



Outdoor Stewards of Conservation Foundation, Inc.

FINAL REPORT

NATIVE AMERICAN Participation and Perceptions Towards Hunting, Trapping and Target Shooting.

Project funded by FY2022 multistate conservation grant F22AP00611 through the AFWA and USFWS.



Outdoor Stewards of Conservation Foundation, Inc.



Jim Curcuruto
Executive Director

Mission Statement Outdoor Stewards of Conservation Foundation™



Use research-based communications and engagement programs to help recruit the next generation of Hunters, Anglers and Target Shooters (HATS) and promote the fact that HATS are primary funders and stewards of land, fish and wildlife conservation in America.



Objectives of the Research



Participation and Cultural Acceptance

Measure current participation rates of hunting, trapping, target shooting.

Measure cultural acceptance and tradition of hunting, trapping, target shooting among Native Americans (including those who note tribal membership).



Barriers and Potential Influence

Identify barriers to entry/ participation in activities.

Identify opportunities to drive consideration and influence participation in outdoor activities.



Land Access and Tribal Privileges

Identify awareness of hunting, trapping and target shooting privileges afforded Native Americans based on tribal affiliation.

Measure usage of those privileges.



Opinions on Gov't Agencies

Benchmark perceptions of state wildlife Agencies and the USFWS.



Methodology



Online survey using sample from [Dynata](#). 2,853 interviews were split into 4 buckets to provide comparable data for analysis across segments.



General Population. 1,000 general US population interviews and 1,001 Native American US population interviews were completed. Gender and age quotas were in place to help reduce the impact of weighting the data to be representative of each population [on age and gender].



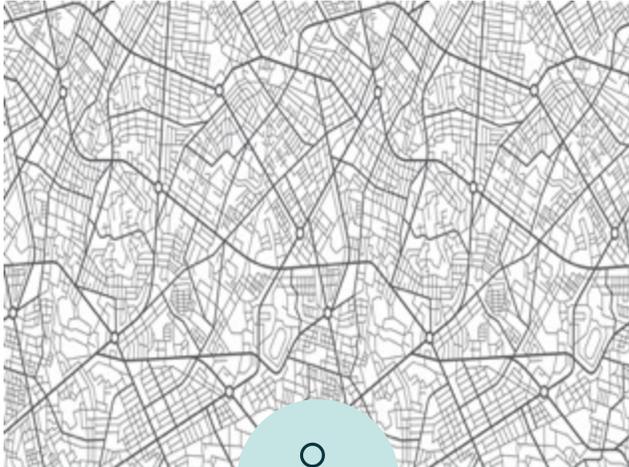
Oversample. Two outdoor activity oversample groups were also recruited with 500 interviews for the US general population and 352 Native Americans. To qualify, oversample interviews had to have participated in at least one desired activity in their lives [hunting, trapping or target shooting].



Methodology



Analytic Notes



Analytic Considerations



Definition of **Native American** in our sample.

- **Self identify** Native American or Pacific Islander OR,
- Claim affiliation with a tribe in the US or its territories (~70% of NA Gen Pop).
- *Note: there were Native American respondents who were part of the US general population sample.*



Survey Qualification:

- General population samples had no activity requirement to continue in the survey.
- Oversample was used to augment activity populations so that a more meaningful analysis could be conducted by each activity (hunters, trappers and target shooters)



Weighting:

- US and Native American general population sample was weighted on Age and Gender to accurately reflect each of these US populations.
- When comparing ‘activities’, we used “unweighted” data because these groups reflect the populations who participate in the activities. We compared activity participants who were Native Americans (NA) and those who were not (Non-NA).



Stat testing:

- US general population and Native American general population of 1,000 completed interviews have a margin of error of +/- 3%.
- Symbols for significance testing used throughout denote significant difference between comparison groups at the 95% confidence interval.





Glossary

Terms used in this report

Please Review This List To Understand a Little More About the Labels and Terms in this Report

- **NA** = Native American (includes those who self identify as Native American AND/OR claim tribal affiliation (about 70% of NA Gen Pop)).
- **Non-NA** = Non-Native American.
- **US Gen Pop** = US General Population.
- **NA Gen Pop** = Native American General Population.
- **Significance** = The difference between two comparative samples is a statistically significant difference at the 95% confidence interval.
- **Lapsed** = Someone who has participated in an activity at least once in their life, but has NOT done so in the last 2 years.
- **Overall Participants** = Those who participated in at least one activity (hunting, trapping, OR target shooting).
- **Activities** = Activity in this report designates participation in one of the primary focal activities tested: hunting, trapping (wildlife), and target shooting.
- **pp** = percentage points. A term showing a difference from one comparison group to another.





**Key
Takeaways**



Key Takeaways and Recommendations



Indian country still has a connection to, or a longing for, hunting, trapping & shooting.



Key Takeaways



Community and culture matter to Native Americans; outdoor activity is part of their heritage. Efforts to drive outdoor activity participation should incorporate this fact. *How do you build community around an activity like hunting, trapping & shooting?*



Native Americans are significantly more favorable and interested in outdoor activities.



72% of Native Americans feel more connected to their ancestry when out in nature.



81% of Native Americans agree that "nature" is part of their heritage.



Family, friends and tribal leadership are all strong influencers to drive participation.



