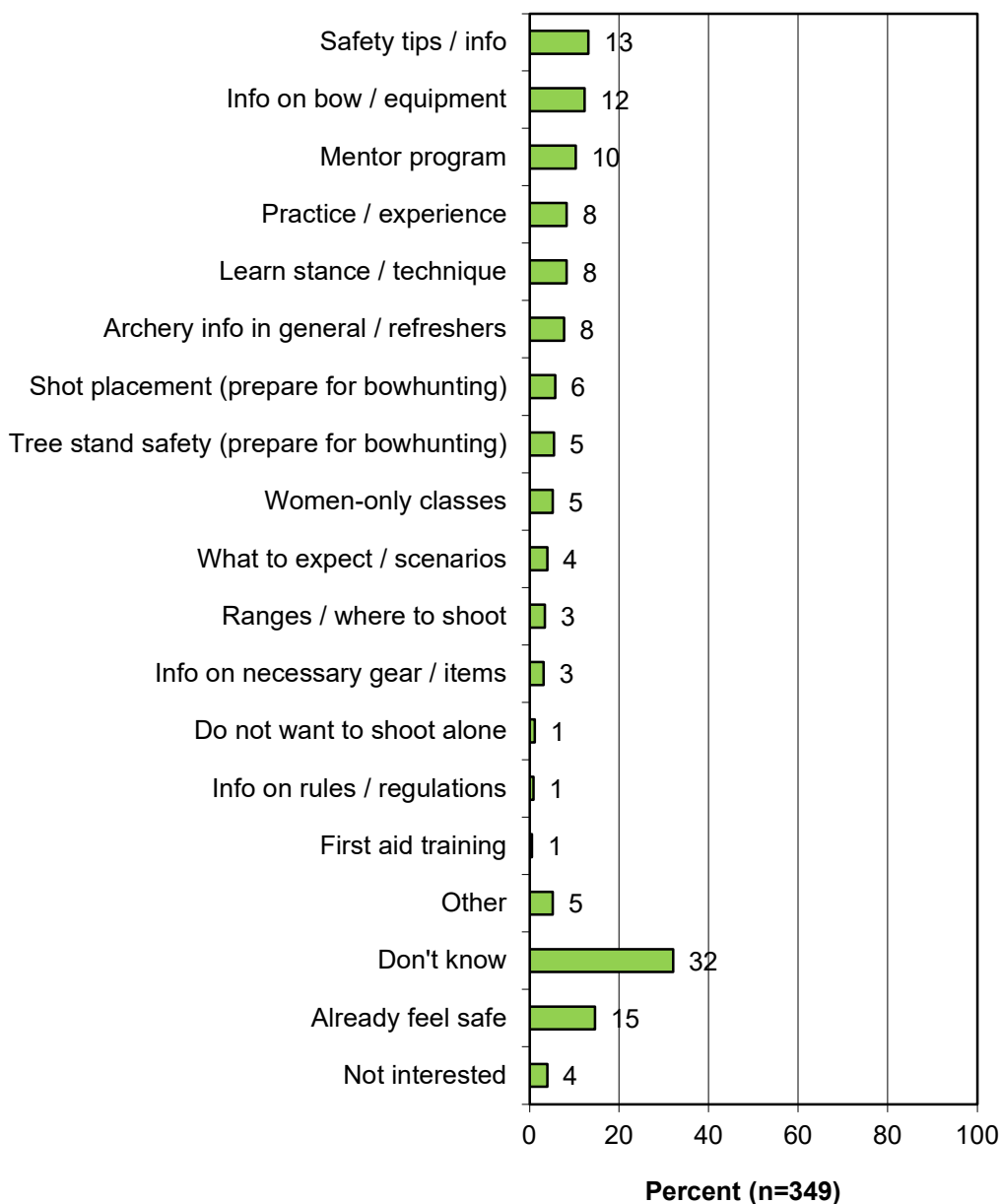


**Specifically, what parts of the program helped
you feel safer participating in archery
independently? (Asked of those who agree
program increased safety.)
(Archery program participants)**

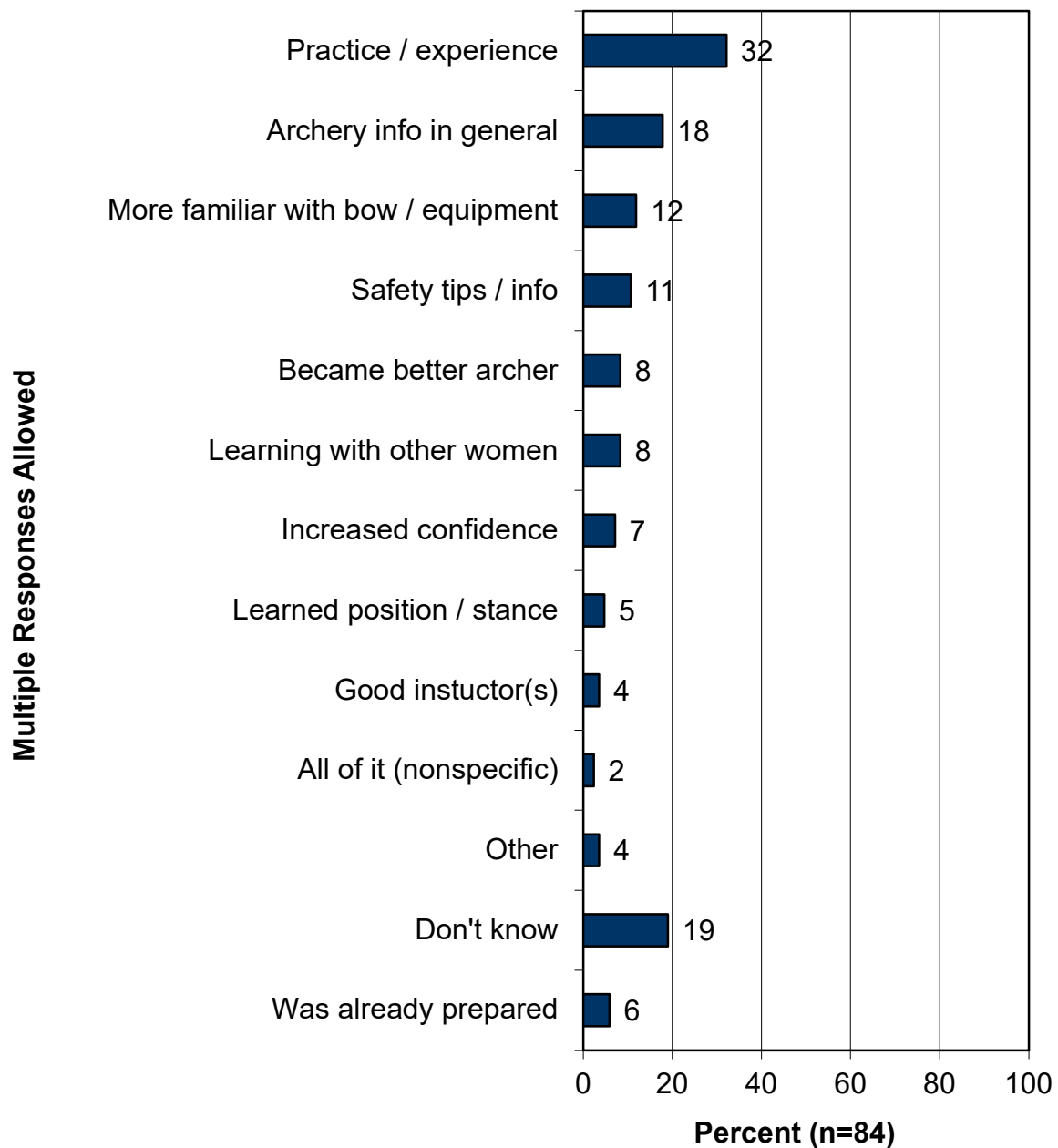


**If you were to participate in an archery program in the next 2 years, specifically what do you think the program should offer or provide to make you feel safer participating in archery independently?
(Archery activity-only participants)**

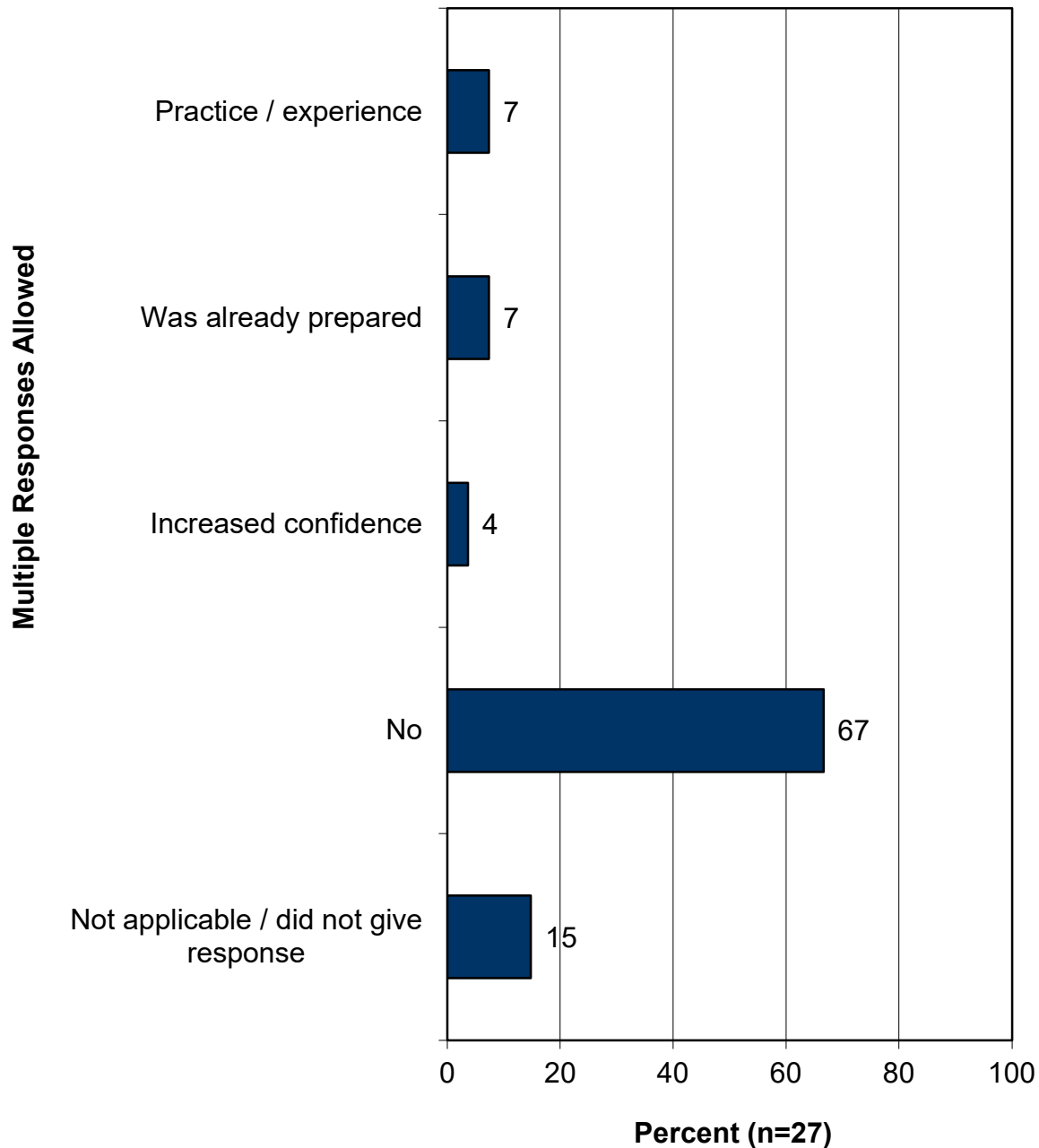
Multiple Responses Allowed



**Specifically, what parts of the program helped you feel more prepared to participate in archery independently? (Asked of those who agree program increased preparedness.)
(Archery program participants)**

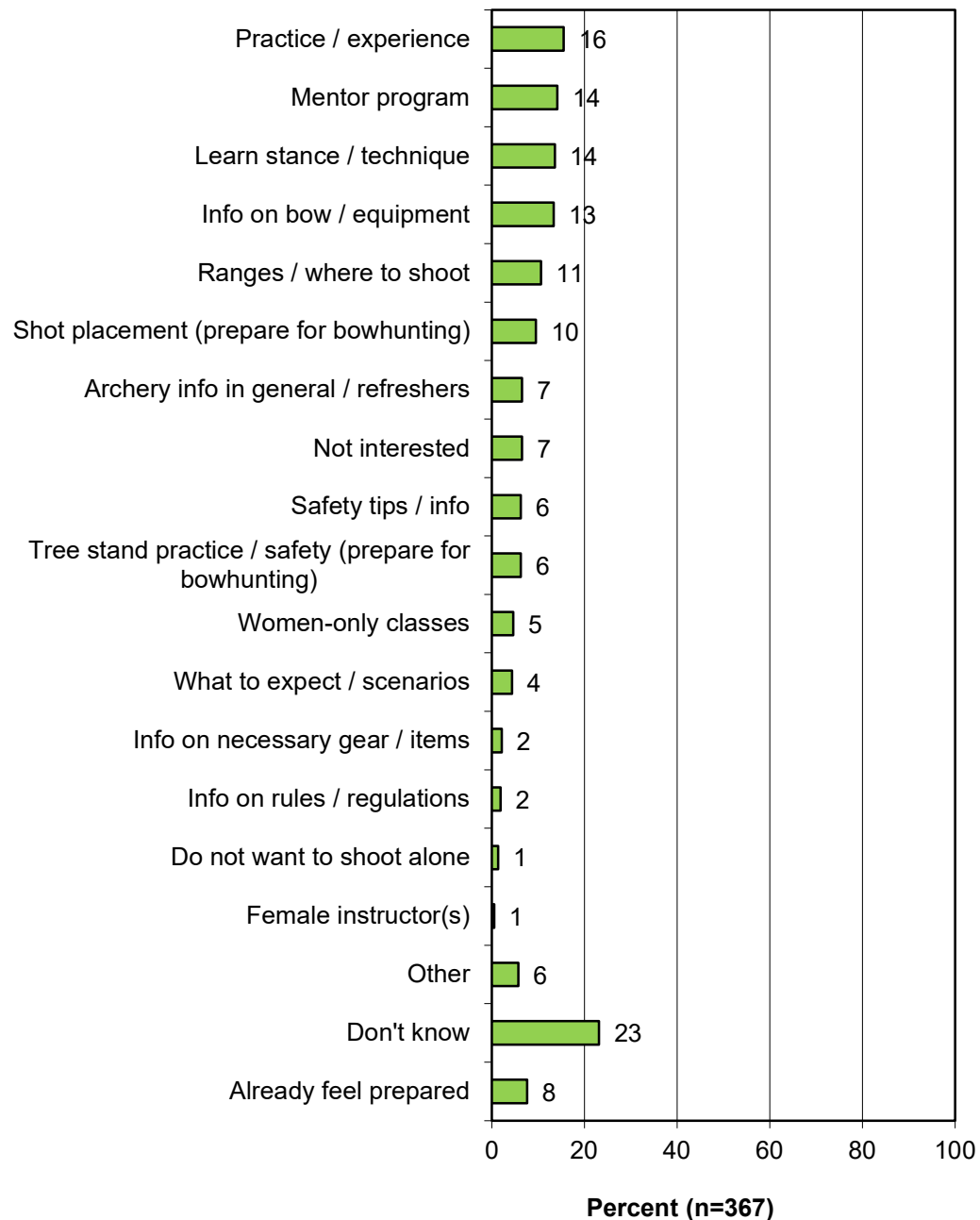


Specifically, did any parts of the program help you feel more prepared to participate in archery independently? IF YES: Which parts? (Asked of those who did not agree program increased preparedness.) (Archery program participants)



**If you were to participate in an archery program in the next 2 years, specifically what do you think the program should offer or provide to make you feel more prepared to participate in archery independently?
(Archery activity-only participants)**

Multiple Responses Allowed



The survey presented statements about archery and asked women to indicate their agreement or disagreement with each statement. Of the 13 statements, 5 of them have positive connotations (e.g., “I am relaxed when participating in archery”), 6 of them have negative connotations (e.g., “Sometimes I feel my archery skills are inadequate”), and 2 of them pertain to preference of doing archery alone or with someone else for safety reasons. The horizontal lines divide the graph into these parts. The sums for overall agreeing and overall disagreeing are shown below each bar, summed on unrounded numbers (the graphs are rounded to the integer, but the data are stored in decimal format). Also note that the values in the “Don’t know” response are deleted for better legibility.

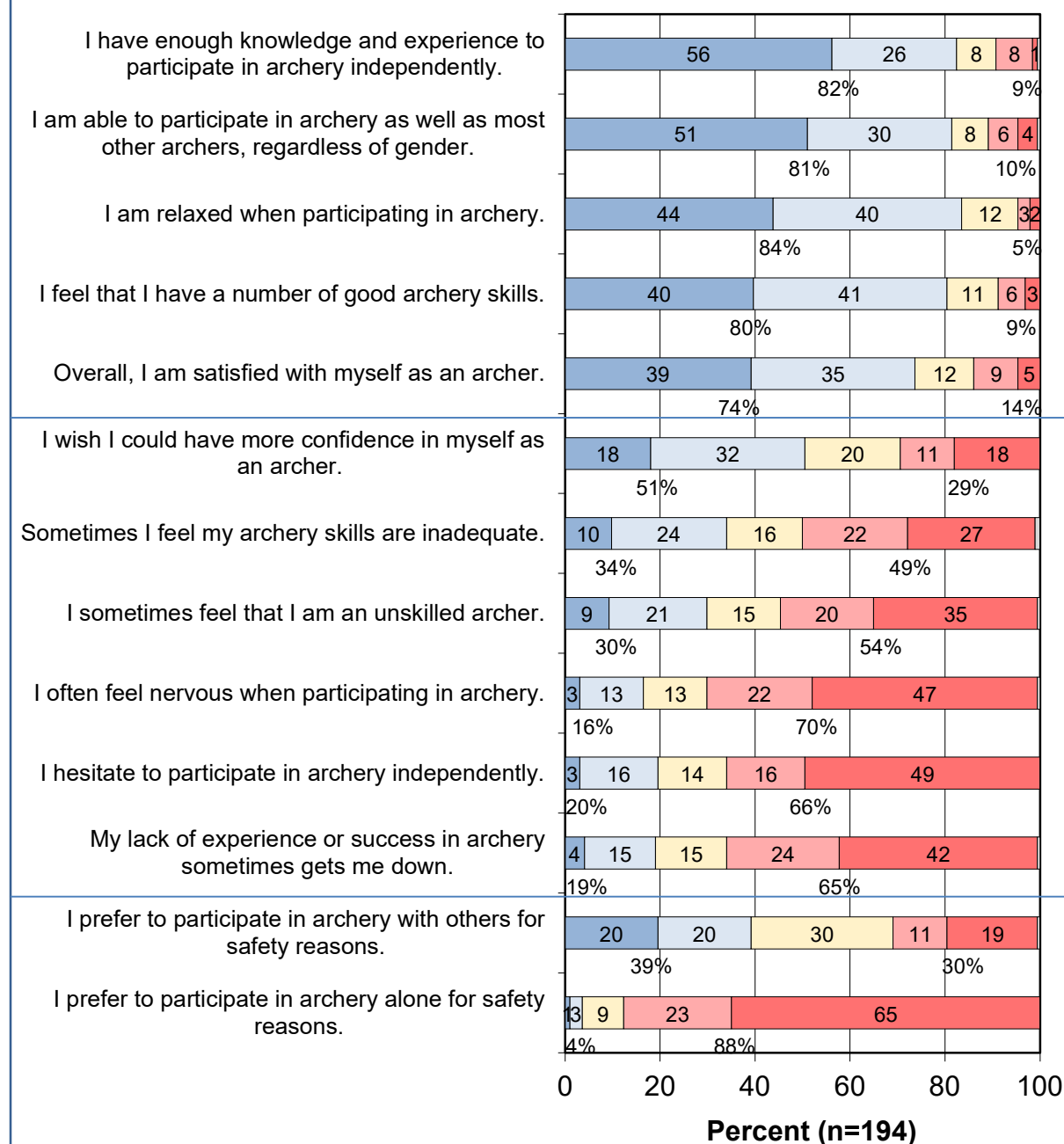
Among both archery program participants and archery activity-only participants, agreement is quite robust for all of the positive statements (from 74% to 84% among program participants and 80% to 91% among activity-only participants). Among program participants, agreement is highest for the statement, “I am relaxed when participating in archery” (84% overall agree, although only 44% *strongly* agree) and “I have enough knowledge and experience to participate in archery independently” (56% *strongly* agree and 82% agree overall). Among archery activity-only participants, agreement is highest for the statement, “I am able to participate in archery as well as most other archers, regardless of gender” (76% *strongly* agree and 91% agree overall).

Regarding the negative statements, for which a lack of disagreement indicates a problem, there is fairly high disagreement for most of the statements, with a few exceptions. Among archery program participants, disagreement is relatively low with two statements: “I wish I could have more confidence in myself as an archer” (only 18% *strongly* disagree and 29% disagree overall) and “Sometimes I feel my archery skills are inadequate” (27% *strongly* disagree and 49% disagree overall). Among archery activity-only participants, disagreement is relatively low for “I wish I could have more confidence in myself as an archer” (only 28% *strongly* disagree and 43% disagree overall).

Finally, among both groups, there is a preference, for safety reasons, for participating in archery with others over doing archery alone.

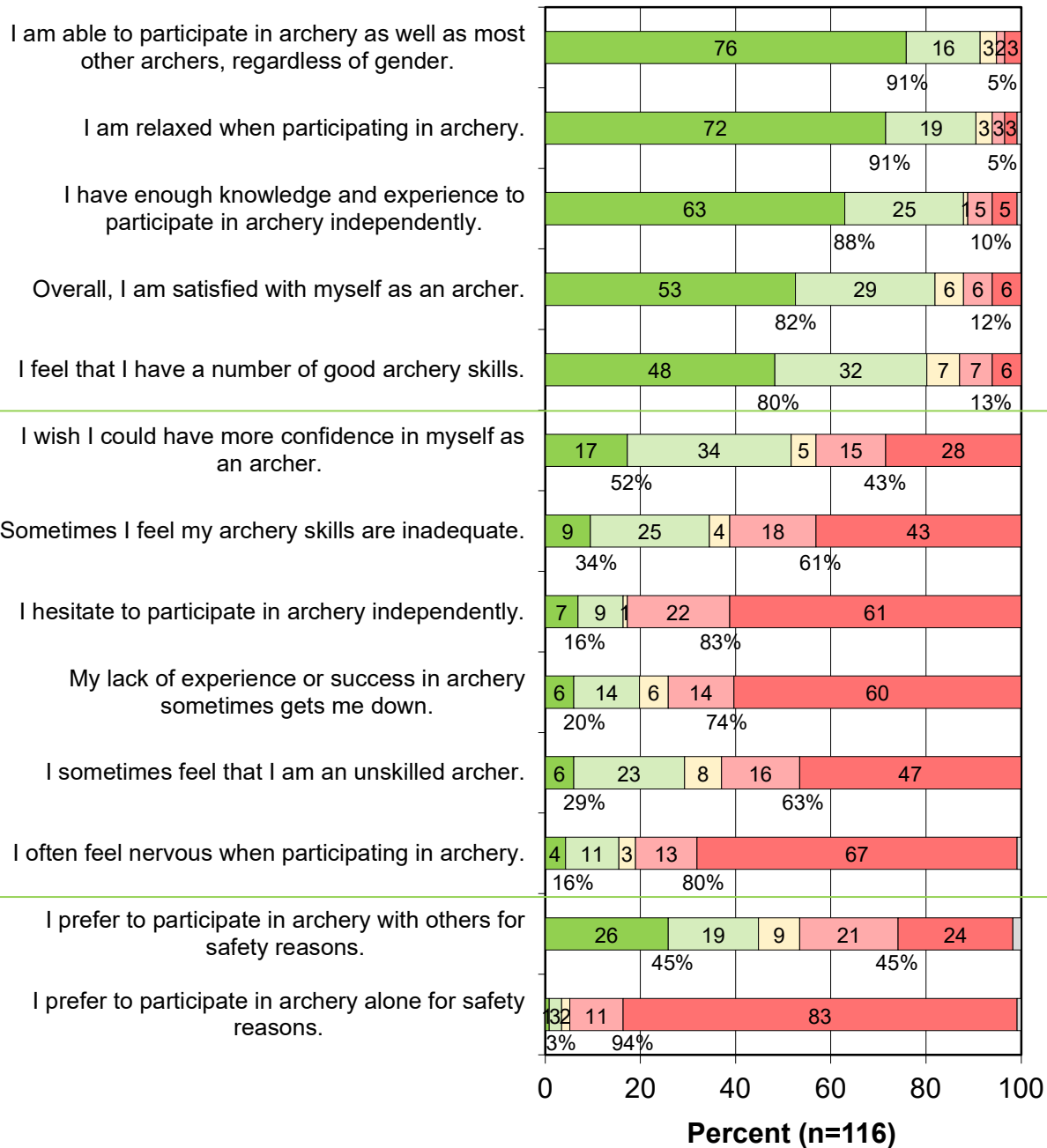
Next, please [tell me / indicate] how much you agree or disagree with each of the following statements. (Archery program participants)

Strongly agree Somewhat agree Neither Somewhat disagree Strongly disagree Don't know



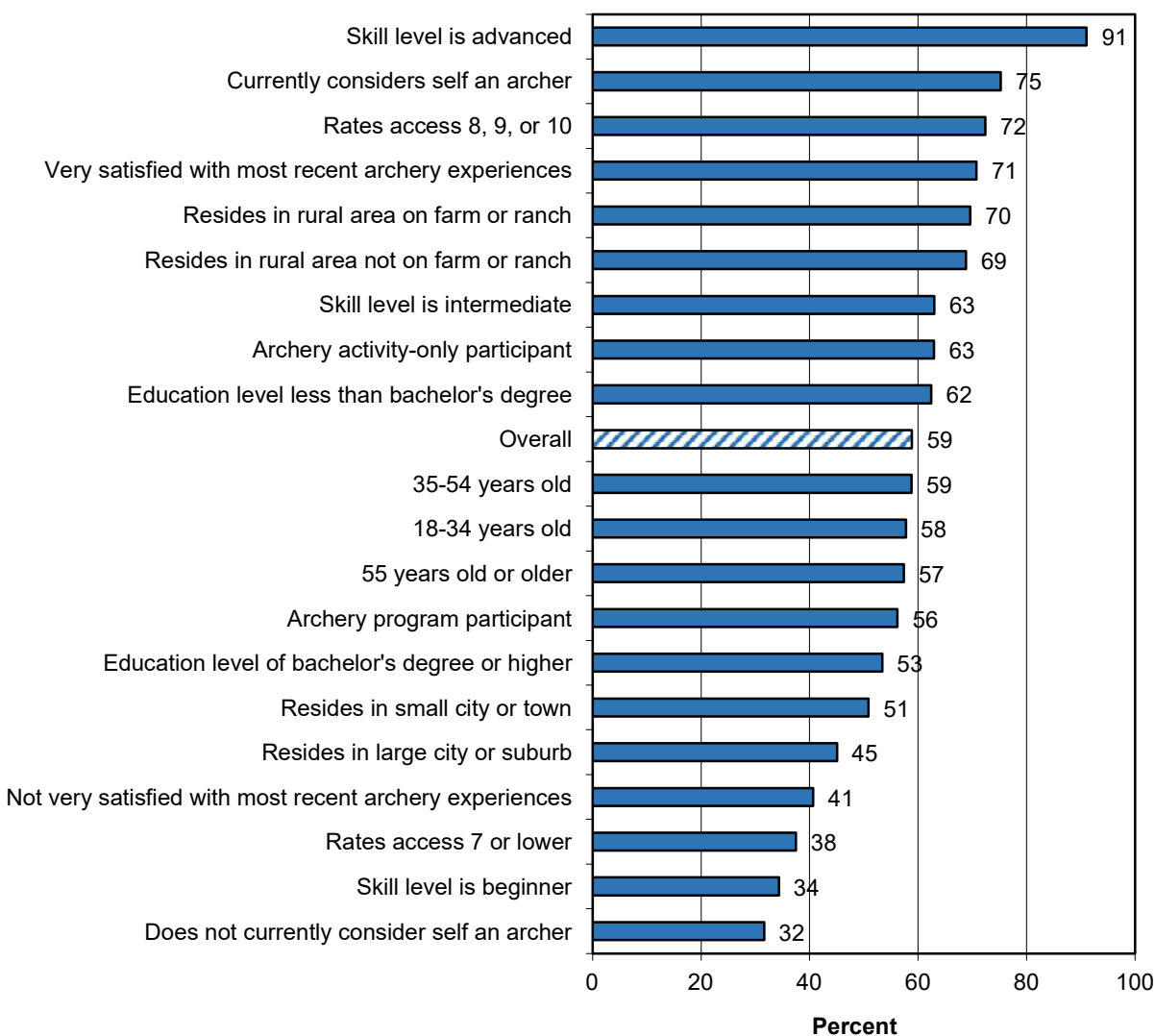
Next, please [tell me / indicate] how much you agree or disagree with each of the following statements. (Archery activity-only participants)

Strongly agree Somewhat agree Neither Somewhat disagree Strongly disagree Don't know

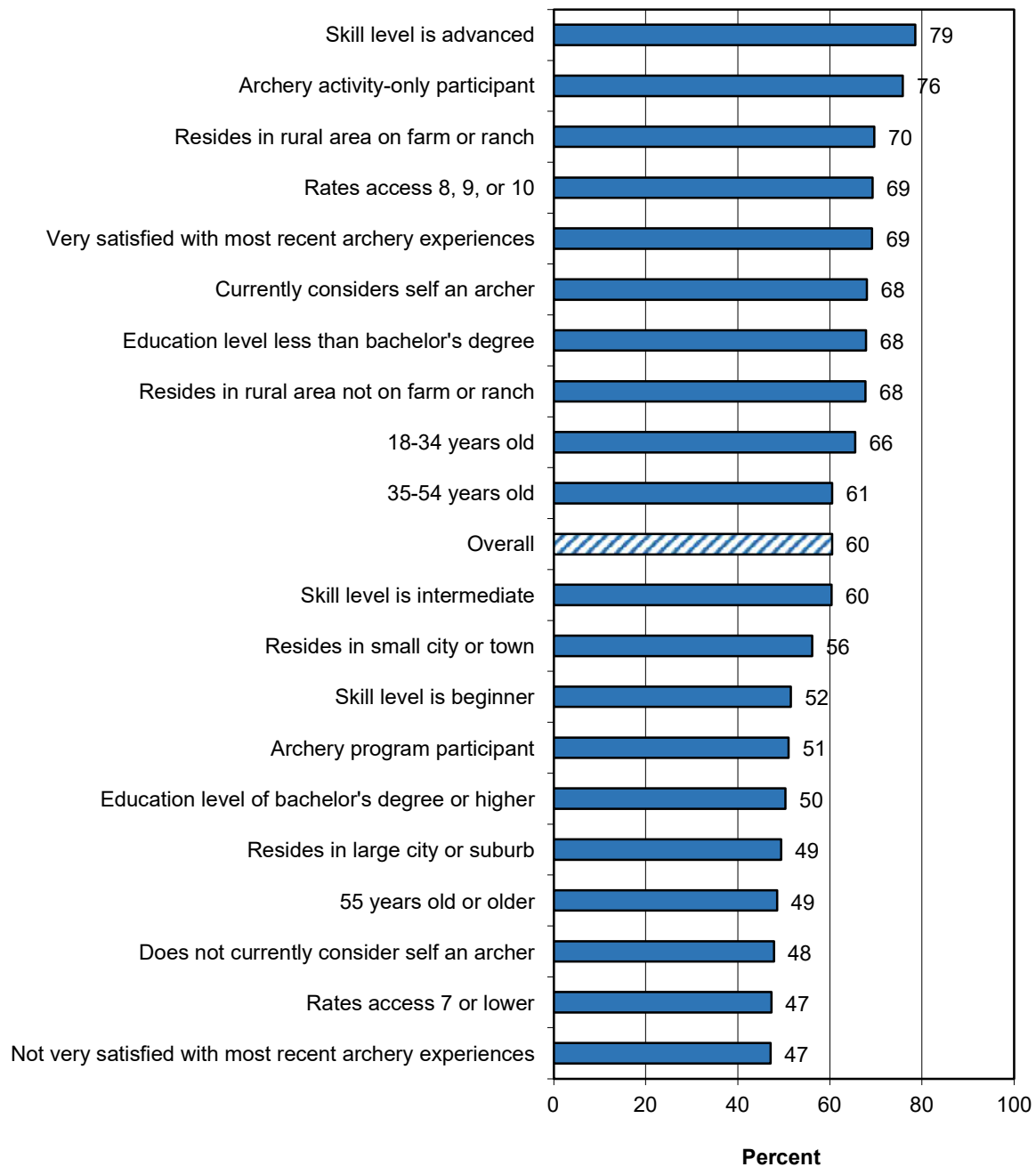


Demographic analyses were run of most of the questions in the above series (the percentage of agreement for wanting to shoot archery alone for safety reasons was too low to be included in the demographic analyses graphs). For the five positive statements in the series, the following characteristics were among the top in every graph: considers oneself to be an advanced archer, considers oneself to be an archer, rates access high, is *very* satisfied with archery experiences, and lives in a rural area on a farm or ranch. Two more characteristics were among the top in four of the five positive graphs: living in a rural area not on a farm or ranch and being an activity-only participant.

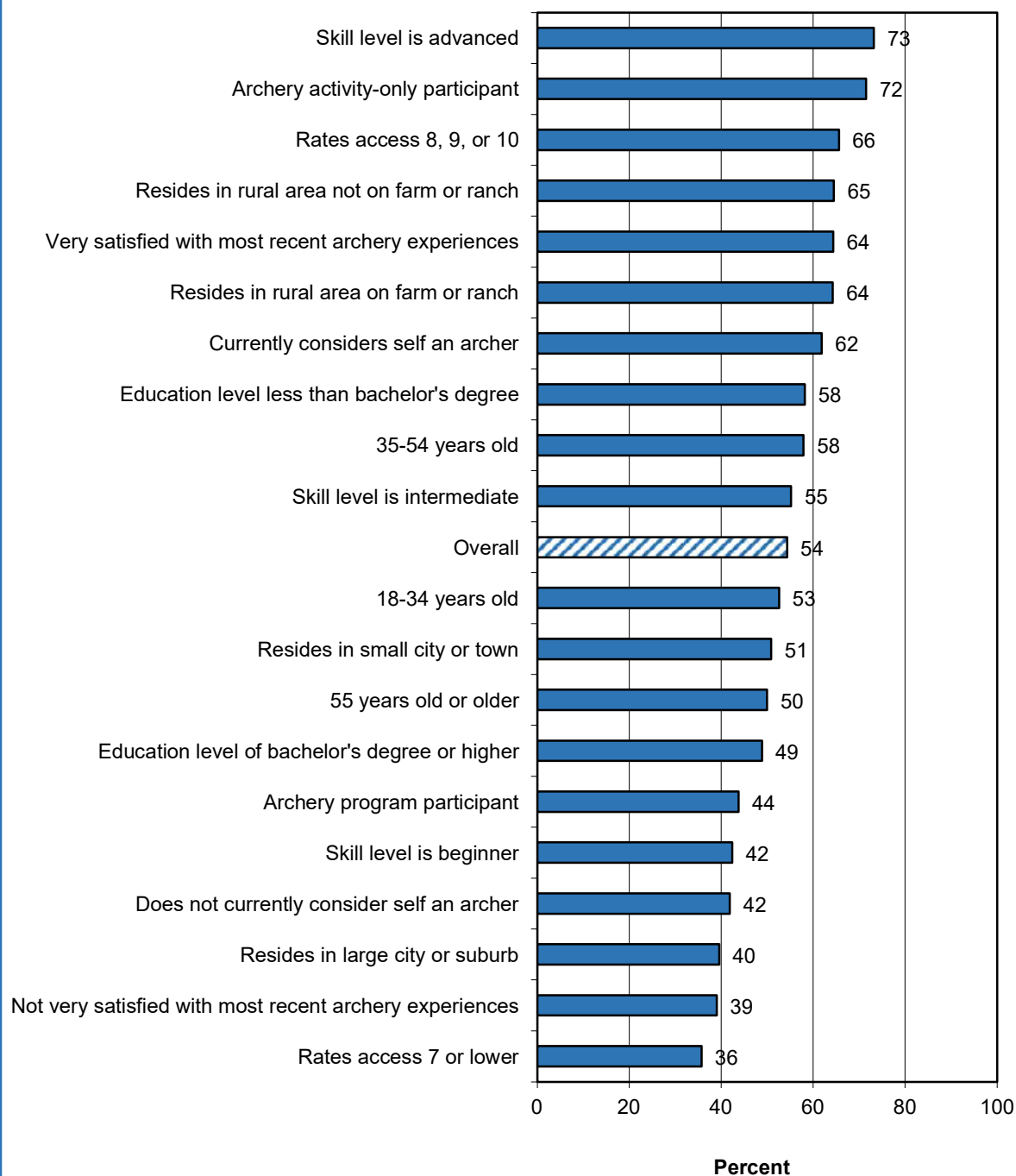
Percent of the following groups who strongly agree that they have enough knowledge and experience to participate in archery independently. (Archery survey path)



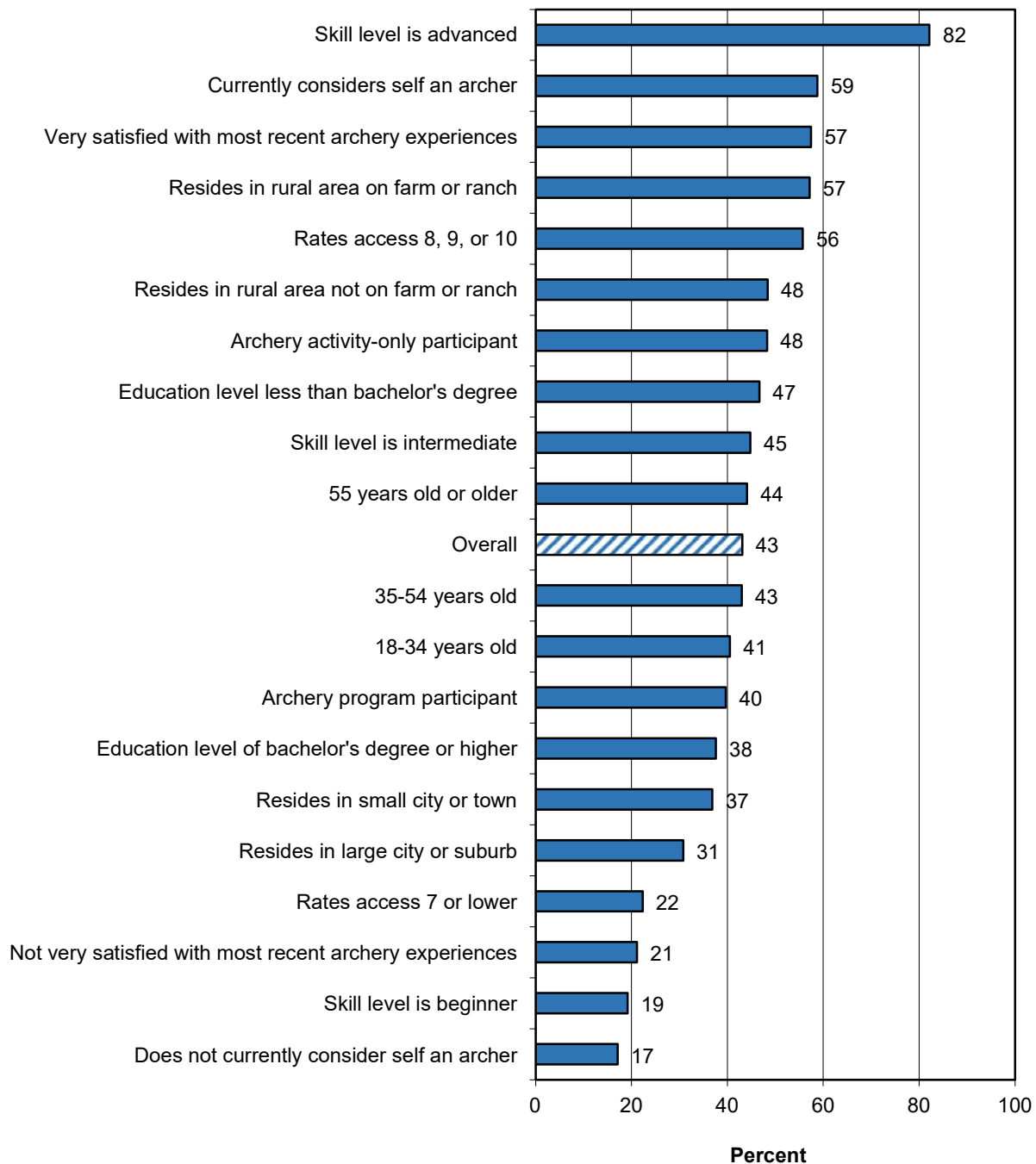
Percent of the following groups who strongly agree that they are able to participate in archery as well as most other archers, regardless of gender. (Archery survey path)



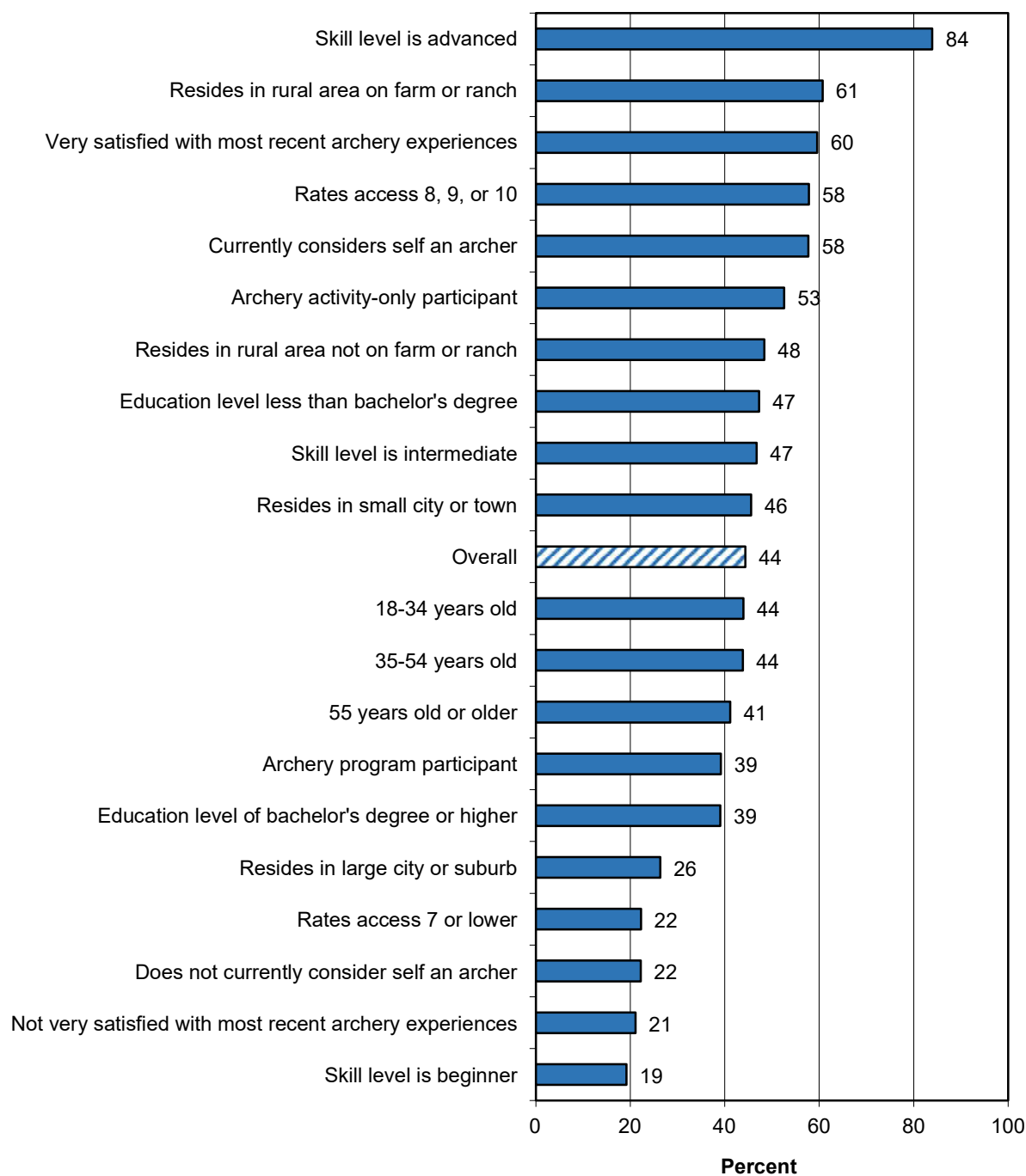
Percent of the following groups who strongly agree that they are relaxed when participating in archery. (Archery survey path)



Percent of the following groups who strongly agree that they have a number of good archery skills. (Archery survey path)

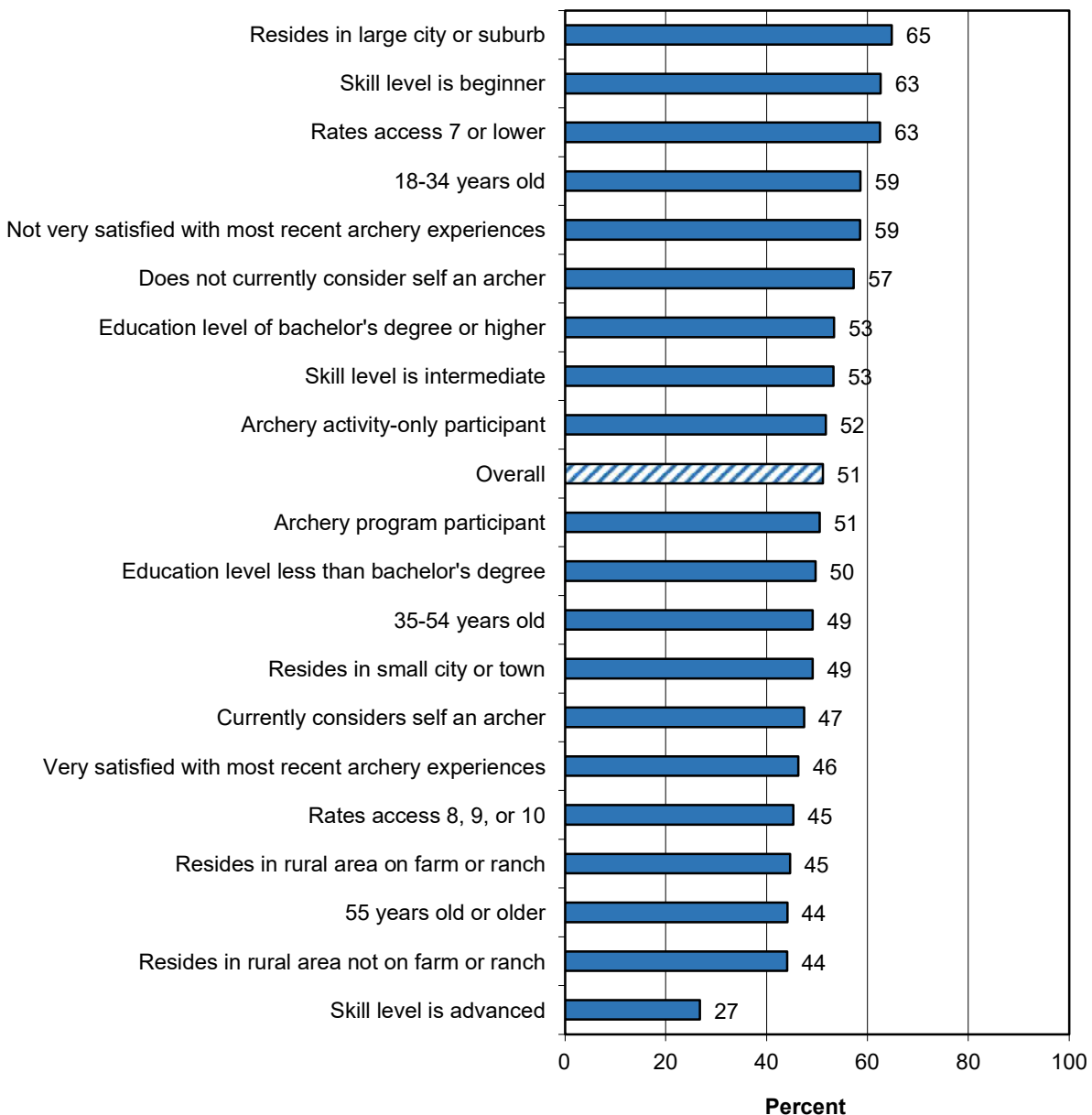


Percent of the following groups who strongly agree that they are overall satisfied with themselves as archers. (Archery survey path)

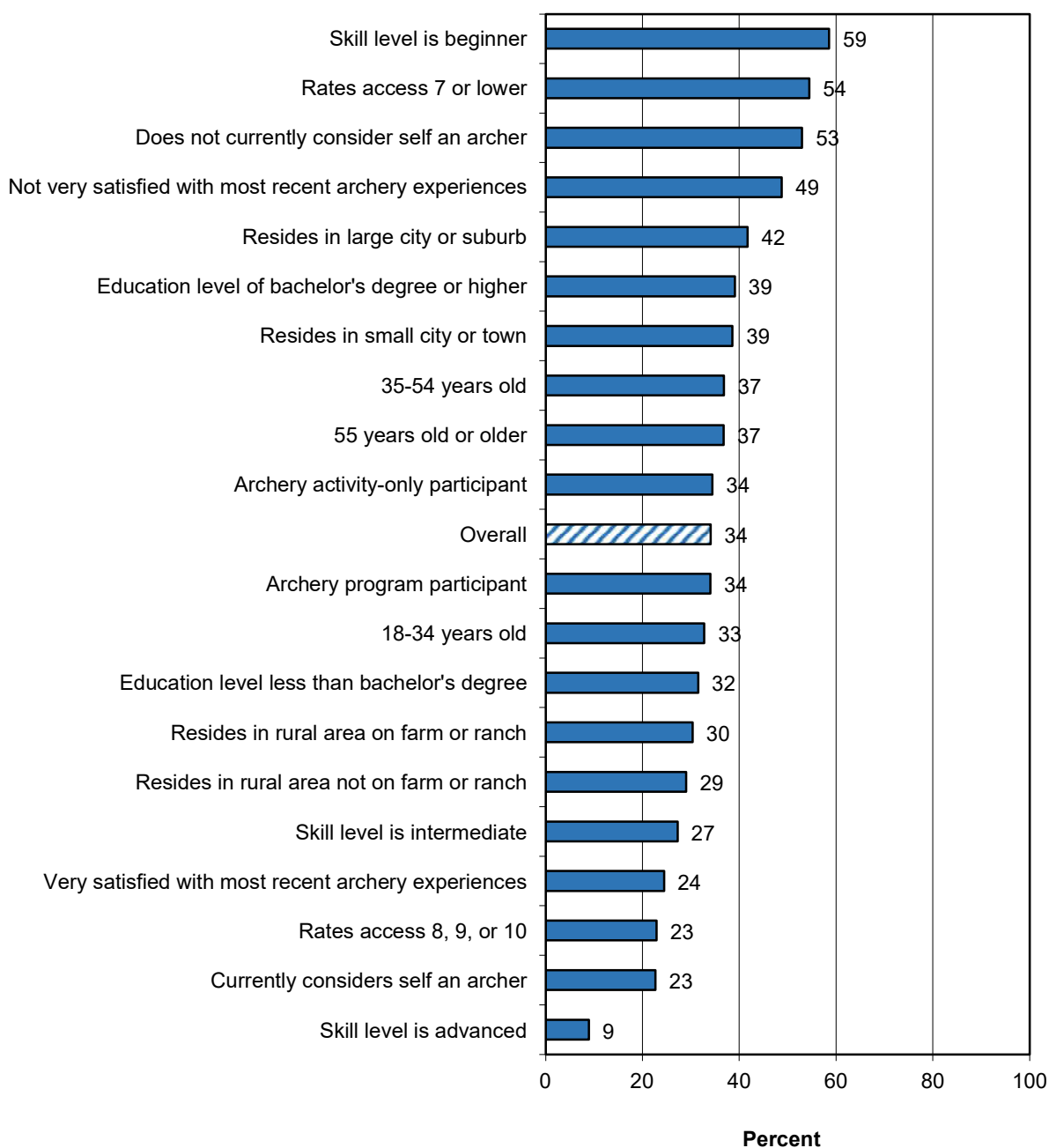


Regarding the negative statements, five characteristics are among the top in agreement in every graph or nearly every graph: living in a large city or suburban area, considering oneself to be a beginner, rating access low, not being very satisfied with archery experiences, and not considering oneself to be an archer.