Key Takeaways



Active recruitment efforts in Indian Country will yield willing participants.



1. Interest in learning more about activities ranges from 36% - 49%.

Interest in Learning More (NA Gen Pop n=1,001)



2. Activity participation is already significantly higher within the Native American population, but much room to grow.

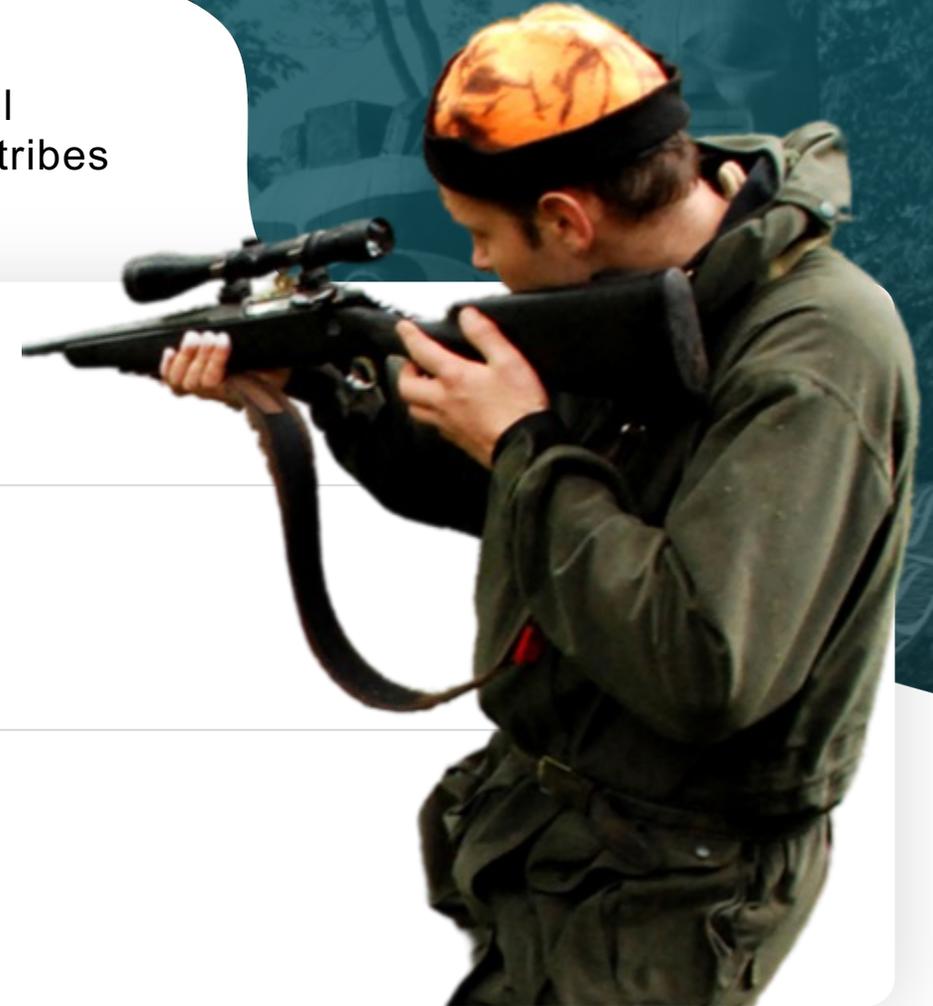
Activity Participation (NA Gen Pop (n=1,001))



Key Takeaways



While there are great themes in this research, there is a real opportunity to explore the differences between regions and tribes more fully.



1. There are likely some real differences about the kinds of animals hunted and cultural meaning behind each.



2. There are MANY differences across tribes for the kinds of benefits and privileges afforded them and the resulting agency and/or political differences.



3. Additionally, it would be good to understand if there are differences across tribes:

- ⊗ Regarding Non-NA hunters and trappers.
- ⊗ Barriers to participation
- ⊗ Learning preferences



Recommendations Page Tribal



Opportunity

NA preferred learning format is connecting with hunting mentor or free equipment/kits is significantly different from general population. Why? This spells opportunity.



Tactical

Primary barriers among those who are open to these outdoor activities are tactical – time, access and health. *How can we attract people through programming and activities by addressing these barriers?*



Loyalty and Tradition

NA are interested in competitive shooting & trap shooting. Intuition theorizes this is driven by a perception that many NA would believe they are very good shooters (“grew up doing it”). Targeted tribal discounts, free equipment and/or training may drive participation and loyalty.



Grants and Funding

Government agencies and tribes can work together to fund these opportunities to strengthen relationships with each other through educational programming.



Imagery

Tribal influencers used for social media would be relevant across NA and Non-NA. *Unique opportunities for real Native Americans Hunting, Trapping & Shooting.*



Recommendations Page – Agencies and Manufacturers



Agency Trust

Agencies have an opportunity grow trust and reputation by sponsoring activities to increase tribal involvement and/or partner with tribes to improve relationships among Non-NA and NA. Particularly through grass roots collaborations.



Manufacturer Brand Void

No manufacturers are truly top of mind as “identifiable” with Native Americans. Instead, Native Americans and Non-Native Americans generally cite the same brands overall. Discounts, sponsorship, entry kits, and inclusionary imagery all would resonate.



Advocacy

NA hunters and recreational enthusiasts believe that participation in these activities is engrained in their cultural and spiritual roots. When entering these communities with marketing or programming options they should:

- Bring tribal leadership into the discussion early and often. This will help inform tribal and regional differences and help drive participation with endorsement from leadership.
- Recognize the sovereignty of each tribe to understand that each face their own challenges, and have their own societal agendas. Taking these into account can make sure any involvement is designed to complement their specific agendas and cultural needs (e.g., there may be some tribes that are looking to involve young males more in tribal history and affairs).





Summary of Detailed Findings



Summary of Detailed Findings

Overall





Activity Participation



Native Americans are **significantly more interested and favorable** towards many outdoor activities including hunting, trapping and target shooting.

Select Key Stats

- › **Participation** in targeted activities in last 24 months is **nearly 2 – 3 times more for NA than Non-NA.**
- › NA activity participants spend **significantly more time** each year engaged in these activities.
- › NA respondents are more likely to **internalize nature and outdoor activities as part of their being and heritage.** It equates to greater participation and interest.
- › **Cultural reasons** for activity participation are **much higher** in the NA community than Non-NA.
- › NA individuals are more **open to financial and cultural/familial influences** to drive consideration.
- › **General knowledge** of, and usage of special tribal privileges for hunting, trapping and other outdoor activities is **limited.**



Perceptions of activities, agencies, and intra-cultural relations regarding outdoor activities



Interest and Favorability

NA respondents are significantly more interested and favorable to all activities.

Non-NA exhibit significantly more negative perceptions about hunting, trapping and target shooting.



Barriers to Participation

Interest and ethical concerns are top barriers to activity participation across NA and Non-NA individuals [particularly in hunting and trapping].

Cost, time, and equipment also pop up as significant barriers.



Reasons for Activity Lapses

Reasons to lapse are mixed. Top reasons are lack of time, lack of access and a loss of interest.

Interest in learning more about each activity is 25%+ for Non-NA and 36%+ for NA.



State and Federal Agency Perception

NA and Non-NA have a somewhat favorable opinion of state and federal agencies.

But relations could improve with easier licensing, lower costs and greater access to hunting grounds.





Section Detailed Findings



Activity Participation

Participation, Availability, Perception, and General Influencers to Participate



Activity Participation Highlights



Activity Section

01

NA's are more engaged with outdoor activities evaluated in this research.

02

NA's participate in fishing, camping, hiking, hunting, target shooting, archery, trapping significantly more often than Non-NA's.

03

NA's have more favorable opinions about trapping, hunting and target shooting.