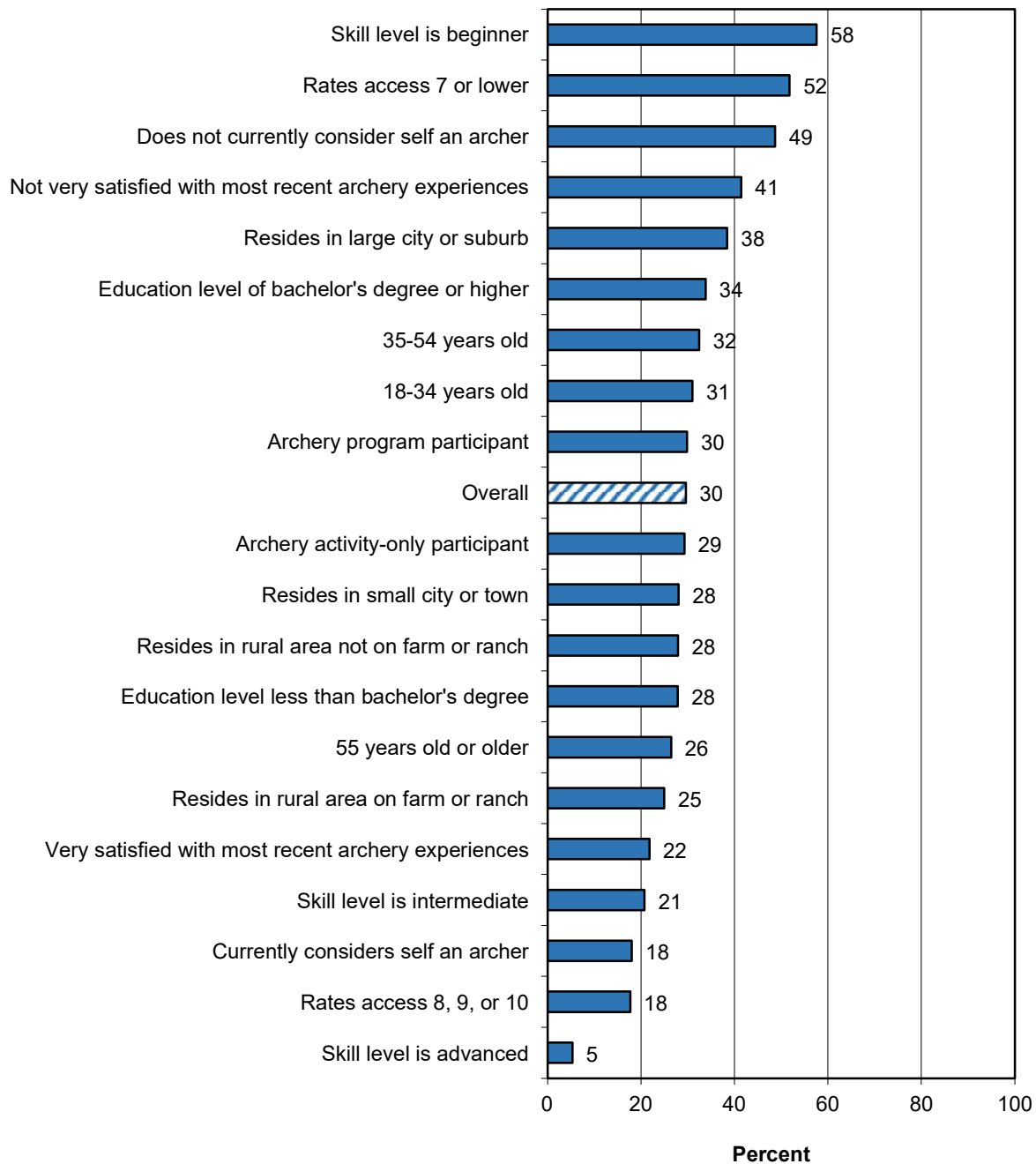
**Percent of the following groups who strongly or somewhat agree that they wish they could have more confidence in themselves as archers.
(Archery survey path)**



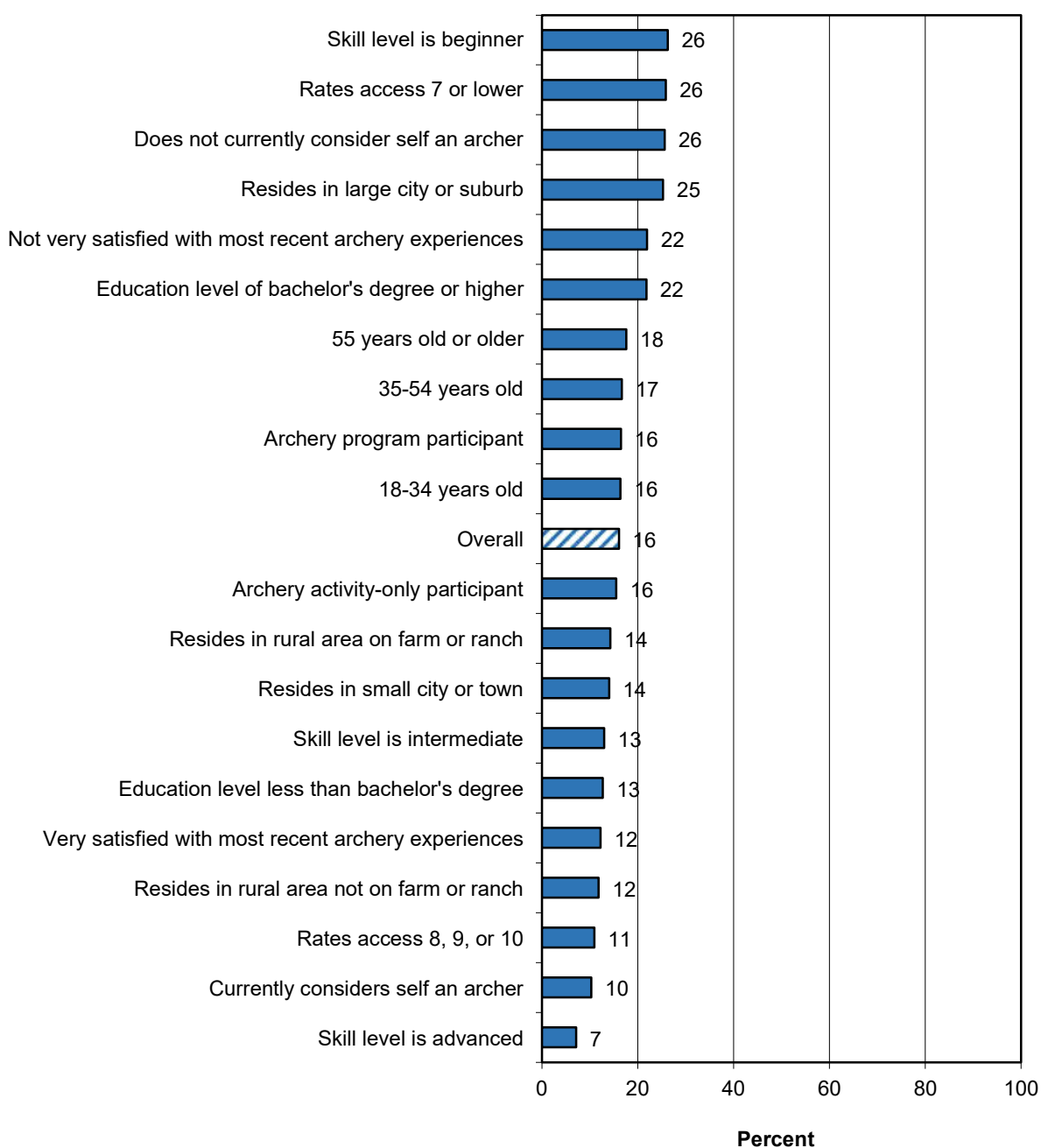
**Percent of the following groups who strongly or somewhat agree that sometimes they feel their archery skills are inadequate.
(Archery survey path)**



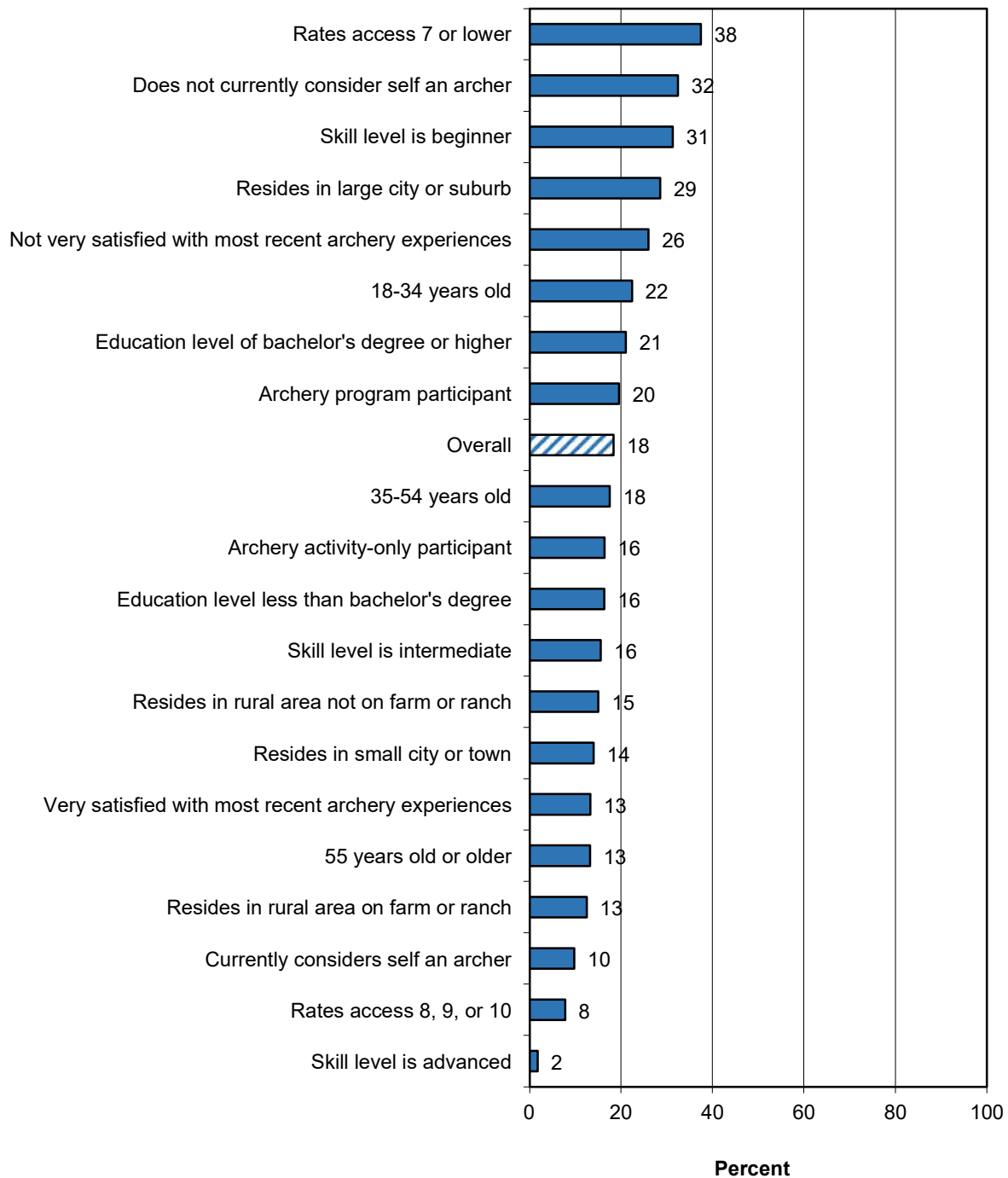
**Percent of the following groups who strongly or somewhat agree that they sometimes feel like they are unskilled archers.
(Archery survey path)**



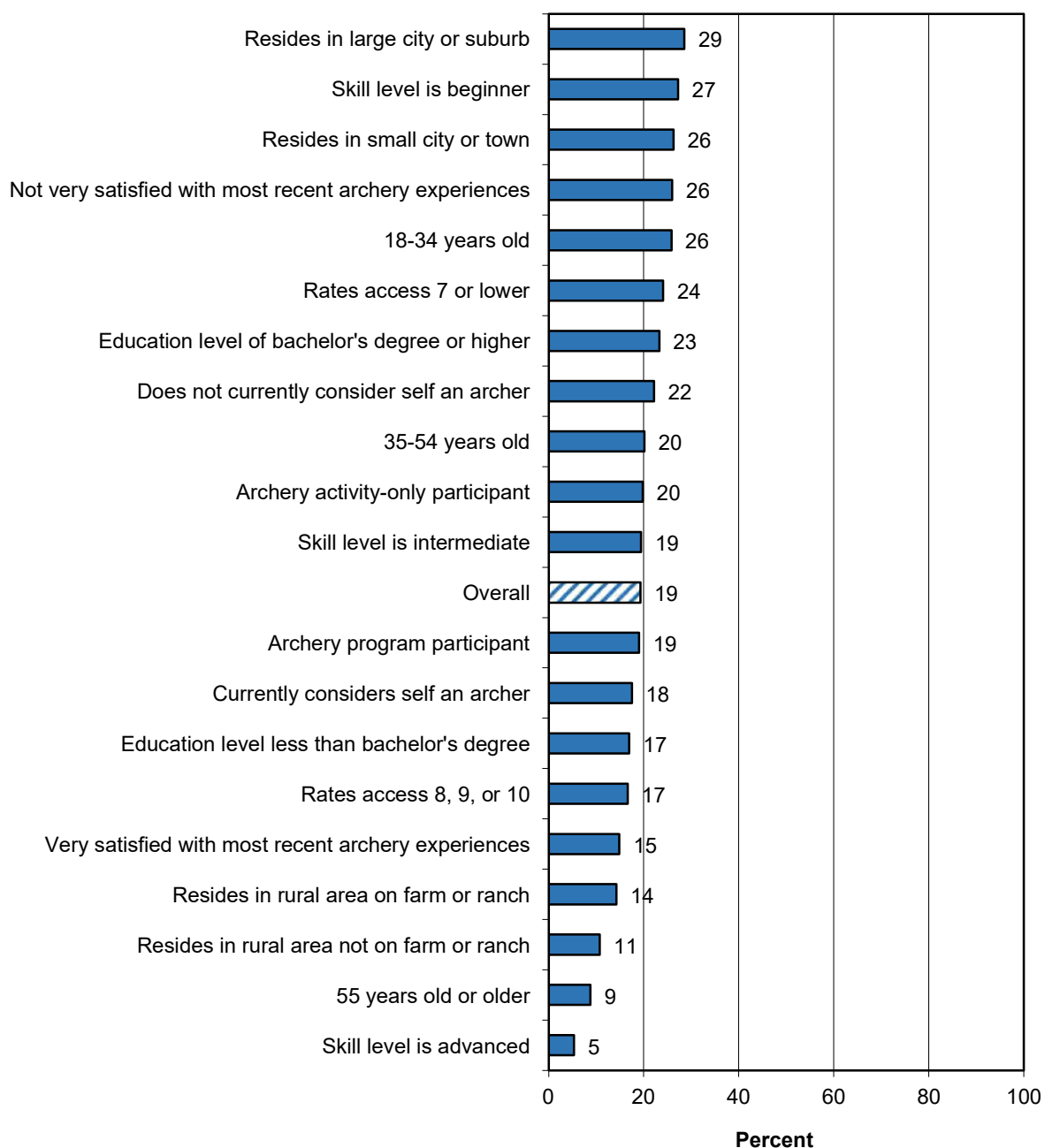
**Percent of the following groups who strongly or somewhat agree that they often feel nervous when participating in archery.
(Archery survey path)**



Percent of the following groups who strongly or somewhat agree that they hesitate to participate in archery independently. (Archery survey path)

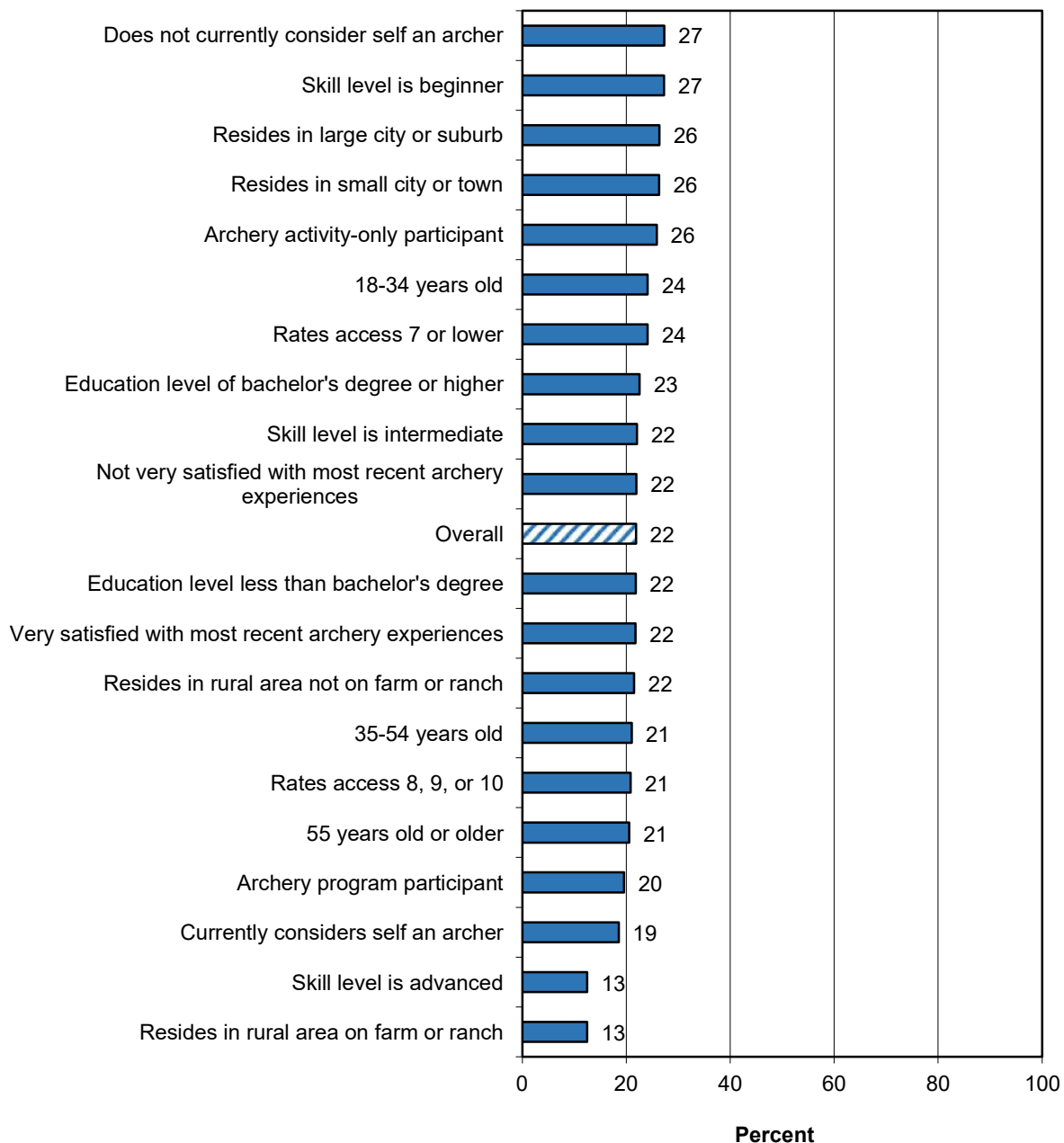


**Percent of the following groups who strongly or somewhat agree that their lack of experience or success in archery sometimes gets them down.
(Archery survey path)**



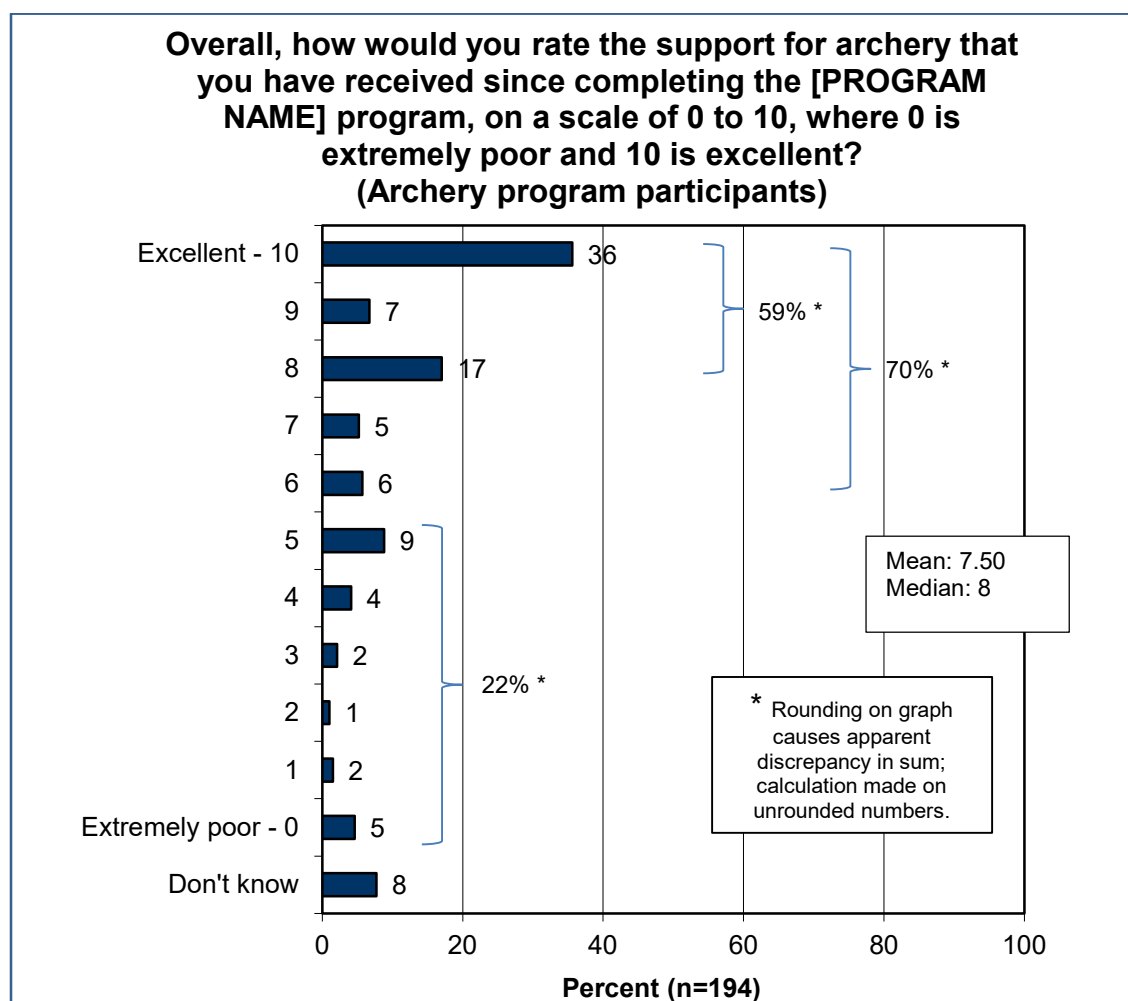
The characteristics associated with wanting to participate in archery with others for safety reasons are not currently considering oneself to be an archer and rating oneself as a beginner in skill level.

**Percent of the following groups who strongly agree that they prefer to participate in archery with others for safety reasons.
(Archery survey path)**



SUPPORT AND CAMARADERIE IN TARGET ARCHERY

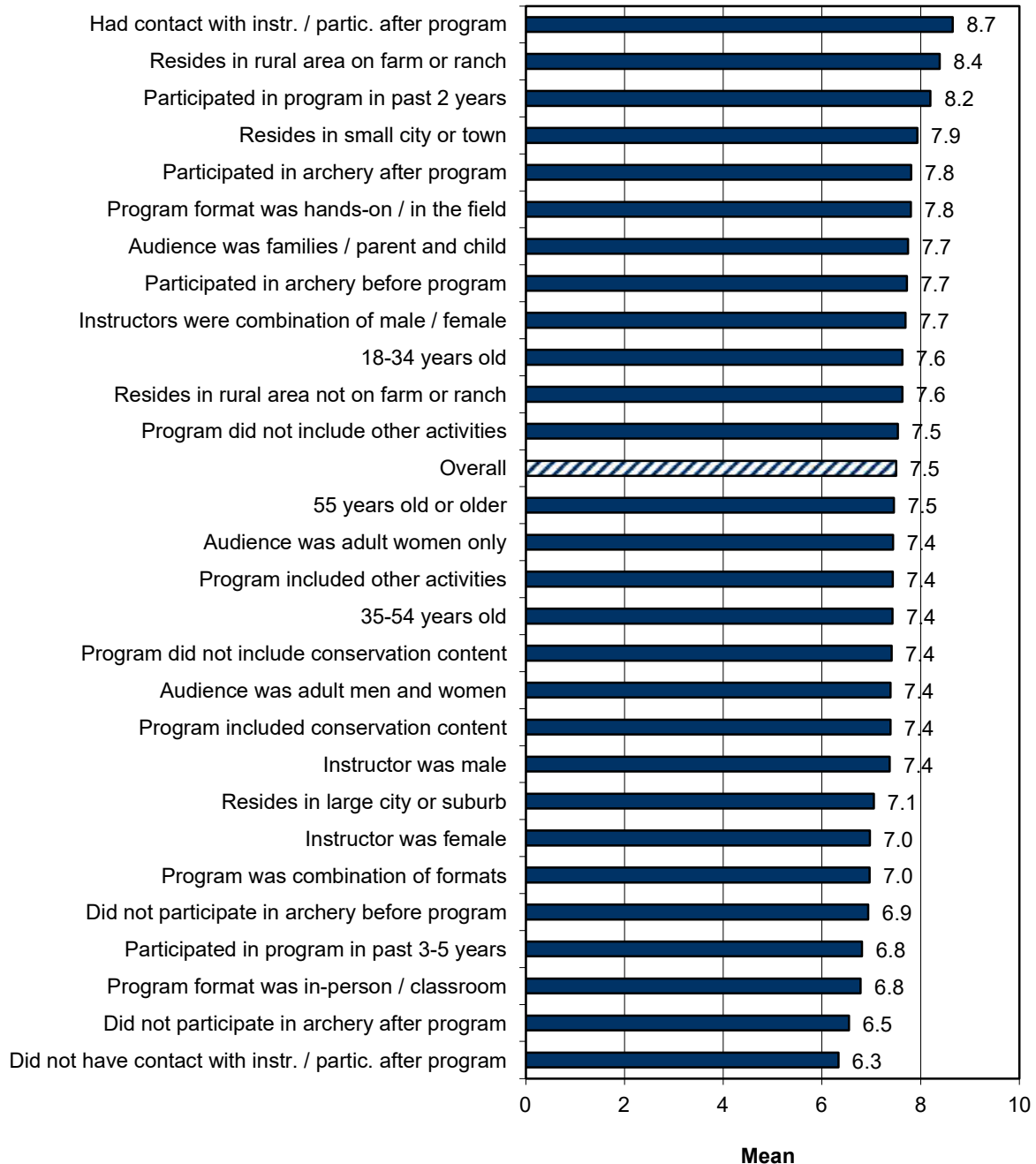
Using a 0 to 10 scale, archery program participants rated the amount of support they felt they received since completing the archery program. A little more than a third (36%) felt very much supported, giving the highest rating of 10. In looking at sums (on unrounded numbers), the majority (59%) gave a high rating of 8, 9, or 10, and 70% gave a rating higher than the midpoint (the midpoint is 5). Nonetheless, 22% gave a rating of the midpoint or lower. The mean rating was 7.50, and the median was 8.



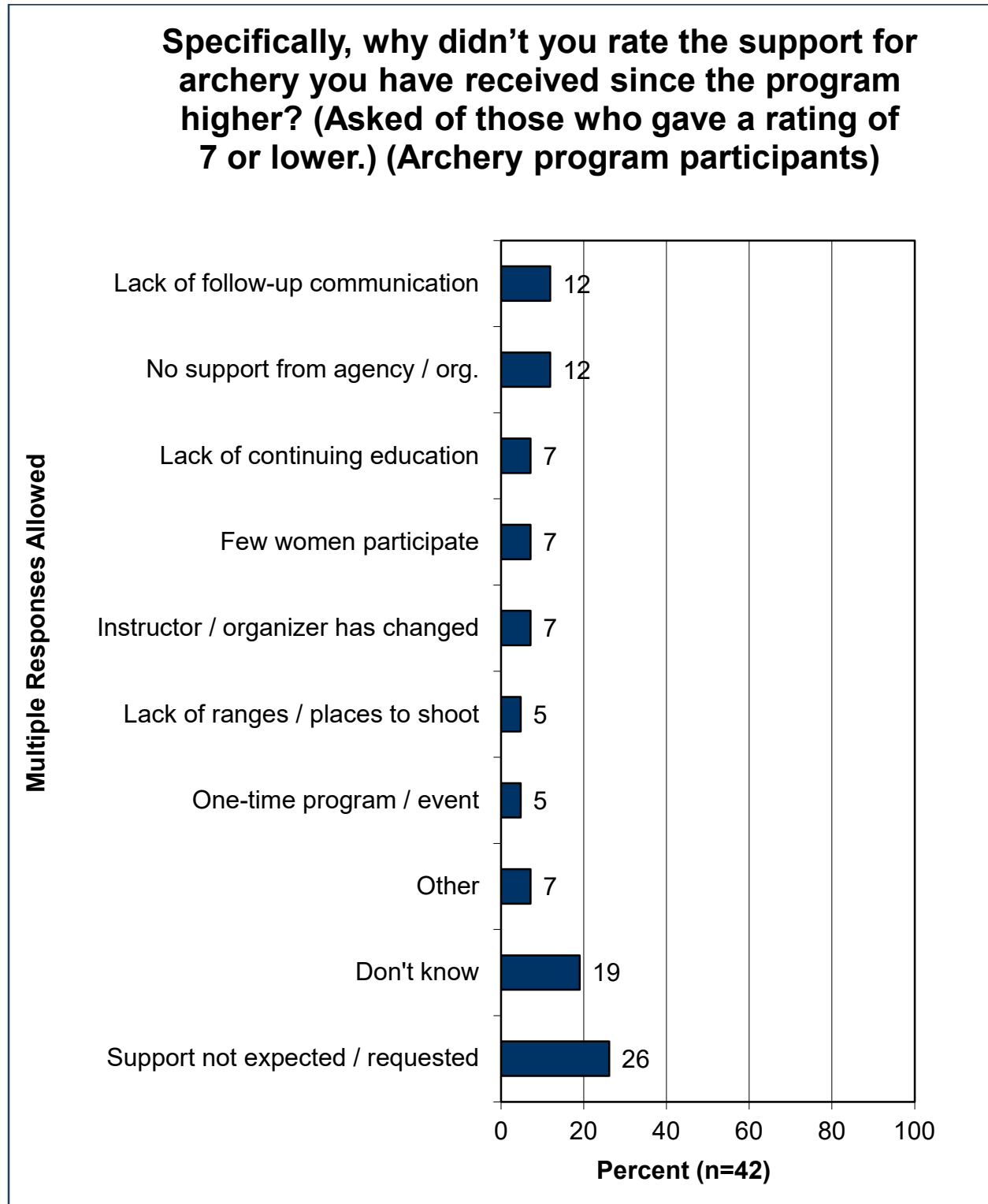
Demographic analyses on this question are shown in the graph on the next page. High ratings of support after the program, among archery program participants, were given by those who had contact with people involved with the program, residents of rural areas on a farm or ranch, and recent program participants.

Following the demographic analyses graph are the results of an open-ended question that asked about the reasons for not giving a higher rating, among those who gave a rating of 7 or lower.

Mean ratings from the following groups for the support for archery that they have received since completing the archery program, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Archery program participants)

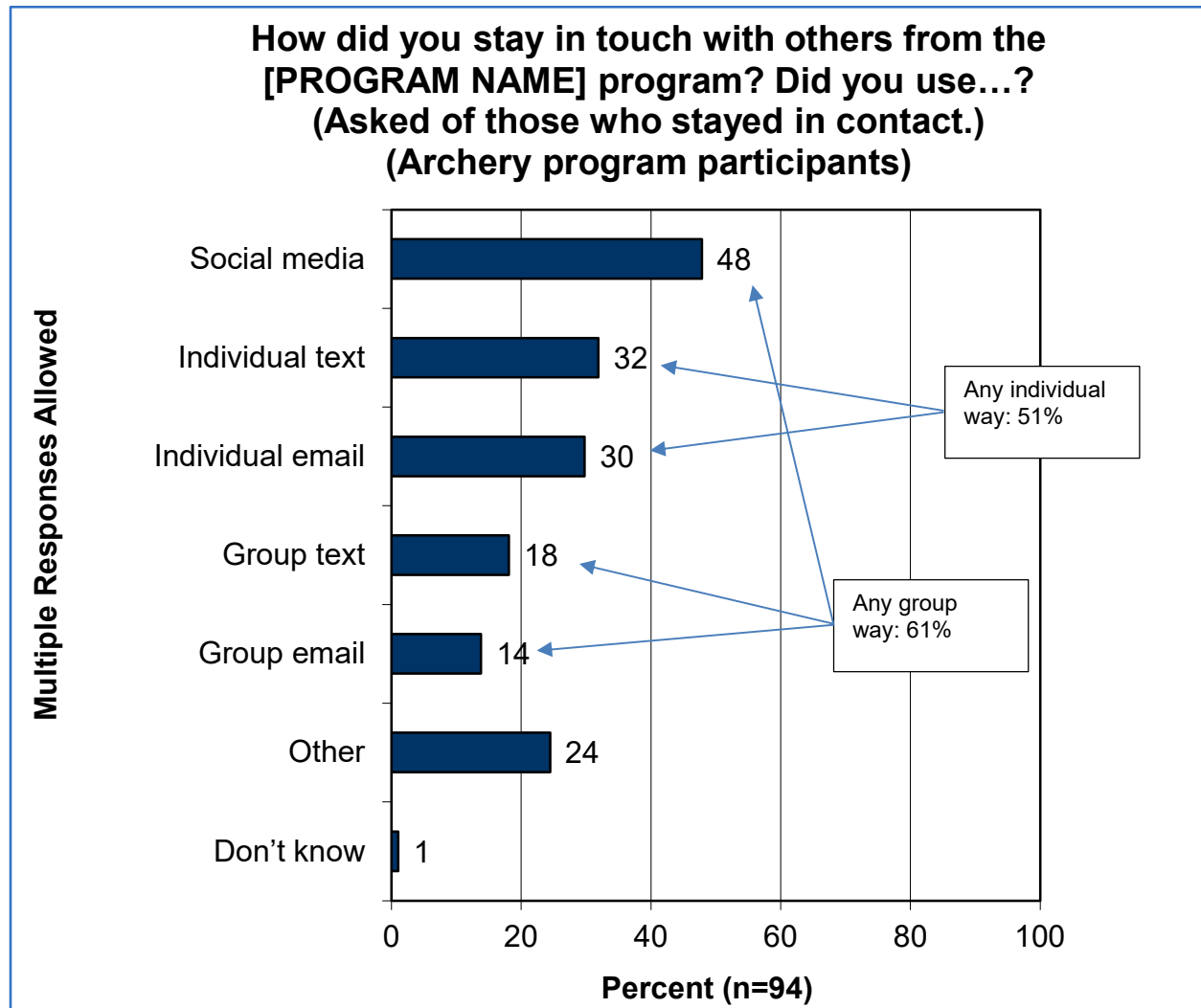
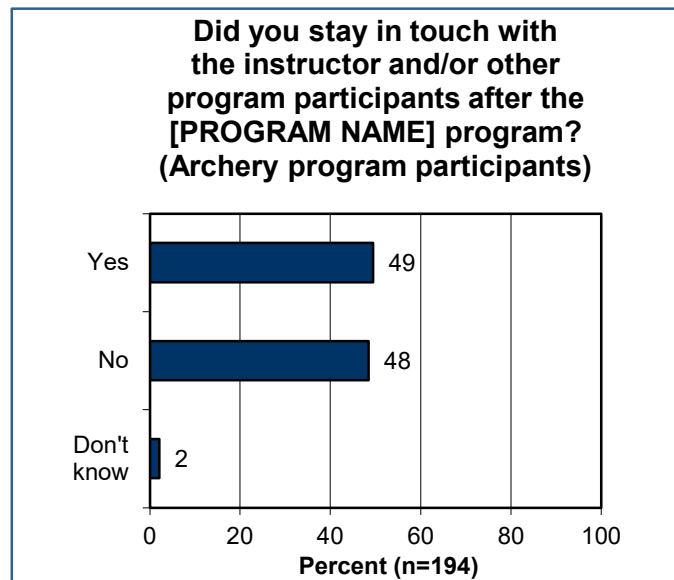


Reasons given for not rating post-program support higher, in an open-ended question, include a lack of follow-up communication and a perceived lack of support from the entity hosting the program. The graph shows the full list of response categories.



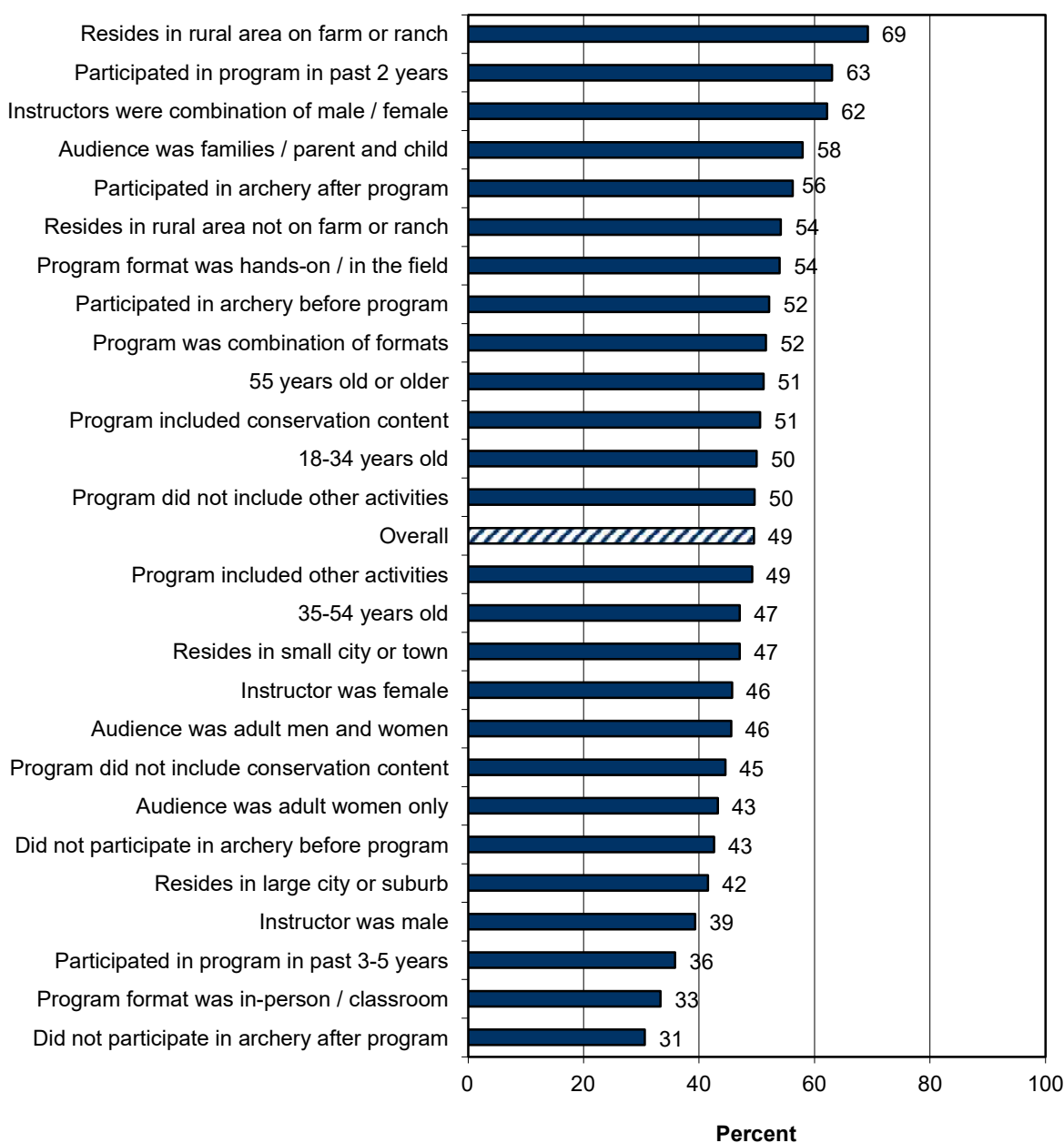
Half of archery program participants (49%) stayed in touch with the instructor or other program participants after the archery program, with social media being the most popular way to stay in contact.

In looking at group versus individual ways to stay in contact, 51% did so through either an individual text or email, while 61% did so through group ways (social media, group email, or group texts). Note that these are not sums because respondents could select multiple responses to the question.

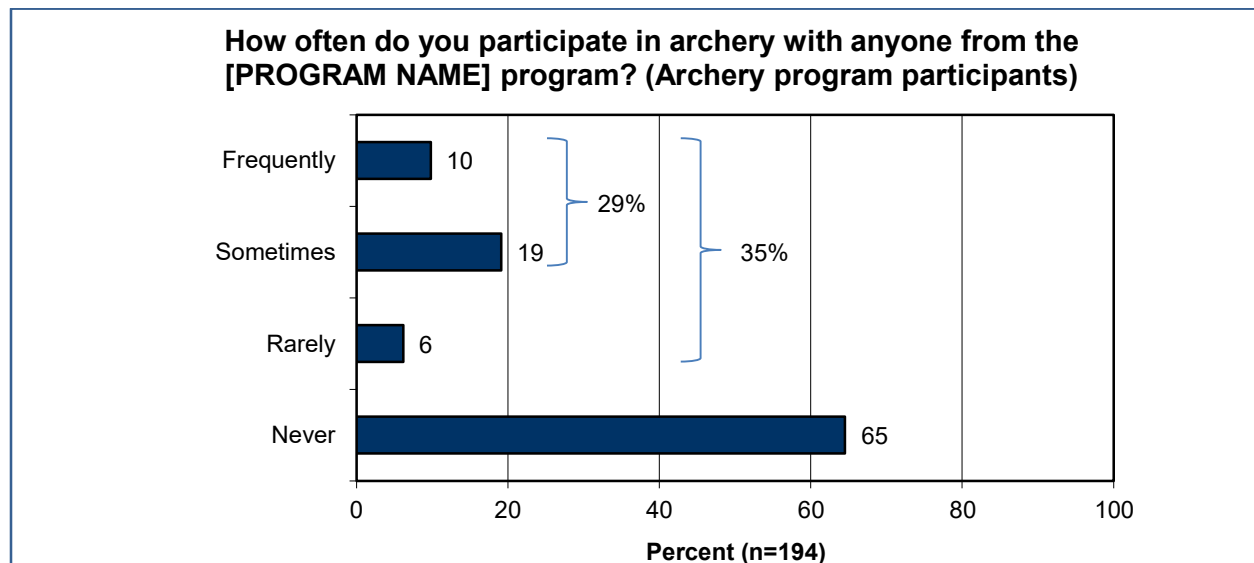
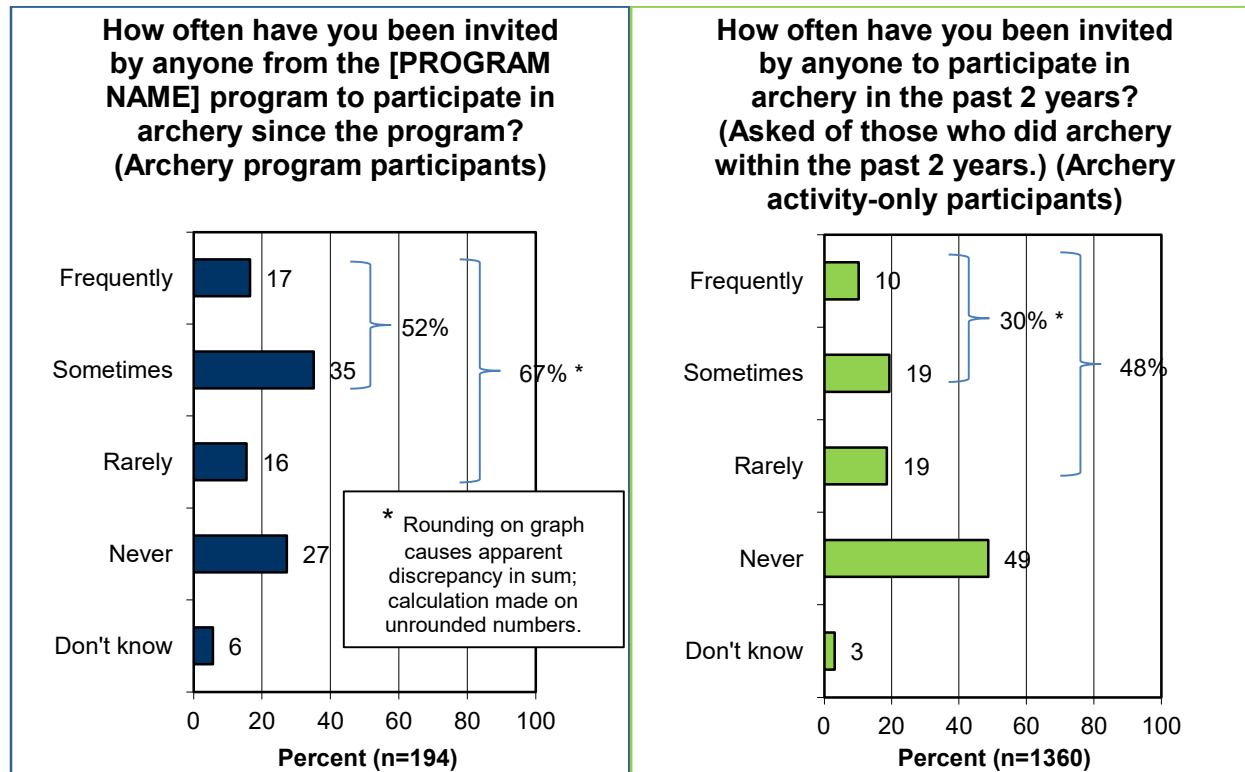


The demographic analyses of those program participants who stayed in contact with their program instructor or others from the program found associations with residents of a rural area on a farm or ranch, recent program participants, those whose program was led by both men and women, and those whose program was for families.

**Percent of the following groups who stayed in touch with the instructor and/or other program participants after the program.
(Archery program participants)**

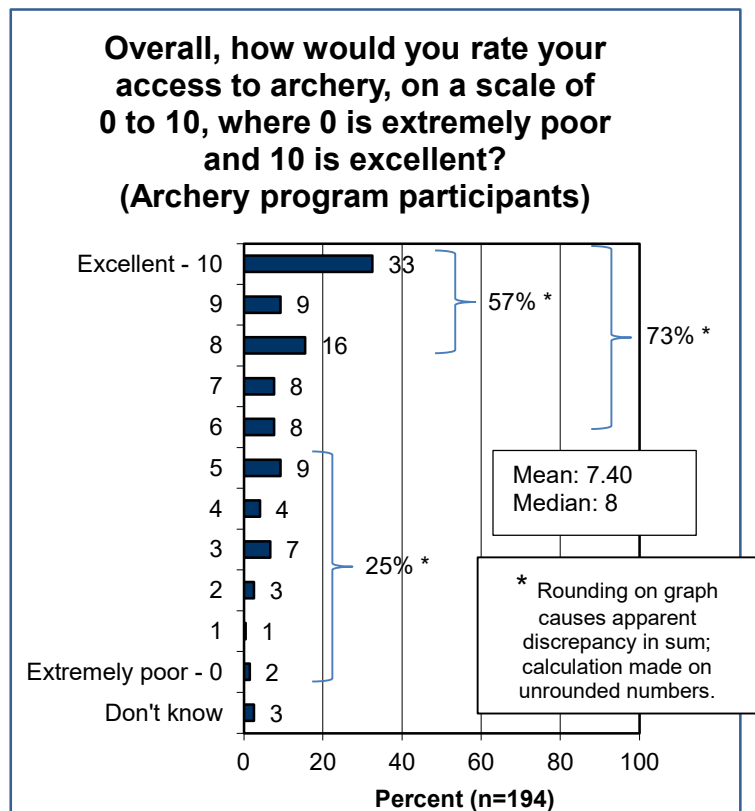


Two thirds of archery program participants have been invited by other program participants or associates of the program to participate in archery since the program, with slightly more than half (52%) saying that they had been *frequently* or *sometimes* invited. This rate of being invited is higher than the rate of archery activity-only participants to have been invited by anyone. The final graph shows that 35% of program participants participate in archery with other program participants or associates of the program.