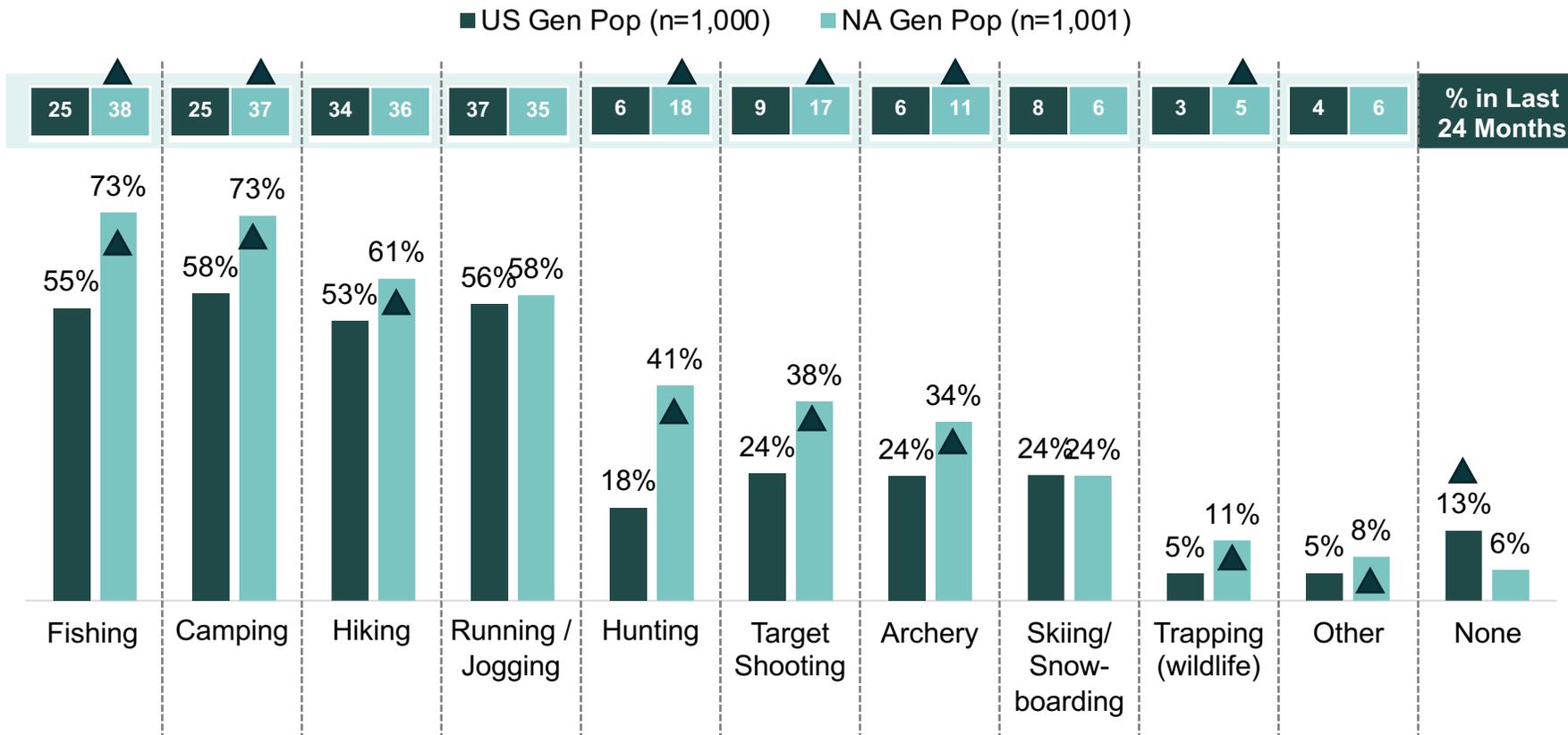
04

Mentorship is an opportunity. Family and respected tribal leadership can help influence trial and participation.



Native Americans are consistently more engaged in most outdoor activities tested (including hunting, trapping, target shooting).

Activity Participation – Ever and Within Last 2 Years



NA participation in last 2 years for hunting, trapping and target shooting outpaces US Gen Pop significantly.



Which of the following sporting and outdoor activities have you EVER done? (Select all that apply)

Which of the following sporting and outdoor activities have you participated in within the last 24 months (2 years)? (Select all that apply)

▲ Significantly higher than comparison group at a 95% confidence level.

NA gen pop perform activities significantly more often than Non-NA participants.



Number of Days Participating In Activity Annually

	Non-NA Overall Participant	NA - Overall Participant	Non-NA Hunters	NA Hunters	Non-NA Target Shooters	NA Target Shooters	Non-NA Trappers	NA Trappers
*Unweighted Base	730	995	488	759	575	713	117	330
Hunting with a Handgun Mean	3.5	10.7 ▲	3.5	10.7 ▲	3.5	11.8 ▲	6.2	18.5 ▲
Hunting with a Rifle Mean	8.2	14.1 ▲	8.2	14.1 ▲	8.4	15.6 ▲	13.5	21.6 ▲
Hunting with a Shotgun Mean	7.5	12.8 ▲	7.5	12.8 ▲	7.8	14.2 ▲	11.3	21 ▲
Target Shooting Mean	10.8	16.8 ▲	11.9	19.2 ▲	10.8	16.8 ▲	14.8	24.9 ▲
Trapping Mean	10.4	21.9 ▲	9.5	22 ▲	10.1	22.8 ▲	10.4	21.9 ▲

Please select the option for each row that "best" represents your answer. How many days per year do you (down choices)?

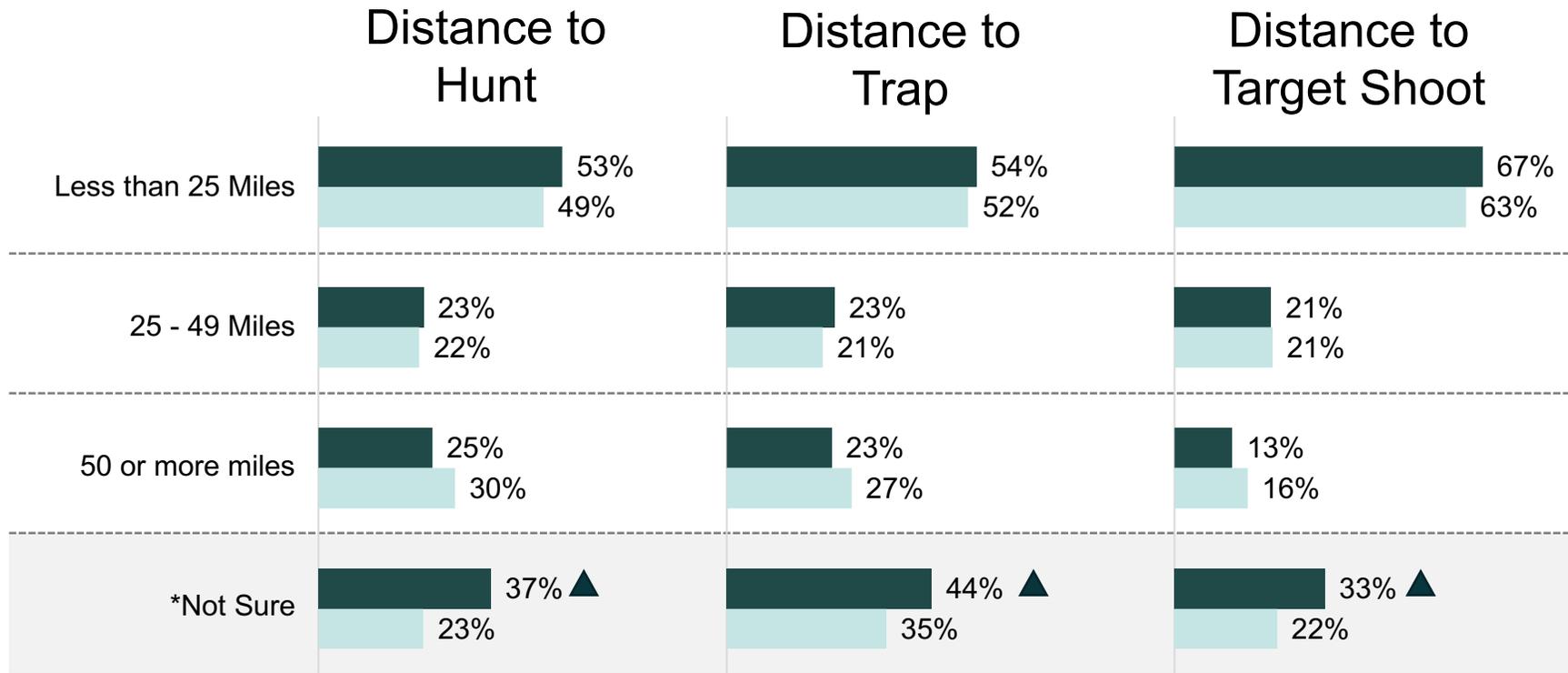
*Unweighted base is used to compare activity participants. Means should be used somewhat directionally to note where there are differences between comparative groups.

▲ Significantly higher than comparison group at a 95% confidence level.



In general, perceptions about distance to participate in an activity are consistent for NA and Non-NA.

■ US Gen Pop (n=1,000)
 ■ NA Gen Pop (n=1,001)



HOWEVER, general awareness of where to participate in activities is higher for NA gen pop.

How far would you need to travel in order to participate in the following activities?

** Percentage for distance total 100% because the values have been recalculated and based on those who provided an answer. Percent not sure is noted to illustrate that many people still have no idea about where these activities can be conducted.*

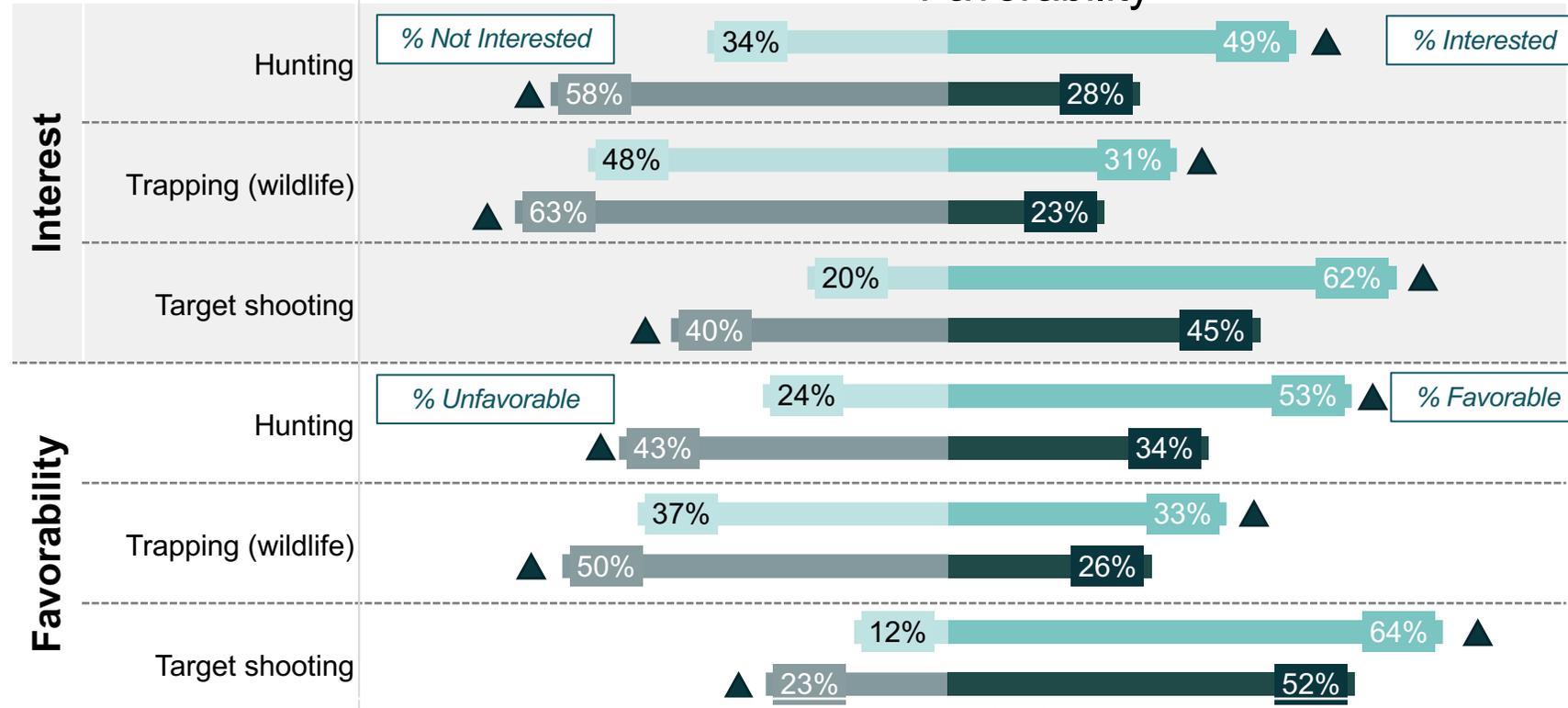
▲ *Significantly higher than comparison group at a 95% confidence level.*



Activity favorability and interest is higher for the NA Gen Pop (as much as 19 pp). Trapping shows least interest and favorability.