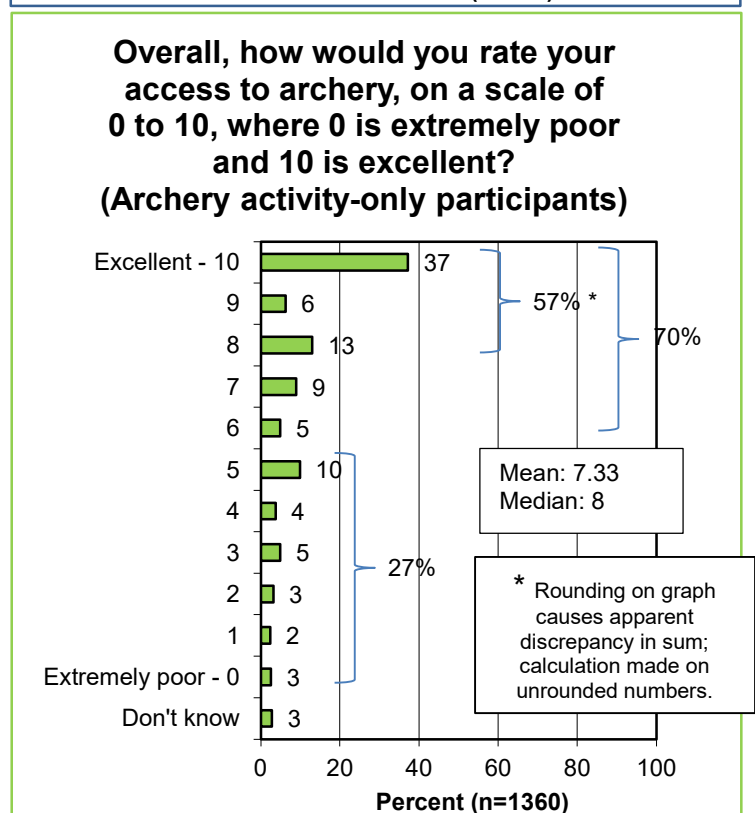
ACCESS FOR TARGET ARCHERY AND OTHER POTENTIAL CONSTRAINTS

More than half of program participants (57%) give a high rating of 8, 9, or 10 to their archery access. This suggests that a robust amount have some problems with getting access for archery, giving a rating of 7 or lower. Those problems are particularly bad among 25% of archers—those who rated their access at the midpoint or lower. (The graph also shows the total percentage who gave a rating higher than the midpoint of 5.)



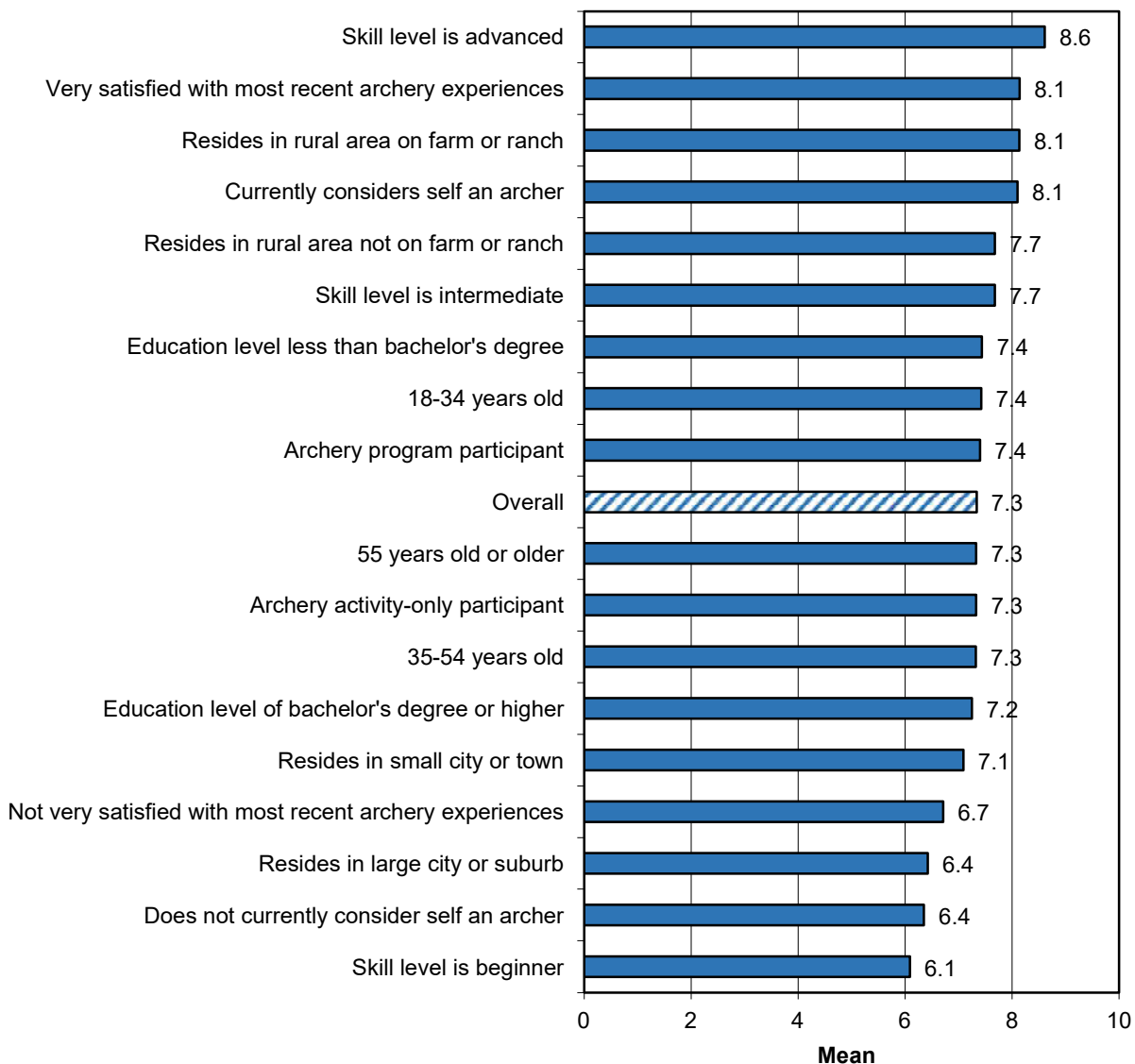
The access ratings given by archery activity-only participants are quite similar to the ratings given by program participants described above. Among activity-only participants, 57% give a high rating of 8, 9, or 10 to their archery access, while 27% rate their access at the midpoint or lower.

The means and medians also are similar, as shown on the graphs.



The highest access ratings in the demographic analyses conducted on everyone in the archery survey path are among those at an advanced skill level, those *very* satisfied with their most recent archery experiences, those who reside in a rural area on a farm or ranch, and those who currently consider themselves an archer. At the low end (those with lower ratings of access) are beginners, those who do not consider themselves an archer, residents of large cities or suburban areas, and those not *very* satisfied with their archery experiences.

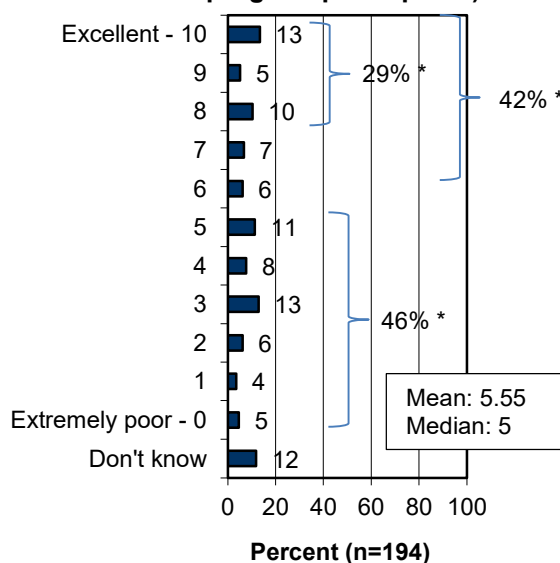
Mean ratings from the following groups regarding their overall access to archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Archery survey path)



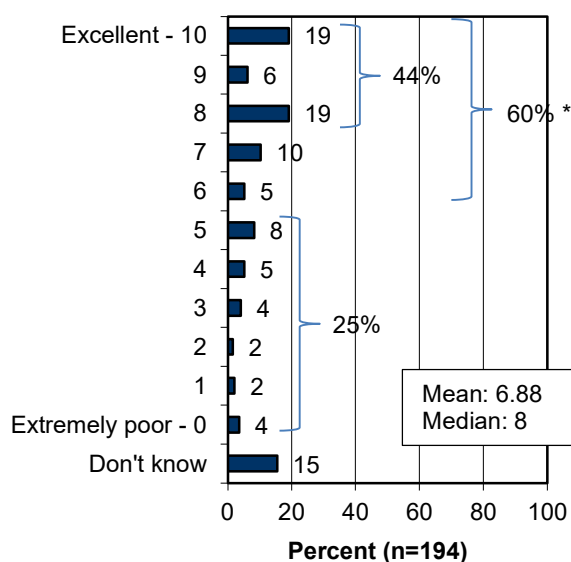
Three aspects of access for archery were examined in the survey, each rated on a 0 to 10 scale from extremely poor to excellent. Among program participants, the quality is more highly rated than the quantity or proximity of ranges and facilities for archery. Furthermore, program participants' ratings are higher than activity-only participants' ratings for the available ranges and facilities for archery.

* Rounding on graphs causes apparent discrepancy in sums; calculations made on unrounded numbers.

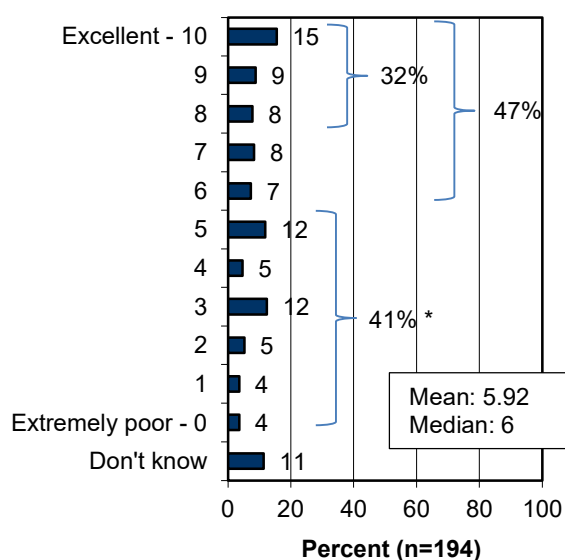
How would you rate quantity (or amount) of available ranges or facilities for archery when it comes to your access for archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent? (Archery program participants)



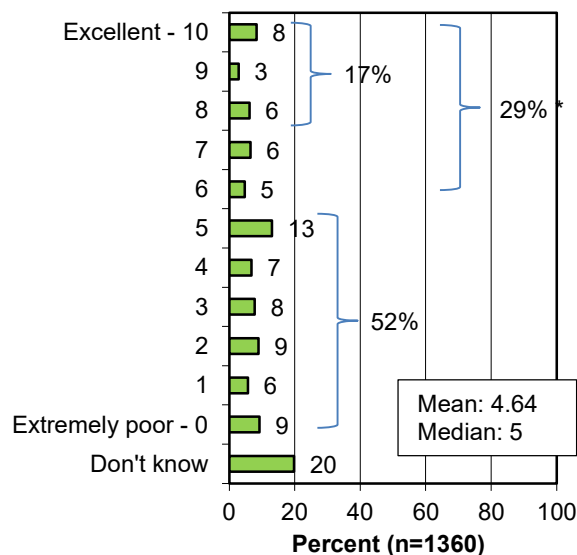
How would you rate quality of available ranges or facilities for archery when it comes to your access for archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent? (Archery program participants)



How would you rate proximity or location of available ranges or facilities when it comes to your access for archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent? (Archery program participants)

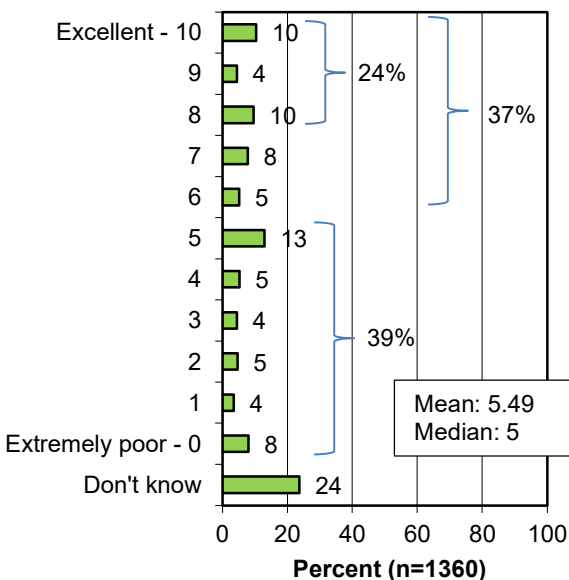


How would you rate quantity (or amount) of available ranges or facilities for archery when it comes to your access for archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent? (Archery activity-only participants)

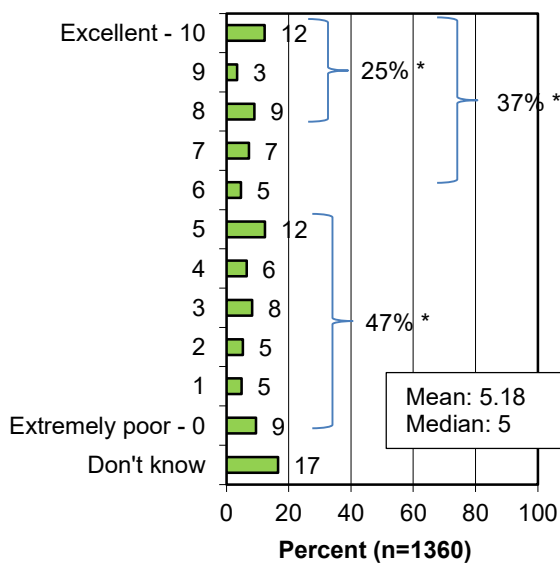


* Rounding on graphs causes apparent discrepancy in sums; calculations made on unrounded numbers.

How would you rate quality of available ranges or facilities when it comes to your access for archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent? (Archery activity-only participants)

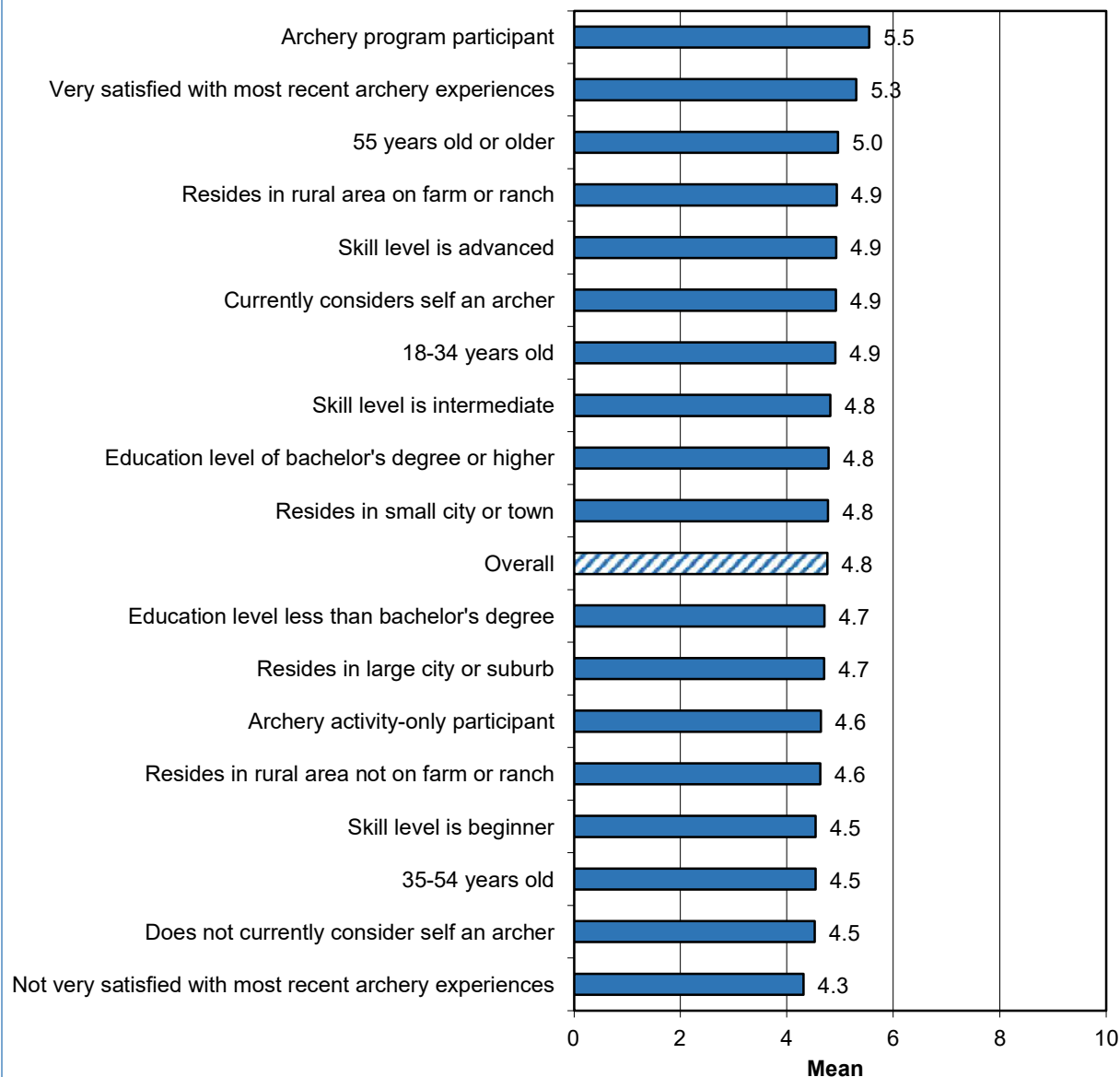


How would you rate proximity or location of available ranges or facilities when it comes to your access for archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent? (Archery activity-only participants)

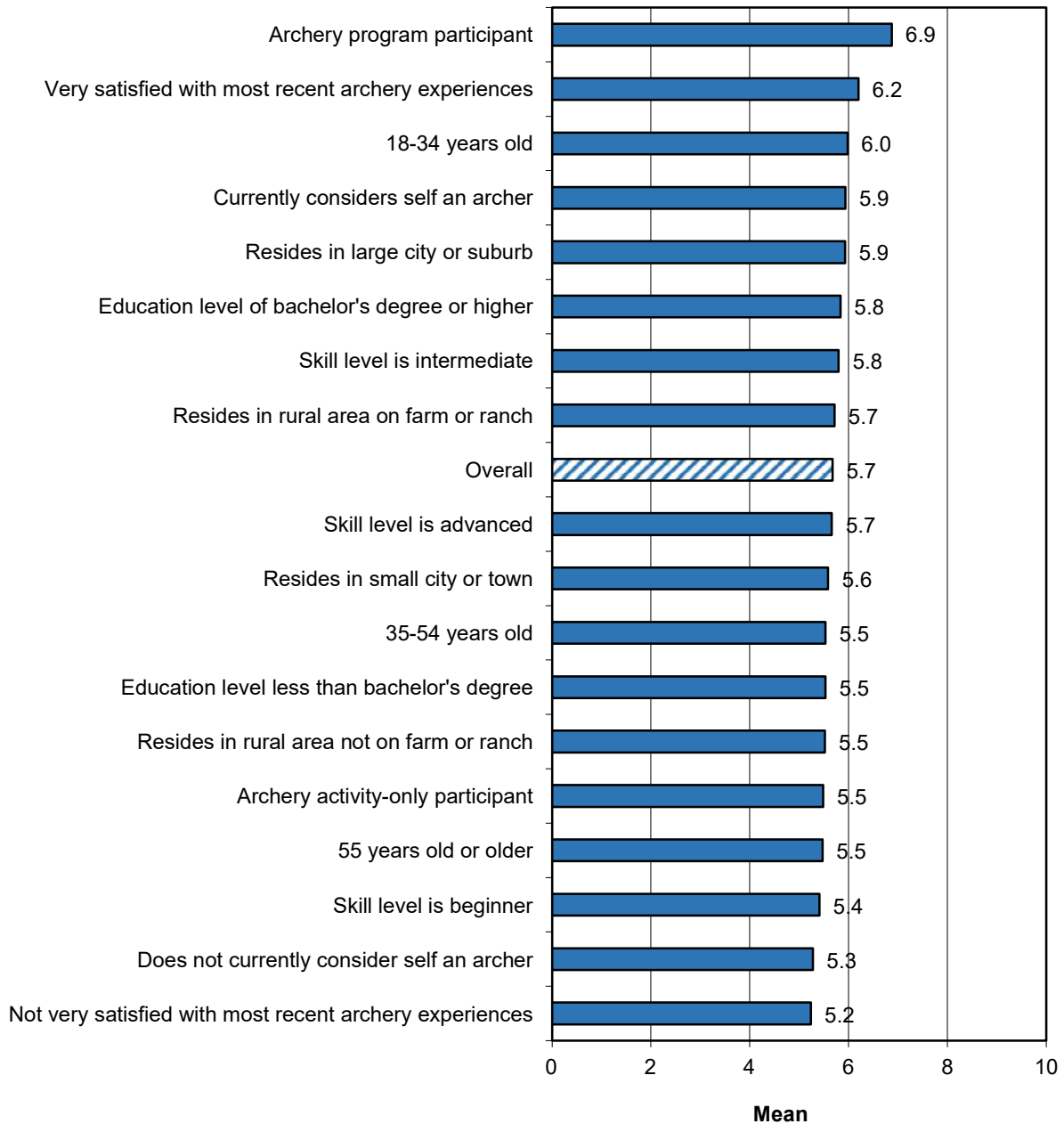


The demographic analyses on individual aspects of archery access are slightly different than the demographic analyses graph for overall ratings. On these ratings of quantity, quality, and proximity of places to target shoot archery, high ratings are given by those who are program participants, those very satisfied with their most recent archery experiences, and those 28 to 34 years old (on ratings of quality and proximity). At the low end are those not very satisfied, beginners, and those who do not consider themselves to be archers.

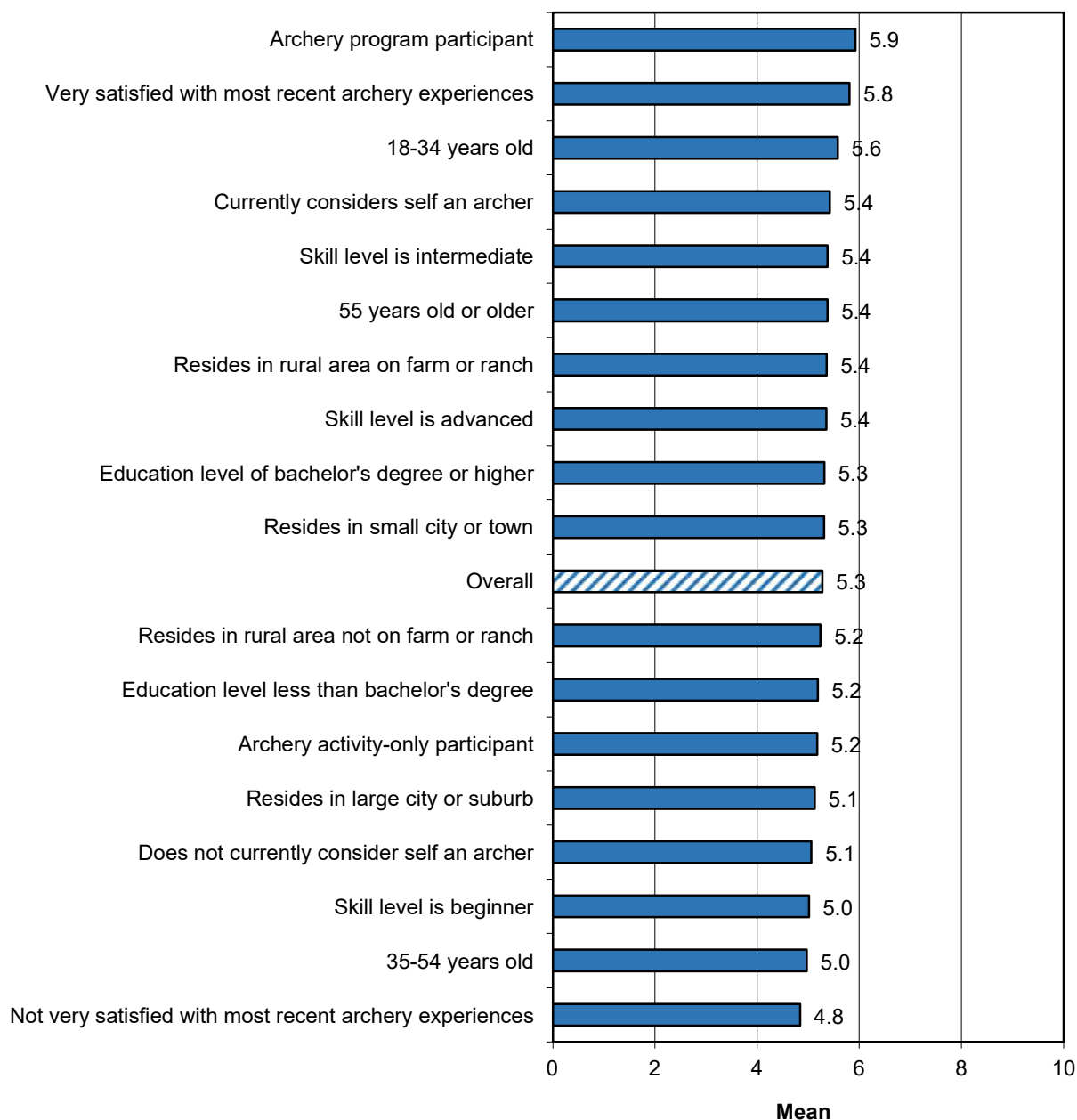
Mean ratings from the following groups regarding the quantity of available ranges or facilities for their access to archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Archery survey path)