■ US Gen Pop (n=1,000)
 ■ NA Gen Pop (n=1,001)

Overall Populations Activity Interest and Favorability



Note: Negative perceptions are significantly more negative for US gen pop.

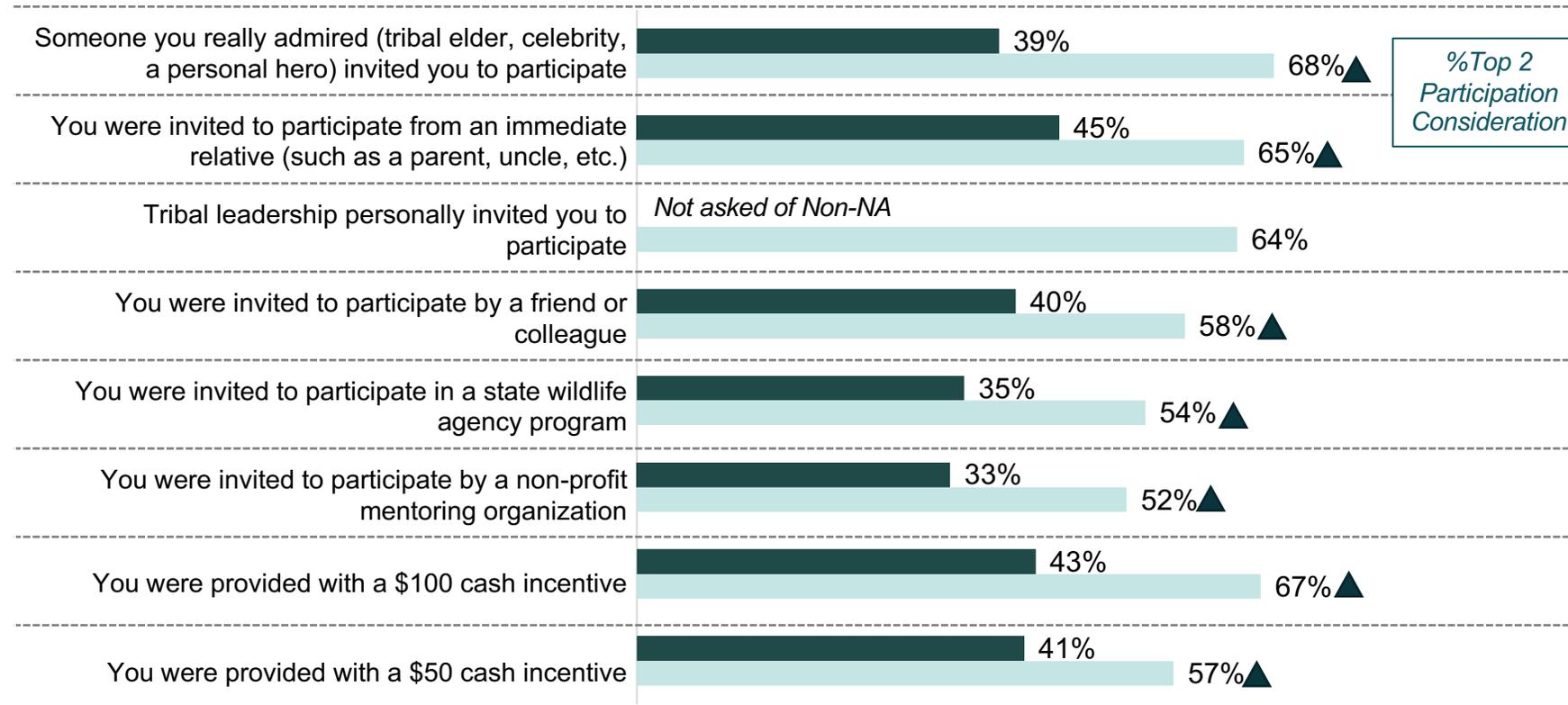
How much interest would you have in participating in the following activities?
 How favorable or unfavorable is your opinion about the following outdoor recreational activities?
 ▲ Significantly higher than comparison group at a 95% confidence level.



NA Gen Pop are more prone to respond to all influences tested. Tribal and familial influences are particularly strong.