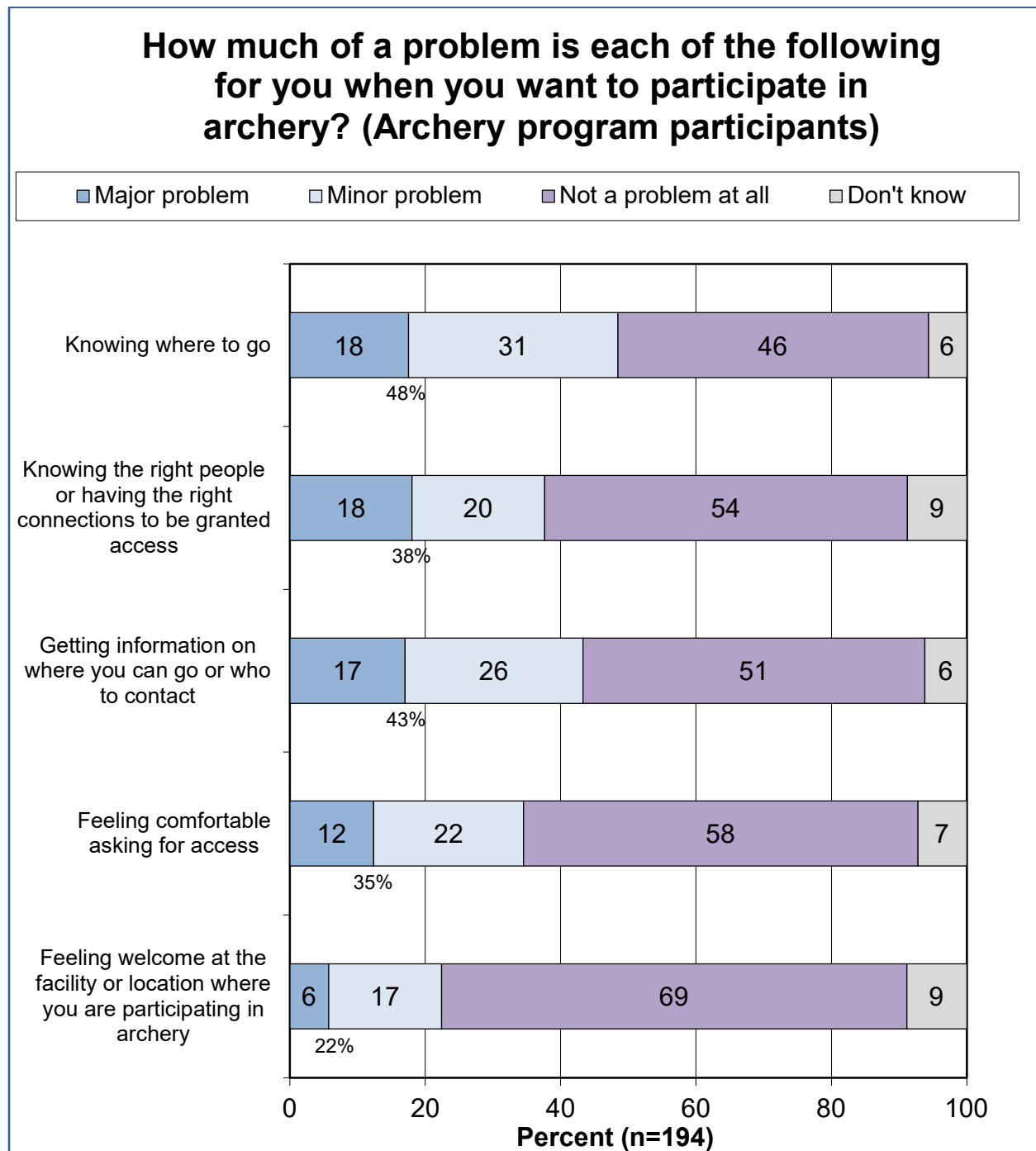
Mean ratings from the following groups regarding the quality of available ranges or facilities for their access to archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Archery survey path)



Mean ratings from the following groups regarding the proximity or location of available ranges or facilities for their access to archery, on a scale of 0 to 10, where 0 is extremely poor and 10 is excellent. (Archery survey path)

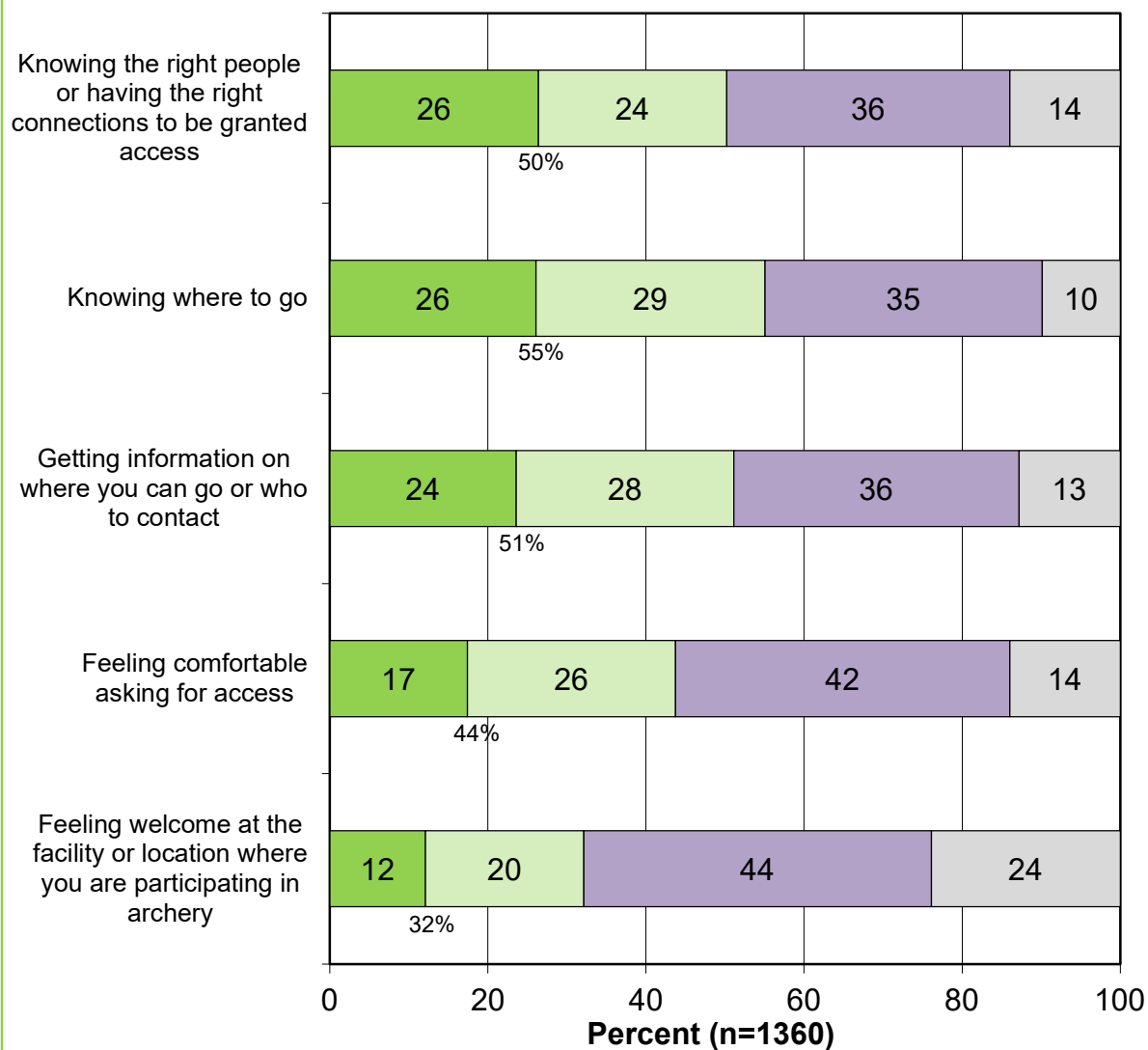


The survey tested five common constraints to archery participation, and they are more problematic for activity-only participants than for program participants. The worst problems among program participants are knowing where to go and getting information on where to go/whom to contact. Among activity-only participants, these two items are problematic as well as knowing the right people/having the right connections. The only potential problem asked about in the survey that does not appear to be much of a problem is feeling welcome at the facility or location for archery—at the bottom of both graphs. Sums of major and minor problem are shown below each bar, summed on unrounded numbers. Each graph is ranked by *major* problem.

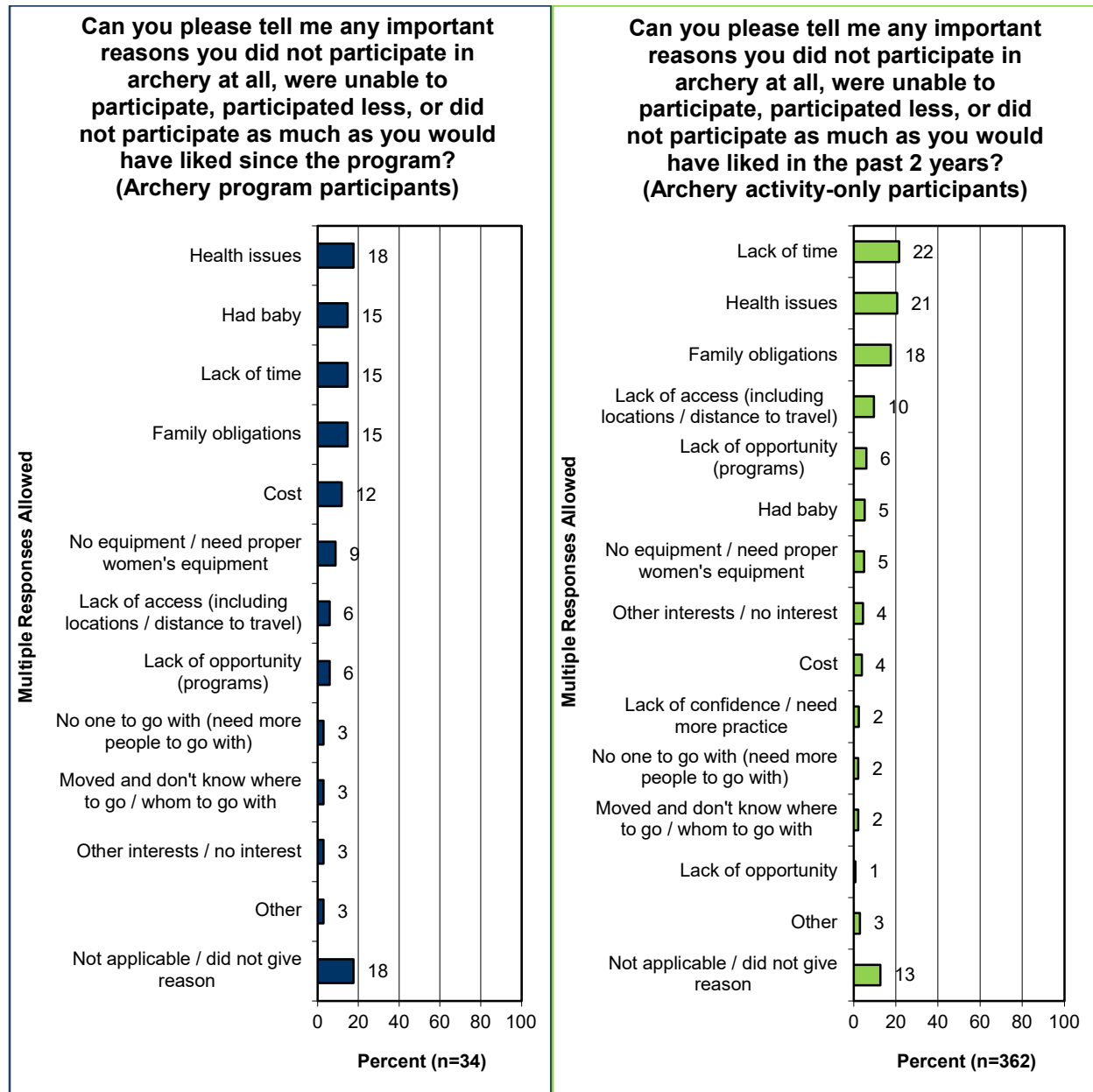


How much of a problem is each of the following for you when you want to go participate in archery? (Archery activity-only participants)

■ Major problem ■ Minor problem ■ Not a problem at all ■ Don't know



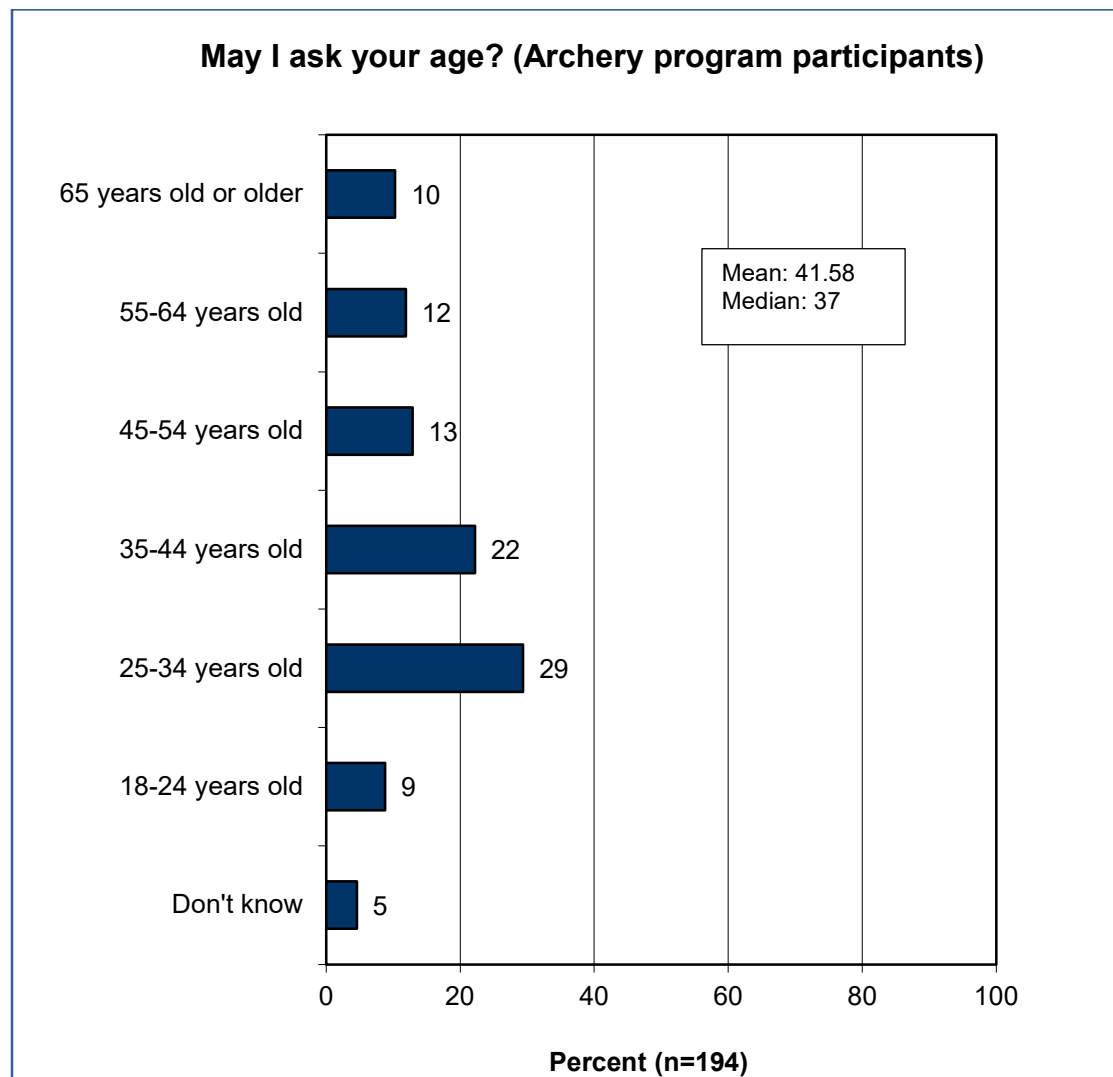
The last question in this section explored constraints to archery participation in an open-ended format. Among both groups, health issues and lack of time are the most important constraints.

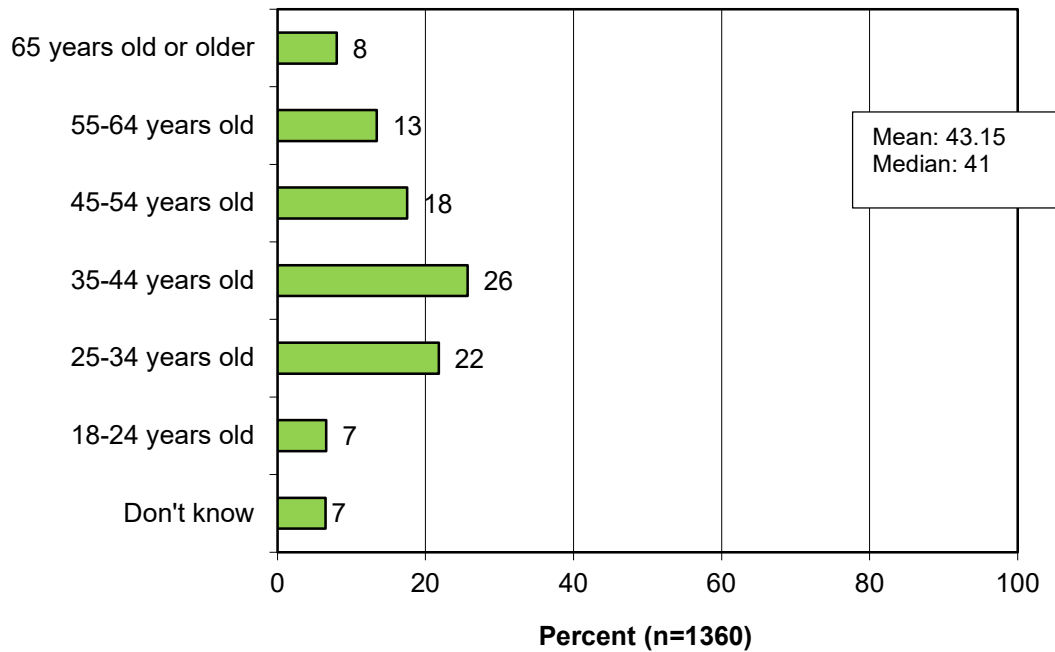
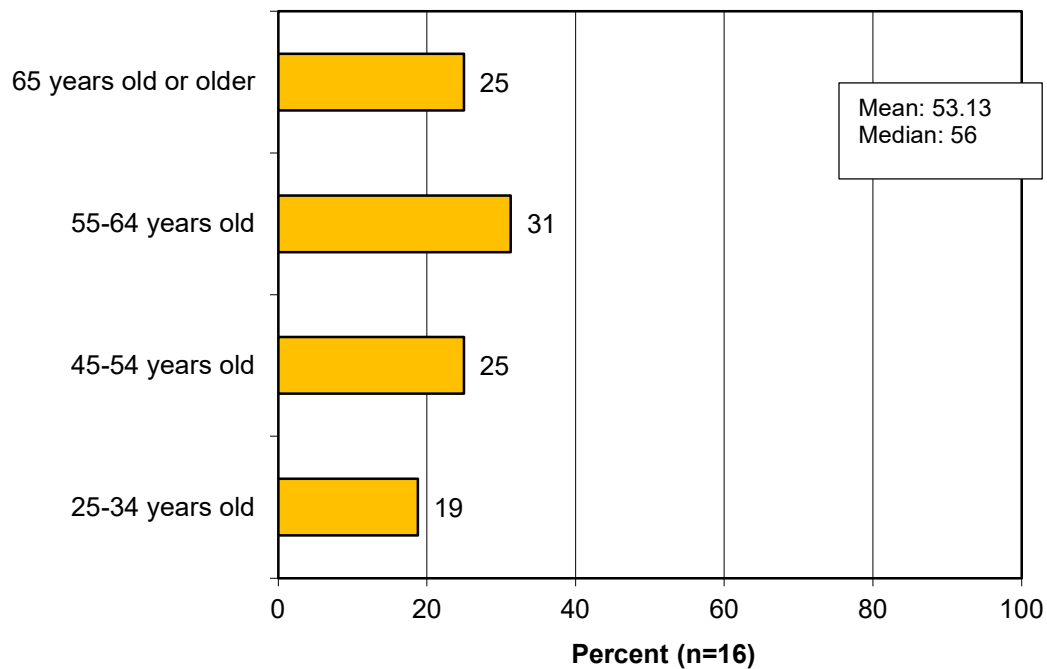


DEMOGRAPHIC CHARACTERISTICS OF TARGET ARCHERY GROUPS

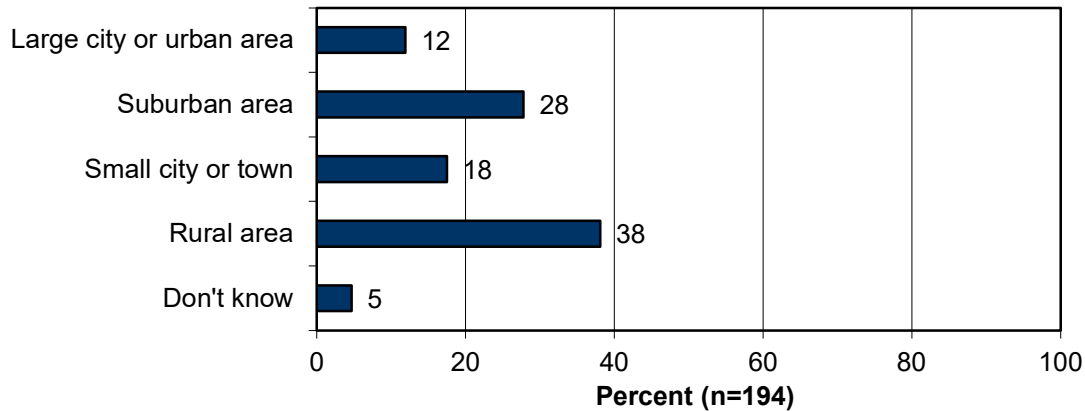
In addition to the gender screener ensuring that all respondents were women, four other demographic characteristics were tracked in the survey:

- Age.
- Place of residence on the urban-rural continuum.
- State of residence.
- Education.

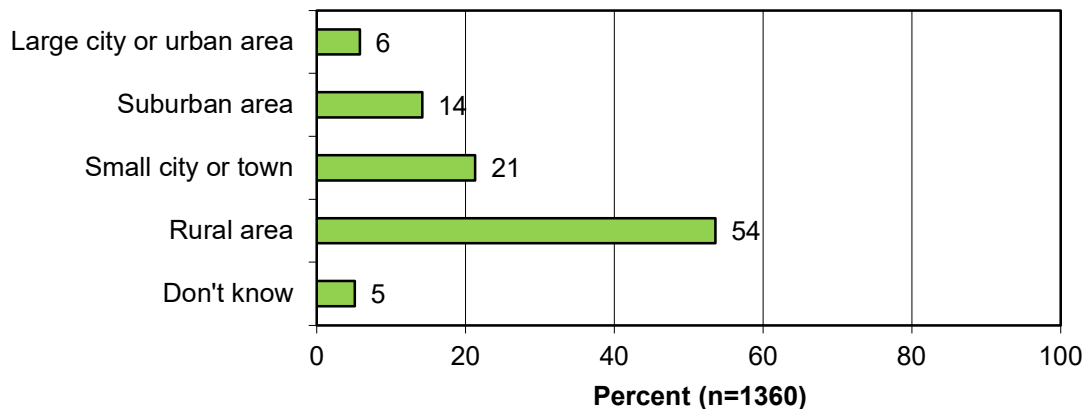


May I ask your age? (Archery activity-only participants)**May I ask your age? (Non-participants interested in archery)**

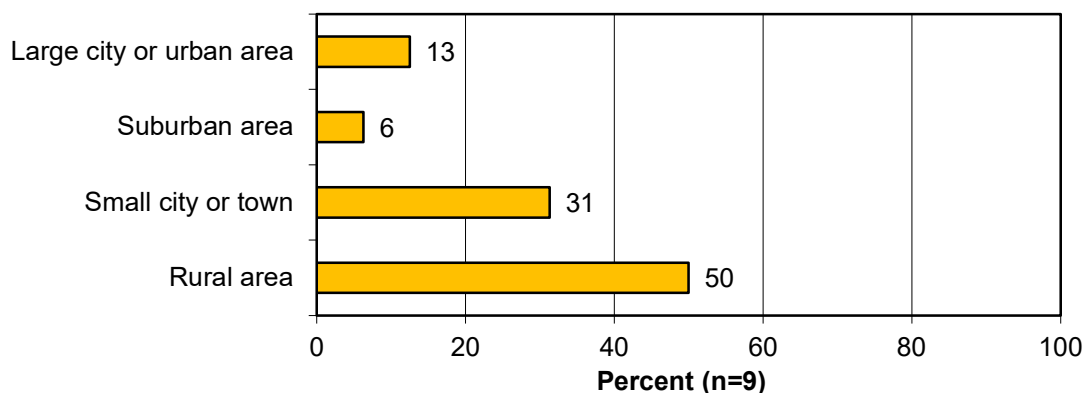
**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?
(Archery program participants)**



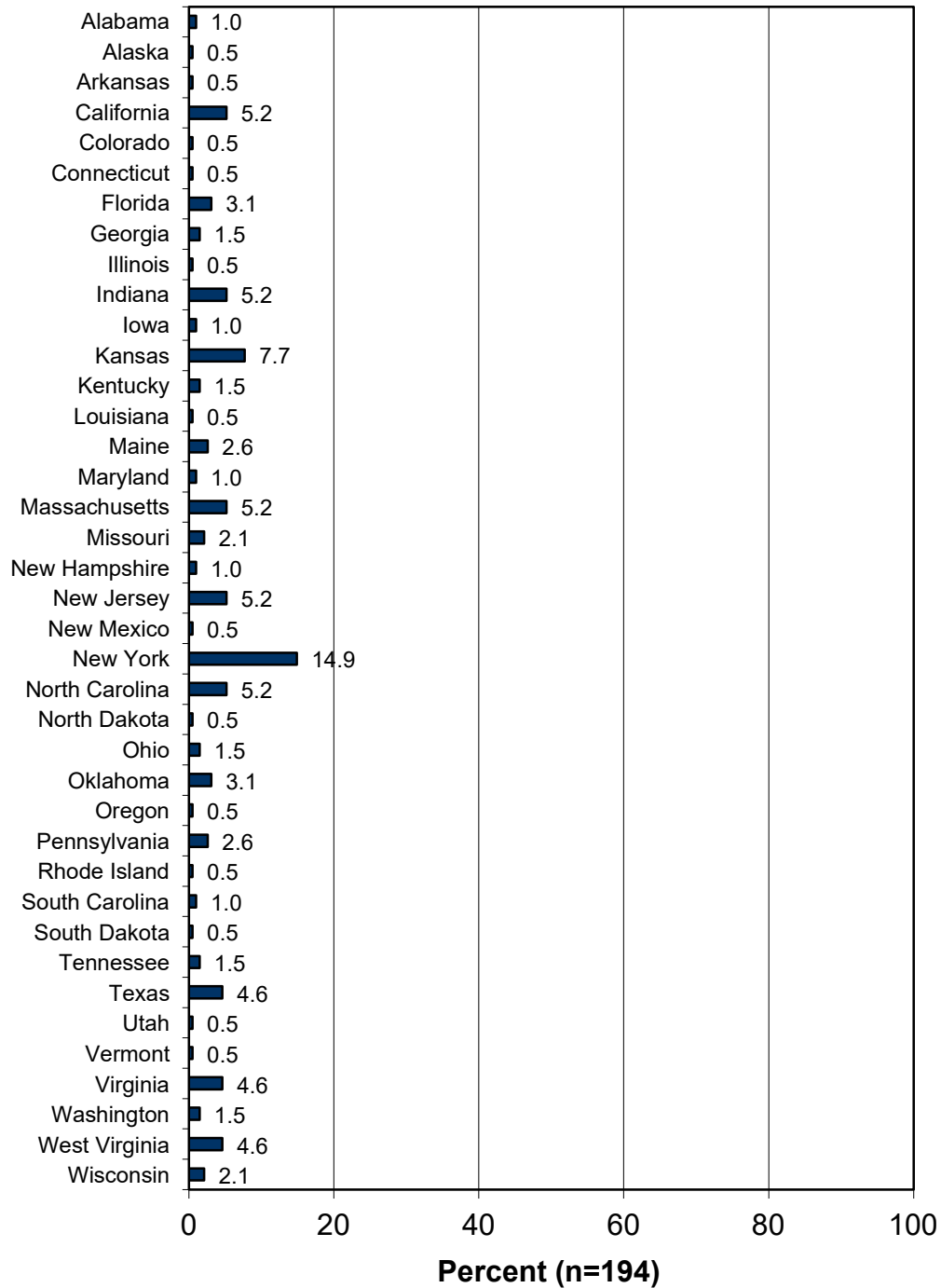
**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?
(Archery activity-only participants)**



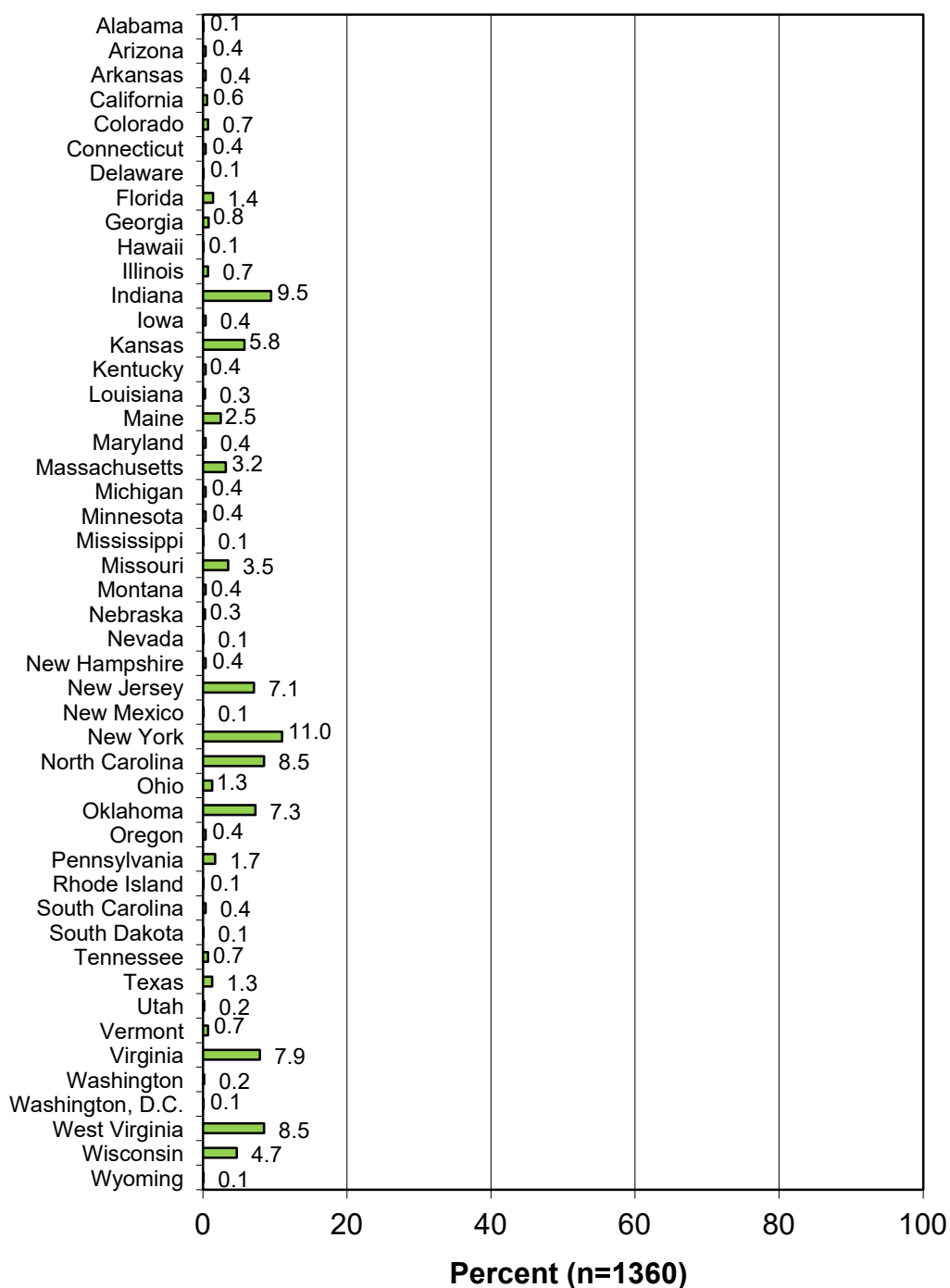
**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?
(Non-participants interested in archery)**



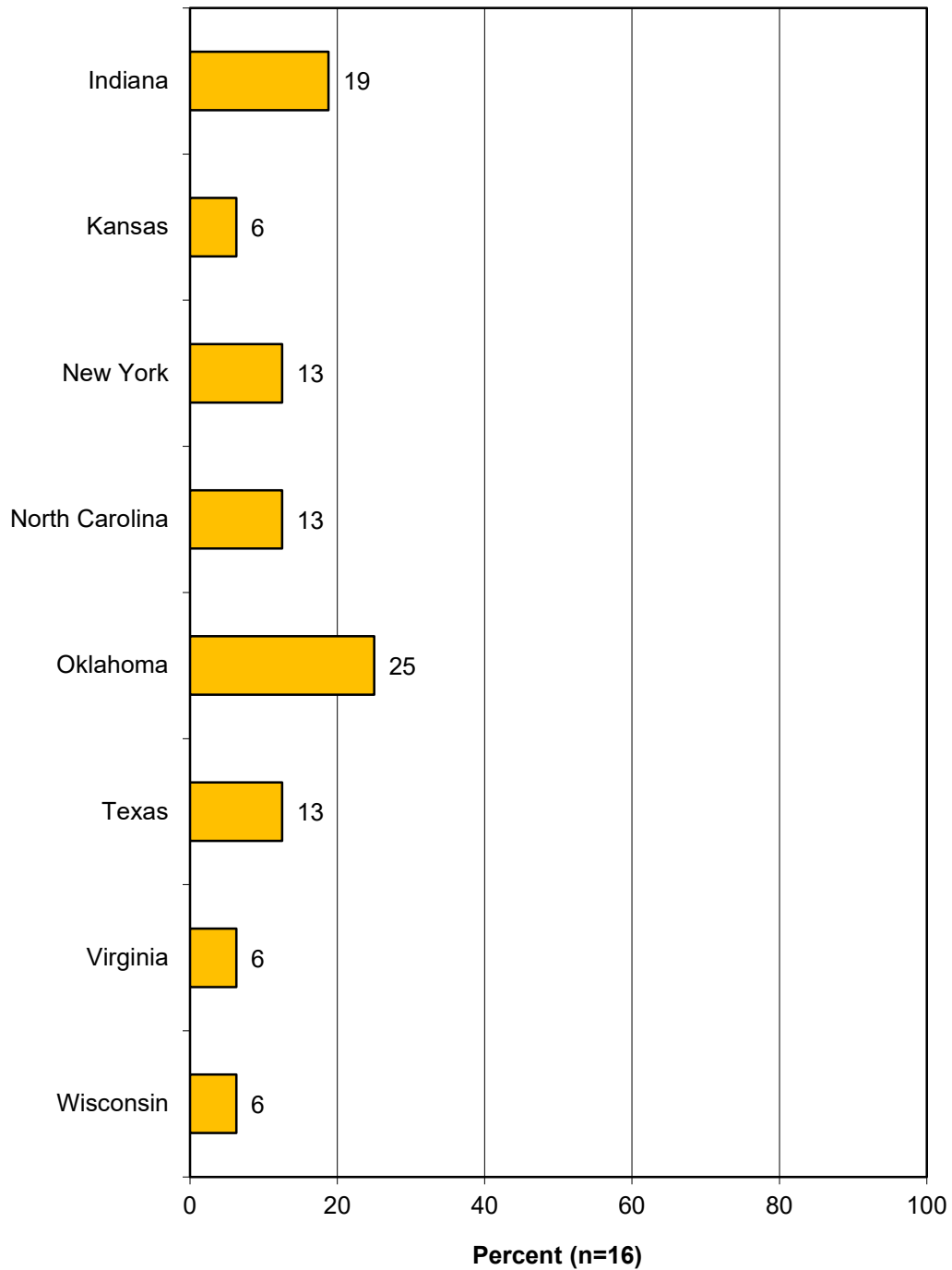
Which state do you currently live in? (Archery program participants)

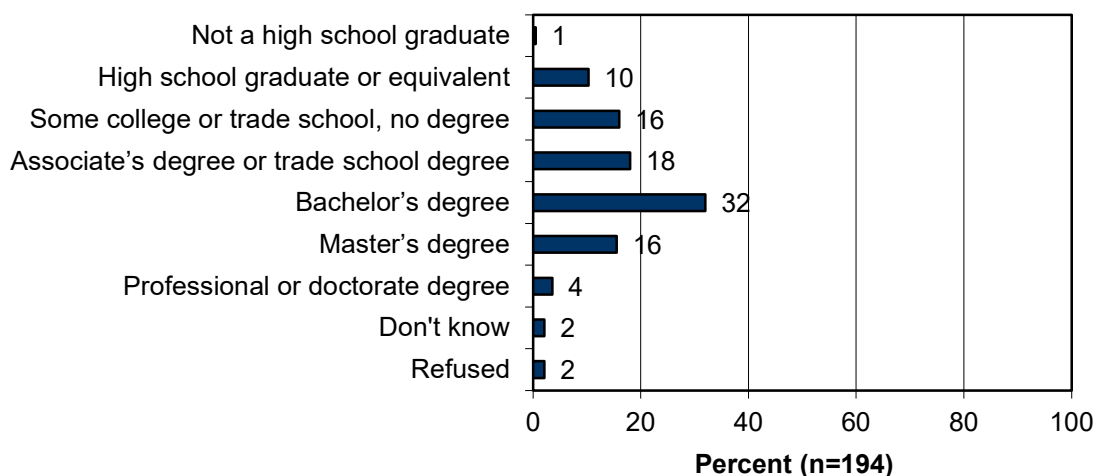
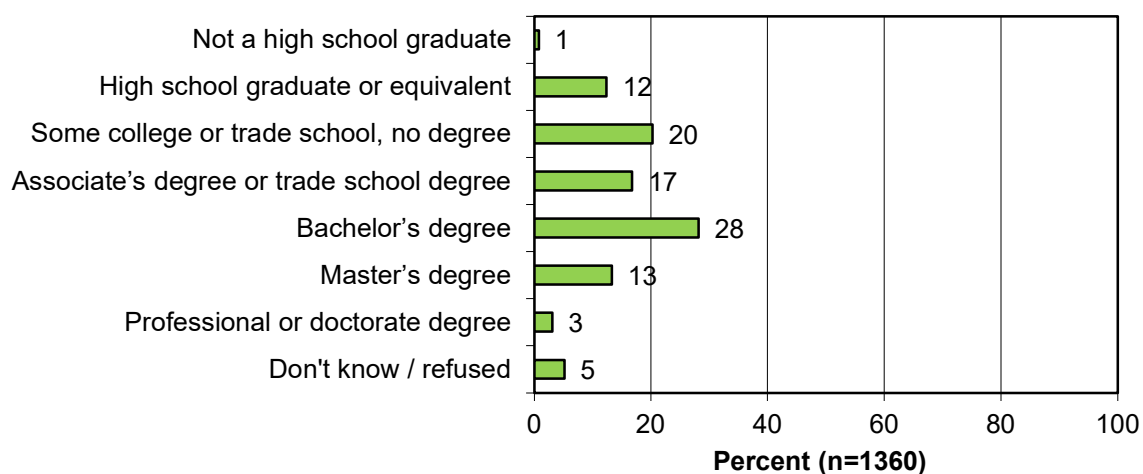
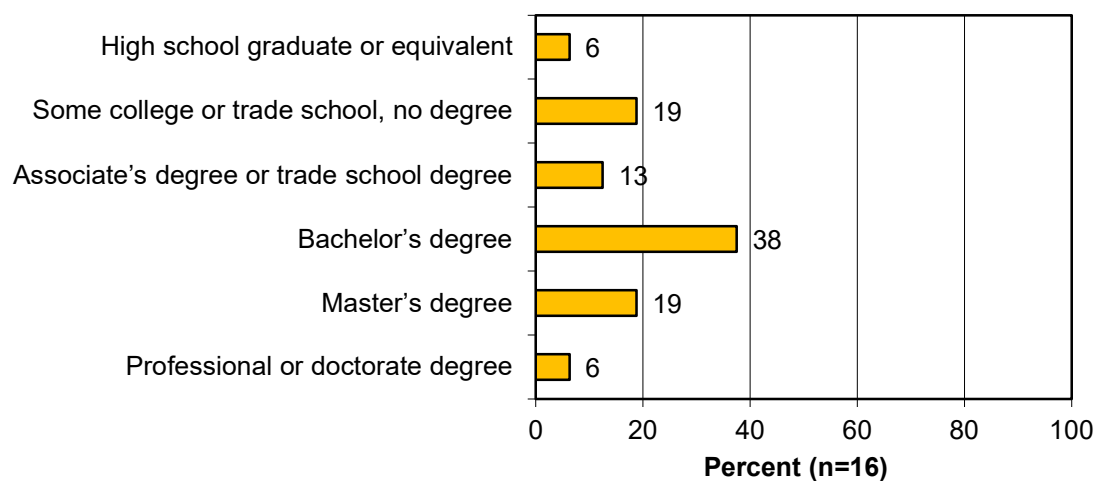


Which state do you currently live in? (Archery activity-only participants)



**Which state do you currently live in?
(Non-participants interested in archery)**



**What is the highest level of education you have completed?
(Archery program participants)****What is the highest level of education you have completed?
(Archery activity-only participants)****What is the highest level of education you have completed?
(Non-participants interested in archery)**

QUALITATIVE FINDINGS

The quantitative graphs and verbatim tables were previously presented; this chapter provides *qualitative* findings from the open-ended responses. As discussed in the “Methodology” chapter, the survey included open-ended questions in which the respondent could provide any response that came to mind rather than selecting from a list of response options. After the data were obtained, analysts reviewed verbatim responses to assign them to the appropriate response categories. Overall, analysts assigned more than 11,000 verbatim responses into response categories to be quantified on the graphs.

One exception to the categorization process was the open-ended question, “Can you please describe what a successful [hunt / sport shooting session / archery session] would be like for you personally?” Because the question was broad and the responses were extremely varied, categorization was not useful. Instead, a randomized sampling of these responses was tabulated and presented in each of the three preceding activity chapters, and the results to this question are summarized in the first set of findings shown below.

Each open-ended question is shown first, followed by a bulleted summary of observations from the results. In general, responses in the hunting, sport shooting, and archery paths are similar and are shown together; however, the report indicates when a response or topic is specific to one of the activities. Below the findings are sub-bullets showing open-ended responses, italicized and in blue font, that help illustrate the researchers’ conclusions.

SUCCESS IN THE ACTIVITY

Can you please describe what a successful [hunt / sport shooting session / archery session] would be like for you personally?

- Responses from those who participated in a hunting program or activity varied between defining success as the harvest of an animal with a clean, quick kill and observing wildlife, although most respondents seemed to specifically mention harvesting game.
 - *A peaceful day in nature and seeing/hearing wildlife, hopefully ending in a harvest, but still a successful day if not.*
 - *Natural meat for my freezer.*
 - *A successful hunt would be a clean kill. Safe, clean, prepared, nobody gets hurt, and it would be legal.*
- For sport shooters, the most common definition of a successful session was accuracy in hitting the target, the opportunity to practice in a safe area, having time to focus on and analyze shots, and to assess personal improvements during a session.
 - *I think it's mostly about having fun but also noticing the things you're doing wrong and improving, and as long as you're making some strides toward improvement that's success to me.*
 - *Being able to hit a clay quite frequently.*

- For archers, the most common definition of a successful archery session was increasing their skill level by being able to hit the target with increased frequency. Gaining practice in a controlled environment with like-minded individuals at a comparable skill level were also common answers.
 - *1-2 hours of working on my posture, aim, overall skill.*
 - *A successful session would be one where I see minor improvements from the start to the finish.*
 - *Consistent, accurate shooting. If on public ranges: ease of access, safe shooting lanes/stations, not crowded, elevated shooting platforms, 3D targets, affordable, polite, and non-condescending clientele and staff.*

COMFORT AND CONFIDENCE

Specifically, what parts of the program helped you feel more comfortable about [hunting / sport shooting / participating in archery] independently? (Program participants)

Specifically, did any parts of the program help you feel more comfortable about [hunting / sport shooting / participating in archery] independently? If yes, which parts? (Program participants)

- Safety information is the top factor regarding the program aspects that made them more comfortable, particularly information on safe gun or bow handling and tree stand safety. Information about safety gear was also appreciated.
 - *Explaining how to protect yourself in the woods, carrying firearms safely, going in and out of the woods safely.*
 - *People need to be instructed more on safe gun handling.*
 - *Firearm safety, tree stand safety.*
- Awareness of the surroundings is considered important for a number of reasons: avoiding or defending against predatory wildlife, knowing where other hunters are located, and awareness of what is behind the target.
 - *Knowing how to comfortably and safely handle a concealed weapon, which is important when you're a woman hunting alone in the woods where there are groups of bear hunters running dogs around you.*
 - *Predator protection, what to look for and how to defend and protect yourself from bear, hog, and mountain lion.*
 - *Knowing what you are aiming at, as well as what is in front and behind it.*
- Time and access for target practice increases confidence as the women become better shooters and archers.
 - *Opportunity to practice with experts who can watch you and help you improve.*
 - *Small class with a focus on accuracy and being completely comfortable with the firearm or bow.*
 - *Patient instructors and smaller class size for more one on one.*
 - *Instructors who instill confidence in the shooter.*

- Some experienced hunters and sport shooters feel that refresher courses are needed periodically for safety procedures, as well as to learn about advancements in weapons and gear.
 - *The program was a great refresher course. I participated with my grandsons.*
 - *The program refreshed my memory about all of the safety requirements related to shooting and made me more confident that I could handle a handgun safely.*
- Many hunting program participants were already familiar with the hunting procedure, but they valued information about the final stages of the hunt, like field dressing a harvest, getting a harvest out of the woods, or tracking an injured animal.
 - *I knew how to gut the animal by myself after takedown.*
- Instruction on shot placement is important. Hunters do not want to injure animals and cause suffering.
 - *Tools that help with hunting, to make a better kill shot.*
 - *Being able to execute consistently lethal and ethical shots when opportunity is presented.*
- Proper cleaning and/or storage of firearms was often mentioned.
 - *Hunting skills, field dressing skills, advanced firearm safety, and how to maintain firearms (cleaning, etc.).*
- Learning the rules and regulations and identifying animals that are acceptable to hunt helped with hunters' comfort level.
 - *I feel more confident in rules or where to find rules of hunting.*
 - *Feeling comfortable in use of my weapon and in my determination of what was a harvestable animal.*
- Some who were already participating independently valued the program because it helped connect them with other female recreationists.
 - *I participated in this program as a hunter in 2019. Since then, I have participated as a mentor every year. ...It also connected me to a network of other women hunters who have become good friends. This year, I harvested my first good buck from a stand on public land that I chose the location of, which was extremely rewarding.*

- Hands-on experience with firearms and bows is valuable. Many respondents indicated that learning the proper stance and position made them more comfortable, as did learning about the make and model of the firearm or bow that would be compatible with their size and strength, how to inspect equipment condition to determine safe operation, and how to properly clean and store the equipment.
 - *More practice with general weapon failure. Practice on a variety of weapons to improve comfort. Be amongst other beginner women with female instructor.*
 - *Getting the chance to learn the correct ways to hold and shoot, and get comfortable with the bow and arrows.*
 - *Thoroughly go over the parts of the archery equipment and how to care for it, including what to look for in the string/cord to know when it needs replacement so there is less chance of malfunction and injuries.*
- The ideal archery instructors were described as “down to earth,” personable, and compassionate, and the ideal setting allows for one-on-one instruction.
 - *Plenty of one on one time with the instructor and immediate feedback.*
 - *Instructors that can break down technique and safety. I’m a bit unsure what kinds of adjustments to make when I run into issues.*
 - *Hands on experience, taught by women.*
 - *The comradery with the participation was wonderful.*
- Information on how to track animals or where to set up tree stands or blinds helped participants feel that they could have a successful hunt.
 - *Instructions of the animals’ behavior, tracking skills, and habitat.*
 - *I feel more comfortable with calling in game, setting up my blinds.*

Specifically, what parts of the program helped you feel safer [going hunting / going sport shooting / participating in archery] independently? (Program participants)

Specifically, did any parts of the program help you feel safer [going hunting / going sport shooting / participating in archery] independently? If yes, which parts? (Program participants)

- Aspects of the program that most frequently made participants feel safer were related to firearm and bow handling, firearm cleaning, clearing jams, inspecting equipment for proper condition and function, handling and storing the equipment, basic range safety, basic firearm and bow safety, and an increased understanding of the mechanics of how different types of weapons or equipment work.
 - *Learning the mechanisms of different firearms and how their safety features were designed helped me to feel safer hunting.*
 - *Learning proper firearm control and how to assess a bow before firing it.*
 - *Learning how to use equipment properly and safely.*

- Ample time to practice with an instructor increased feelings of safety and confidence as participants' skills improved. Experienced and patient instructors and program participants at a similar skill level provided constructive feedback and positive reinforcement during the program.
 - *Repetition was a big part. Also having two instructors going one on one through the whole group while shooting. There was no rush, and they were always willing to stop and break something down if needed. They were comfortable teaching...; it was like they were my dad or grandfather teaching me how to shoot for the first time.*
 - *Going out with instructors and other people together.*
 - *Hands-on guidance that did not feel intimidating.*
 - *Safety was strongly emphasized throughout the program, and corrections were made as safety violations occurred in a firm but supportive way. We were encouraged to observe others and cooperatively maintain safety protocols.*
- Often mentioned was a general refresher and review of the basic rules, regulations, and etiquette related to safety.
 - *It's always good to review safety protocols before the hunting season starts to help from becoming complacent, even as an instructor.*
 - *More awareness of laws and regulations.*
- Having an instructor present example scenarios that a hunter might encounter in the woods (which included explanations of how to handle the situations) was a program component that helped participants feel safer to go hunting independently. This included training on situational awareness or mindfulness, such as how to become more aware of other hunters and recreationists, how to improve reading of wildlife signs, how to become a better observer of what is in the surrounding environment including overhead, and how to increase their understanding of and ability to predict conditions and adjust plans.
 - *Gun safety, proper ammo to use, down range awareness, proximity to buildings and roads, regulations.*
 - *Either alone or with a group, I am vigilant regarding safety. Being aware of others around me and vocalizing concerns should something unsafe arise.*
 - *Sharpening awareness of my gun safety habits and those of companion shooters.*
 - *Being able to recognize what to be mindful about, what to notice, what I need to be aware of, and what I don't need to be aware of.*
- How to get in and out of the woods safely was of major interest to hunters.
 - *I learned how to walk safely with a gun through the woods.*
 - *Entire safety program, tips and tricks of what to do to stay safe, how to make sure other hunters see you.*

- Establishing an appropriate walking pace based on terrain and other conditions, detecting changing weather conditions such as temperature and wind direction or force, and adjusting personal noise levels have impacts on hunter safety. Several respondents specifically mentioned that they would feel safer if they learned basic first aid and the procedures to handle emergencies in the woods.
 - *The importance of a hunting plan and what to pack for trips into the woods, fire starting and basic first aid, and map and compass.*
 - *Learning what kind of emergency gear I need to take with me, and how to react if my kayak flips over and I end up in the water.*
 - *Having a game plan, safety kit, and being able to take care of any kill myself.*

Specifically, what parts of the program helped you feel more prepared to [go hunting / go sport shooting / participate in archery] independently? (Program participants)

Specifically, did any parts of the program help you feel more prepared to [go hunting / go sport shooting / participate in archery] independently? If yes, which parts? (Program participants)

- Many of the same response categories from the comfort and safety questions emerged in this one as well: safety information, practice leading to confidence, knowledge of weapons and gear, shot placement, identifying and tracking game, rules and regulations (including etiquette), selecting ideal spots for tree stands or blinds, and how to field dress and/or remove a harvest.
 - *Experience. Knowledge of equipment, expectations, equipment, and ability.*
 - *Went over all parts of pistol and safety.*
- A major program element that helped women feel prepared to hunt independently was the development of a checklist: a first aid kit, weapons and gear, clothing (for warmth or orange for safety), food and water, safety harnesses, and a means of contacting people for help (or letting people know where and when they were going, if cell service was an issue) are some of the specific items mentioned. Also, there were distinctions made between what to keep on your person and what to keep in the truck.
 - *Be prepared by having a check list of everything you will need.*
 - *Create a list and tell people where and when I'm going.*
 - *Emergency kit info (especially reminders on compass use), blaze orange, and carrying firearm safely.*
- As a subset to the previous statement, training on the use of maps, compasses, and GPS was considered very valuable in making participants feel prepared. Getting lost in the woods was mentioned much more often as a concern than encountering dangerous wildlife, encountering poachers or unsafe men, or getting injured.
 - *The new technology such as safety devices (tree stand safety harnesses, binoculars, GPS handhelds, etc.) and information about reading topographical maps.*
 - *Compass mapping course.*
 - *Explained how to go in and out of the woods safely.*

- Program instructors were often praised for helping the women feel prepared.
 - *One on one coaching.*
 - *Experienced squad members...provided excellent support and help.*
- Access information was helpful for preparedness, such as how to request permission to hunt on someone's land.
 - *Program made me feel more comfortable handling a firearm and gaining permission to hunt on other's property.*

If you were to participate in [a hunting / a shooting / an archery] program in the next 2 years, specifically what do you think the program should offer or provide to make you feel more comfortable about [going hunting / going sport shooting / participating in archery] independently? (Asked of those who did not participate in a program.)