■ US Gen Pop (n=1,000)
 □ NA Gen Pop (n=1,001)

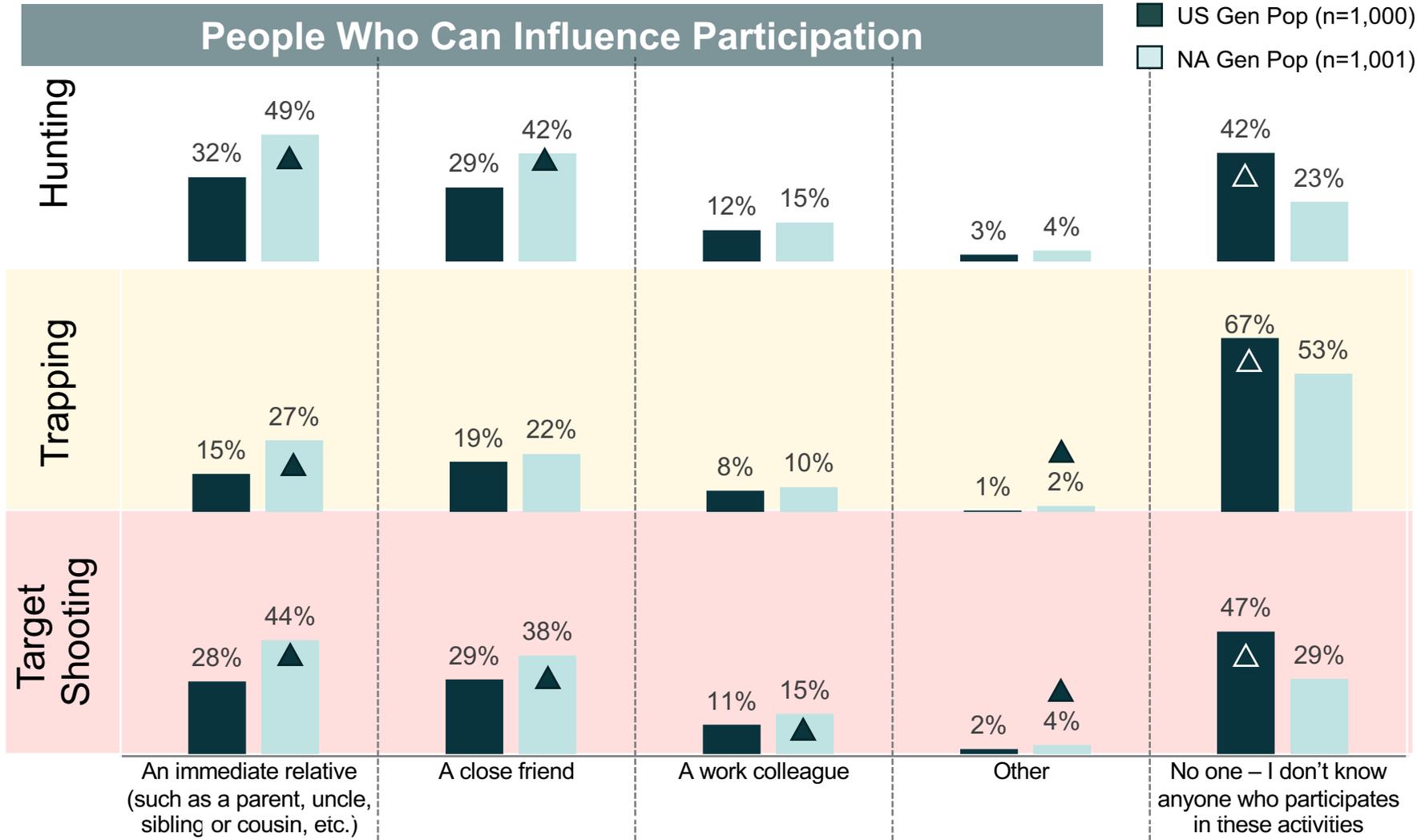
Influencers For Activity Consideration



Openness to a variety of influences suggests opportunity for activity recruitment is strong.



NA Gen Pop know MORE people who participate in activities than US Gen Pop.



Over half of all respondents know hunters or target shooters – power of an invite could encourage trial.

Who do you know whom you would consider an active participant in hunting / trapping / target shooting?
 ▲ Significantly higher than comparison group at a 95% confidence level.





**Section
Detailed
Findings**



Attitudes and Beliefs

Connection to Outdoors and Heritage and General Community and Agency Perceptions



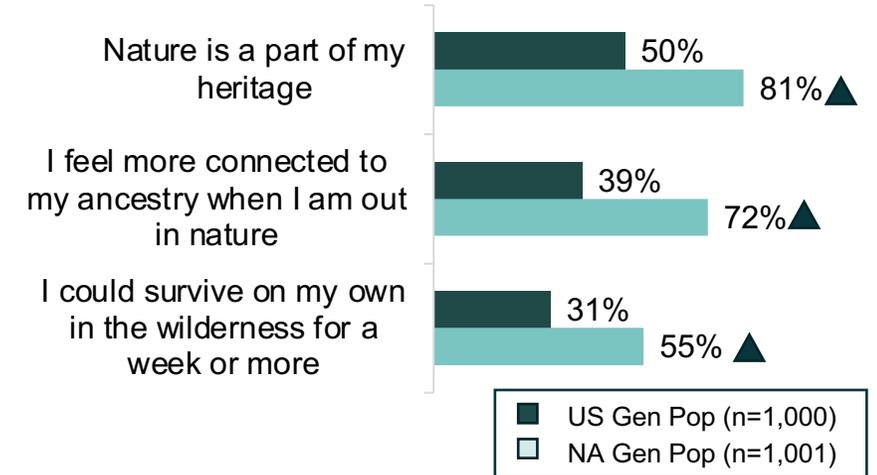
Attitudes and Privileges Summary: NA have a profound respect for the relationship between nature, history and cultural heritage.