- For women who did not participate in a program, training on the handling of firearms or archery equipment, firearm cleaning, an increased understanding of the mechanics of how different types of firearms or bows work, how to inspect equipment for proper condition and function, how to adjust equipment, the opportunity to try out different equipment, and how to handle the equipment in a safe manner were most frequently mentioned as information that would help them feel comfortable hunting or shooting independently.
 - *Ability to test out different equipment (bows, targets, etc.).*
 - *Hunting skills, field dressing skills, advanced firearm safety and how to maintain firearms (cleaning, etc.).*
 - *Different ammo types, being more comfortable with limitations of firearms.*
- The number of respondents in the hunting survey who mentioned field dressing and game retrieval was notable.
 - *A class on gutting and cleaning animals would be very helpful for me.*
 - *Ability to physically walk in the woods, track an animal, gut and transport a deer.*
- For archers, coaching on strength training and finding the perfect bow and equipment were also valuable program aspects. Participants would like more direct instruction time and assistance in selecting the most appropriate equipment for their unique physical characteristics.
 - *Basics. Preparation for hunting season early (summer). Strength building.*
 - *Coaching on proper archery equipment. Coaching on strength training specific to archery. Coaching on adjusting archery equipment (sights, strings, drawback etc.).*
- Respondents in the archery survey also emphasized the importance of personable and compassionate instructors, as well as classes that incorporate a buddy system where participants can work in pairs.
 - *Buddy system.*
 - *With a competent and friendly instructor as well as women's only participation.*

If you were to participate in [a hunting / a shooting / an archery] program in the next 2 years, specifically what do you think the program should offer or provide to make you feel safer [going hunting / going sport shooting / participating in archery] independently? (Asked of those who did not participate in a program.)

- A lot of the aspects that helped participants feel safer after participating in the program were also mentioned by non-program participants as valuable in future trainings (safety tips, knowledge of weapons and gear, a checklist of required items, how to track and field dress animals, navigating the woods, hands-on practice with instructors or mentors, etc.).
 - *A checklist of safety equipment to take with me.*
 - *Navigation with and without GPS.*
- Several women emphasized the importance of knowing what to expect and participating in “what if?” scenarios, such as what to do when a gun jams, encountering large predators, getting lost, tracking an injured animal, or self-defense in unsafe situations.
 - *A breakdown of what to expect, what could happen, a review of different scenarios and also safety for being in tree stands, safety harnesses, and safety measures that need to be taken when hunting from a tree stand. And how to feel more comfortable when in the dark.*
 - *How to handle the unexpected.*
- Related to the previous item, awareness of their surroundings was stressed as an important training topic for safety. Knowing the terrain, where wildlife is located, where other hunters are located, and proximity to people or buildings were noted as important.
 - *Awareness of surroundings.*
 - *A person should be sure what animals might be on their hunting grounds. I do not want any dangerous wild animals around, since I hunt on the ground or very low blinds. Teach the women to look for signs of predators.*
- Women-only programs, female instructors, and hands-on mentorship would help participants feel supported and able to hone their skills without judgement or pressure.
 - *Have female instructors to help females not feel intimidated.*
 - *Women/gender-nonconforming only courses.*
- Several respondents indicated that online resources would help in learning or getting refreshed on safety information.
 - *Possibly offer online continuing education type programs to view.*

If you were to participate in [a hunting / a shooting / an archery] program in the next 2 years, specifically what do you think the program should offer or provide to make you feel more prepared to [go hunting / go sport shooting / participate in archery] independently? (Asked of those who did not participate in a program.)

- For hunters, a lot of responses to this question related to harvesting game. Information on how to track game was the top response, slightly above safety information, and substantial percentages mentioned field dressing, shot placement, how to identify game, and how to hunt from tree stands.
 - *A women's tracking class would be very helpful. Tree stand usage and safety.*
 - *Better calling techniques for turkey hunting.*
- Related to the previous item, the ability to practice and improve skills; increased familiarity with the firearm, bow, or gear; and hands-on mentorship were frequently mentioned.
 - *Gun care and safety.*
 - *A class that teaches the mechanics of a bow and how to fix anything if it were to break.*
- Awareness of the environment and knowing what to expect (scenarios and troubleshooting) were noted as being important for preparedness.
 - *Gun safety and more awareness for outdoors, such as potential hazards, poisonous animals/plants too look out for, and first aid for various situations.*
- For shooters and archers, knowledge of where to find ranges or shooting access is important.
 - *More advertisement.*
 - *Access to safe, public archery ranges that are open during evenings and weekends.*
- There was some frustration that programs are not offered at different skill levels—the essence of moving people through ORAM. Some who are familiar with the basics were not able to find programs at a more advanced level.
 - *I think a class that is more intermediate. Touches on basics briefly as a reminder, but a lot of us have already been hunting at least once and would like a more advanced, situational type class. Like what to do if 'this or that' happens.*
 - *Advanced skills practice.*

- Shooters, more so than hunters and archers, expressed a desire for female instructors. Also, shooters and archers were more likely than hunters to want women-only programs.
 - *I would like to do something geared toward women. Amazing if childcare were provided so women could try it out. A day for the basics of sport shooting to make me feel more comfortable going into a sport club.*
 - *Female instructors—in my experience men generally assume you don't know much, and you get treated/talked down to like a child (mansplained).*
- It is worth noting that a substantial percentage of archers are interested in training for bowhunting, rather than just target archery. Shot placement and tree stand practice and safety are of particular interest.
 - *Archery ranges available to practice with elevated stands to be more realistic or consistent to when you're actually hunting.*

SUPPORT AND CAMARADERIE

Specifically, why didn't you rate the support for [hunting / sport shooting / archery] you have received since the program higher? (Asked of program participants who rated support 7 or lower out of 10.)

- Some were unsure of what the term “support” was referring to. Does it mean support in the form of follow-up communication from the agency or organization that conducted the group, from the sporting community, or from friends and family? In many cases, the program was a one-time event, such as a competition or fundraiser, and support afterward was not applicable or expected.
 - *I really did not understand the question. ...I get support from my friends for hunting and finding different places to go on a state and private property.*
 - *Don't expect additional support unless I ask for it, and I haven't.*
 - *It was an archery target shootout, not really a educational program.*
- Many participants indicated that there was no follow-up communication with instructors or other participants.
 - *After the program there was no further communication.*
 - *Agencies like to do one-and-done programs to check a box rather than continued programs or follow-up programs.*

- In many responses, lack of support was interpreted as a lack of others to participate with, an inability to find female hunting or shooting groups, anti-hunting sentiment, or instances of misogyny.
 - *No one in my family or girlfriends hunt. Men I know that hunt, suspect they wouldn't want to help me and I'm not going to ask.*
 - *Because there are a lot of people that don't want me to hunt.*
 - *My husband is supportive, but my extended family is not. They are very competitive hunters, and I am the only female in my family that hunts. Everything I do or say is criticized so I no longer hunt with them.*

Thinking about your [hunting / sport shooting / archery participation] since the program, what would you say has been most important or helpful to you being able to continue [hunting / sport shooting / participating in archery]? (Program participants)

- In general, the increased knowledge and skills were the program factors most valuable in getting program attendees to continue participating in the activity. In particular, increased familiarity with firearms, bows, and equipment; safety training and tips; understanding of the rules and regulations; and increased target accuracy were mentioned. The activity is more fun when the participant is good at it.
 - *Encouragement to hunt, continually getting better, practicing, and learning new skills.*
 - *Gaining more confidence in my skills.*
 - *Being up to date on all safety regulations.*
 - *Firearm safety, respect/preservation of animals/nature, legal knowledge.*
 - *Better firearm knowledge.*
- The camaraderie in learning and participating with others, without judgement, was frequently mentioned. A lot of respondents receive support and encouragement from friends and family.
 - *I don't live near any of the people I met. But the ones I became friends with were always more than happy to talk to me to answer questions, advise, and encourage.*
 - *Being able to find places to shoot, and going with a group.*
- Access is a requirement for continued participation in the activities.
 - *Getting info on the local hunting areas.*
 - *Knowing hunting locations since there are so many houses being built in my rural area.*
 - *Available ranges.*
 - *Research on public lands and a subscription to a hunting map app.*
 - *Purchasing my own land has been the most helpful.*

- Having a mentor, either from the program or in one's social circle, was often mentioned as being important for continued participation.
 - *Skills and also contacts with other women interested in hunting.*
 - *Support from my spouse who invites me to hunt with him every time he goes. Having a dog who loves hunting also helps!*
 - *Support from family members and friends, completely harvesting a kill myself.*
 - *Having a strong support system and having programs readily available.*

ACCESS AND OTHER POTENTIAL CONSTRAINTS

Can you please tell me any important reasons you did not [hunt / shoot / participate in archery] at all, were unable to participate, participated less, or did not participate as much as you would have liked [since the program / in the past 2 years]?

- The most common constraint named by respondents was lack of time due to work or family obligations, such as caring for elderly or other dependent family members. Even when they would otherwise have the time, lack of childcare was a constraint.
 - *My job has become extremely time consuming, making it difficult to find appropriate time to hunt.*
 - *Work schedule, current economy requires people to work more while not meeting basic needs. Hunting has become a means to provide food instead of for sport.*
 - *Had a baby. Just getting back into the woods this year. Could not hunt last year as I was very pregnant during season.*
 - *Difficulty in obtaining childcare.*
- Personal health, including acute and long-term health problems, was mentioned by numerous respondents, as well as aging out of the ability to participate or participate frequently.
 - *Getting old and achy...recovery time...arthritis.*
 - *I have a back injury that keeps me from participating as much as I'd like.*
 - *Surgery on my feet making me unable to walk.*
- Regarding constraints over which an agency or organization might have some influence, many respondents named lack of access as their primary issue. Many hunters specifically referred to the lack of private land or access to uncrowded land where they would feel safer than on public land. A lack of conveniently located, nearby ranges came up quite a bit in the responses from shooters and archers.
 - *Land scarcity. Hunting public land as a new woman hunter. Around men is uncomfortable alone without my husband. I know I'm safe but still worry.*
 - *The distance to drive to shooting range, didn't take the time to go practice shooting, intimidated due to it being male dominated sport, intimidated due to being a beginner.*
 - *Busy, no local places to do it.*

- Many women have no one to hunt or shoot with. Some have lost their partner due to divorce, death, or their partner aging out of the sport, while others did not elaborate.
 - *My hunting partner passed away three years ago.*
 - *A breakup with shooting partner and health reasons.*
 - *My friends that did it with me passed away.*
- Some women said there was a lack of archery programs being offered, or at least they were not aware of any. Several respondents specifically stated that they indeed would have attended, if they had been aware of any nearby archery programs.
 - *Didn't know of these events or how to take part in them but definitely would if I could and was aware of them.*
 - *I have not found any archery programs for adults in my area.*
 - *I would like to take a class but haven't seen that one was available.*
- Many respondents do not have archery equipment, cannot afford equipment, or do not have equipment designed for women.
 - *I do not have the supplies to continue at home. It was during a family camp, and we were introduced to archery and target shooting.*
 - *Didn't have my bow where I was living (I store it at my parents' house).*
 - *Because I didn't have a bow.*
 - *Didn't know about any programs and don't own a bow.*

**Specifically, why didn't you rate your access to [hunting / sport shooting / archery] higher?
(Asked of those who rated access 7 or lower on a scale of 0 to 10.)**

- The overriding response to this question, for hunters, is simply that there are not any or enough areas to hunt.
 - Hunters have to travel too far to hunt. Interestingly, there were several respondents living in a rural area saying that they would have to travel far.
 - Much land is privately owned or posted by landowners who do not allow hunting. In some cases, hunters who had private land to hunt lost that access because the property was sold.
 - Much of the private land that does allow hunting is taken up by leases or outfitters, which results in private land hunting being cost-prohibitive. There were some complaints about out-of-state hunters getting these areas.
 - A top response was that public land is overcrowded. This corresponds to some women feeling unsafe due to the areas being male-dominated and full of inexperienced hunters. Also, harvesting is more difficult with hunting pressure.
 - There were numerous comments that there is not enough *public* hunting land.
 - A lot of hunters indicated that they don't know of any areas to hunt. This could either mean that there are not nearby areas or that there are but those areas are not known by the hunters.
 - *Public land close to me gets reserved really quick, and [there is] little to no access to private lands.*
 - *There isn't much private land that isn't already leased by a bunch of guys. Most all of those clubs either do not allow women or they only allow wives and daughters. The public land close to me is practically overrun with hunters. I do not feel safe hunting alone there. I don't have hunting buddies so I must go alone.*
 - *Private lands are best to hunt, but hard to find; hunting clubs are male dominated; hunting on public lands can be dangerous due to overcrowding and inexperienced hunters.*
 - *Very little public hunting land in Texas as compared to Colorado and Kansas where we previously hunted.*

- As with hunters, the predominant response for shooters and archers is that there are not any or enough places to shoot.
 - Travel distance to shoot was a top response for both shooters and archers. This was stated by both urban and rural residents.
 - Many private ranges are exclusive/members-only and expensive. In addition, many who are willing to pay say that there is a waiting list.
 - Compared to hunters, a lot more shooters and archers indicated a lack of information on where to participate or what programs were available, as they had not seen anything advertised.
 - *Distance, childcare, other women who shoot to go with.*
 - *The availability of affordable clubs and ranges to shoot at, most require a membership. I would rather pay for single uses rather than a whole membership I don't know if I'll use.*
 - *It's hard to make it all the way out to a range. There aren't many close and they don't advertise events well.*

OTHER GENERAL FINDINGS

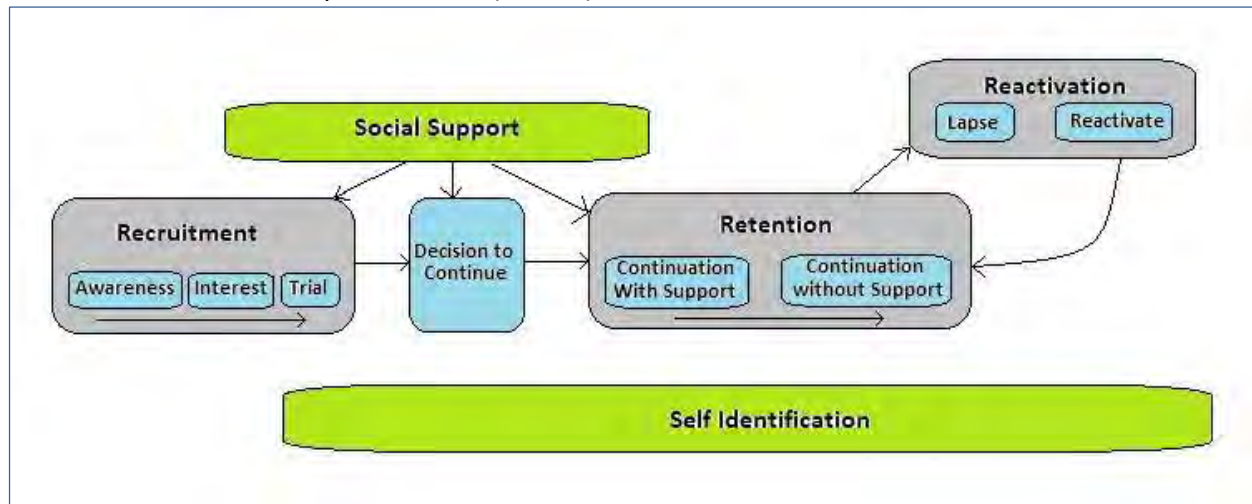
- In general, the survey was designed to identify the program aspects that can help women participate in their activities independently. Many questions were directed at beginning- or intermediate-level participants. However, many respondents were program instructors, mentors, or have been participating in the activity for a long time. Sometimes the experienced respondents stated what they thought would be helpful to beginners.
 - *I was an instructor for this program, so I was there to help empower other women in hunting. ...I get to have a fresher perspective from new hunters to think about my independent hunting experience in a new light. They ask great questions and give me inspiration.*
 - *This was an international competition, not a learning program. I am a high-level competitor. Many of these questions don't fit my situation.*

- Although the issue of misogyny was not reported in large percentages, there were nonetheless enough comments in various questions to consider this a constraint when planning for programs or events. Intimidation in the field, unsolicited advice at gun or archery ranges, and a feeling of being unwelcome or disrespected were mentioned.
 - *Having women instructors or leaders of an event would help. A lot of time when men do it, I can't help but feel lesser-than, like they are talking down to me, and assume I am not as familiar with archery as I am. I believe these assumptions are based purely on gender.*
 - *Hunting activities are male dominated, and I have personally faced a lot of rude comments in regard to women being involved in hunting.*
 - *It's a little weird when men come and try to help you in general!*
 - *There really is no support around here. A lot of self-proclaimed experts, but they don't help, they judge.*
 - *Breaking into such a 'traditional' community can be hard, and in some areas it can be almost impossible if you don't fit the 'traditional' hunter model (aka you're a person of color or a woman or nonbinary gender).*
- Another overall comment seen throughout the survey was that women would feel more comfortable and competent if they believed they were seen as equals.
 - *A welcoming and supportive atmosphere free of politics.*
 - *Honestly, it's such a 'boy's club' of hunters in my area that I don't bother much with worrying about it. My husband's friends respect me and my hunting abilities, so I don't feel the need to prove myself.*
 - *A welcoming environment with both men and women who support one another equally.*
 - *I shot with a lot of men to begin with, and it was very intimidating, but there were other women and girls who shot as well. I got comfortable after realizing that not all men are great and everyone makes their mistakes.*
 - *I think that, as a woman, participation in the sport is heavily reliant on other people sharing it with you. If you didn't grow up with it (I did not) it's really intimidating. Hunters take so much pride in their knowledge that it can make it daunting and inaccessible to a novice. Connecting women with other beginner women is critical. Offering courses about how to scout locations or read the wind or other factors that are typically fostered by a veteran hunter sharing their knowledge might help. I think a lot of women get exposed to it through a relationship, and if that relationship ends and they aren't confident enough to go on their own their engagement with the sport ends. Women need environments of connection. Classes are a great tool. Scholarships and outreach like this survey are awesome too. People want to pay it forward. I got into hunting for my bird dog.... I've learned a lot about how hunting provides resources to conservation in a way that the general public typically is ignorant of. I'm grateful for what I've learned, and I cherish the days I get in the woods.*

APPENDIX A: THE OUTDOOR RECREATION ADOPTION MODEL (ORAM)

The Outdoor Recreation Adoption Model (ORAM) is shown below. People go through stages when they become recreation participants, such as hunters, sport shooters, and archers. The first three stages of ORAM (awareness, interest, and trial activity) are addressed by recruitment efforts. These initial stages lead to the next stages: the decision to continue, continuing participation with social support, and then continuing participation without social support. These continuation stages are addressed by retention efforts. Individuals who do not continue to participate are referred to as lapsed participants—the remaining stages of ORAM. These lapsed participants are addressed by reactivation efforts.

Outdoor Recreation Adoption Model (ORAM)



APPENDIX B: WEBINAR AGENDA

What Women Want – R3

National Women's Focused R3 Virtual Workshop

Concentrating on "One but Not Done" Efforts

January 25th, 2023

Agenda

- | | |
|----------------|--|
| 10:00 a.m. CST | Welcome <ul style="list-style-type: none">• <i>Why are we here?</i> |
| 10:10 a.m. CST | Director Intro <ul style="list-style-type: none">• <i>Be there as role models.</i>• <i>Stress the importance of why they're attending.</i>• <i>Success stories in their states.</i> |
| 10:30 a.m. CST | Research Results & Findings – Discussion Leader, Mark Duda, Responsive Management <ul style="list-style-type: none">• <i>Reviewing the 2022 study.</i>• <i>Take away messages.</i> |
| 11:30 a.m. CST | What's Next? - Discussion Leaders – Christine Thomas, Becoming an Outdoors-Woman, & Marissa Jensen, Pheasants Forever and Quail Forever <ul style="list-style-type: none">• <i>Overview of the 2023 study.</i><ul style="list-style-type: none">○ <i>Plan for the year ahead.</i> |
| 12:30 p.m. CST | Panel Discussion/Speaker Series with R3 Partners – “Building Competence and Confidence” <ul style="list-style-type: none">• <i>Listen to a select panel of leaders discuss their success with women-focused events and examples of building confidence and competence in participants.</i> |
| 1:30 p.m. CST | Conclusion: Unite and Conquer |

ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies, businesses, and organizations better understand and work with their constituents, customers, and the public.

Focusing only on natural resource and outdoor recreation issues, Responsive Management has conducted telephone, mail, and online surveys, as well as multimodal surveys, on-site intercepts, focus groups, public meetings, personal interviews, needs assessments, program evaluations, marketing and communication plans, and other forms of human dimensions research measuring how people relate to the natural world for more than 30 years. Utilizing our in-house, full-service survey facilities with 75 professional interviewers, we have conducted studies in all 50 states and 15 countries worldwide, totaling more than 1,000 human dimensions projects *only* on natural resource and outdoor recreation issues.

Responsive Management has conducted research for every state fish and wildlife agency and every federal natural resource agency, including the U.S. Fish and Wildlife Service, the National Park Service, the U.S. Forest Service, Bureau of Land Management, U.S. Coast Guard, and the National Marine Fisheries Service. Additionally, we have also provided research for all the major conservation NGOs including the Archery Trade Association, the American Sportfishing Association, the Association of Fish and Wildlife Agencies, Dallas Safari Club, Ducks Unlimited, Environmental Defense Fund, the Izaak Walton League of America, the National Rifle Association, the National Shooting Sports Foundation, the National Wildlife Federation, the Recreational Boating and Fishing Foundation, the Rocky Mountain Elk Foundation, Safari Club International, the Sierra Club, Trout Unlimited, and the Wildlife Management Institute.

Other nonprofit and NGO clients include the American Museum of Natural History, the BoatUS Foundation, the National Association of Conservation Law Enforcement Chiefs, the National Association of State Boating Law Administrators, and the Ocean Conservancy. As well, Responsive Management conducts market research and product testing for numerous outdoor recreation manufacturers and industry leaders, such as Winchester Ammunition, Vista Outdoor (whose brands include Federal Premium, CamelBak, Bushnell, Primos, and more), Trijicon, Yamaha, and others.

Responsive Management also provides data collection for the nation's top universities, including Auburn University, Clemson University, Colorado State University, Duke University, George Mason University, Michigan State University, Mississippi State University, North Carolina State University, Oregon State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of California-Davis, University of Florida, University of Montana, University of New Hampshire, University of Southern California, Virginia Commonwealth University, Virginia Tech, West Virginia University, Yale University, and many more.

Our research has been upheld in U.S. Courts, used in peer-reviewed journals, and presented at major wildlife and natural resource conferences around the world. Responsive Management's research has also been featured in many of the nation's top media, including *Newsweek*, *The Wall Street Journal*, *The New York Times*, CNN, National Public Radio, and on the front pages of *The Washington Post* and *USA Today*.

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