Nature is deeply engrained in NA culture and identity.

- › NA gen pop is significantly more likely to agree that nature is part of their heritage and spiritual being.
- › NA gen pop is significantly more likely to think their tribe provides support to those interested in activities.

Prominent Differences



Some additional considerations

01



While most NA don't disagree that state and federal agencies are respectful, etc. There is still doubt and mistrust among NA sceptics.

02



US Gen Pop are much **less likely** to agree that their communities are supportive of hunting, shooting and trapping.

03



There is a disconnect among NA gen pop and US gen pop when rating respect for sovereign hunting grounds and perceived understanding of special tribal privileges.

04



NA and Non-NA activity participants feel the best way to improve agency relationships is to ease restrictions and pricing on licenses and tags.

05



NA awareness of special tribal hunting and access privileges afforded to members is limited and usage of these privileges is infrequent.

In General:

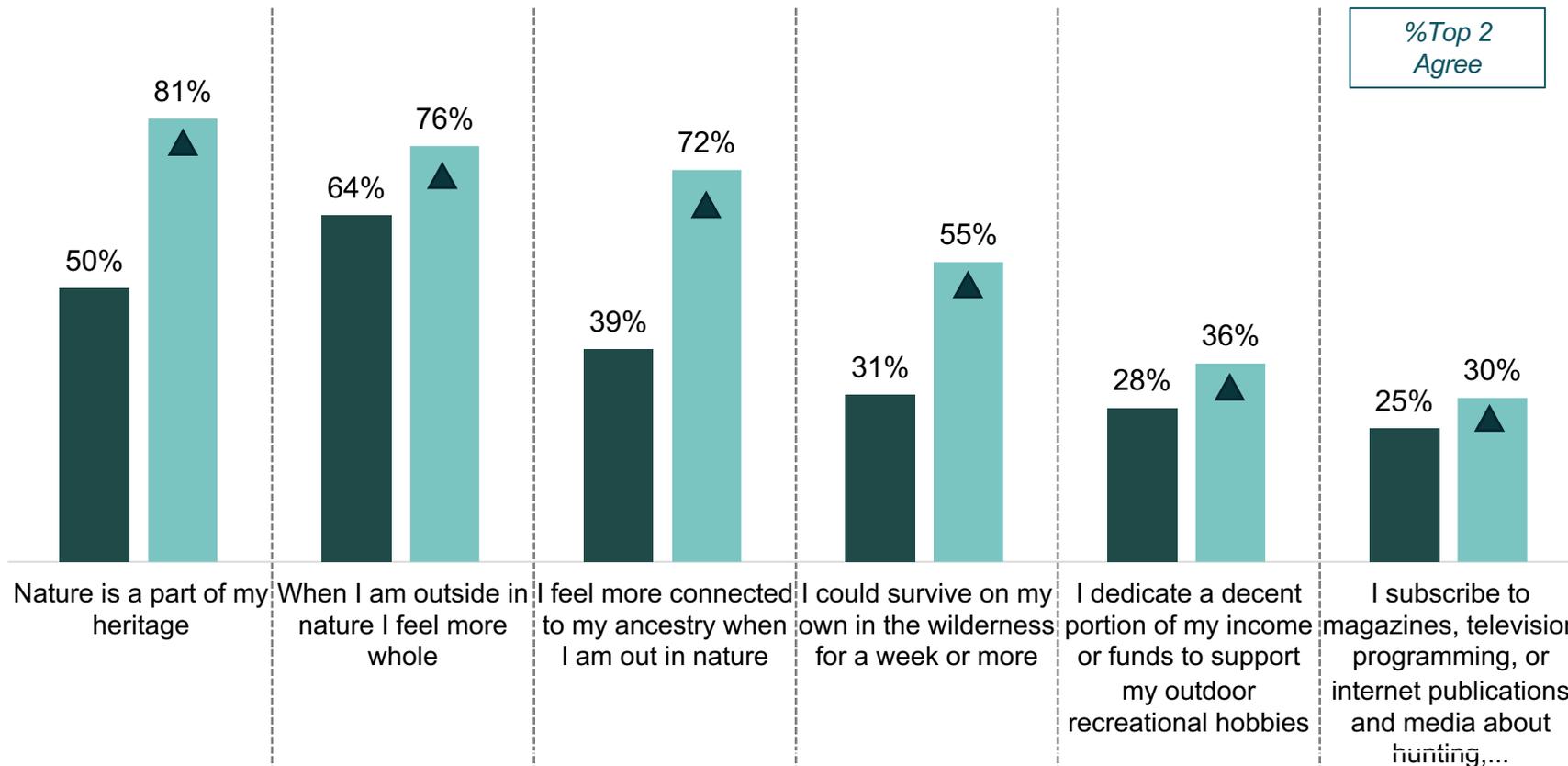
Native Americans would welcome programming to help them stay connected with roots and heritage, particularly if there could be help to reduce cost of entry OR if they were afforded opportunity to connect with respected leaders.



Cultural and spiritual attributes resonate more with NA gen pop. Survival confidence and consumption are also higher.

Self Evaluation Characteristics

■ US Gen Pop (n=1,000) ■ NA Gen Pop (n=1,001)



%Top 2 Agree

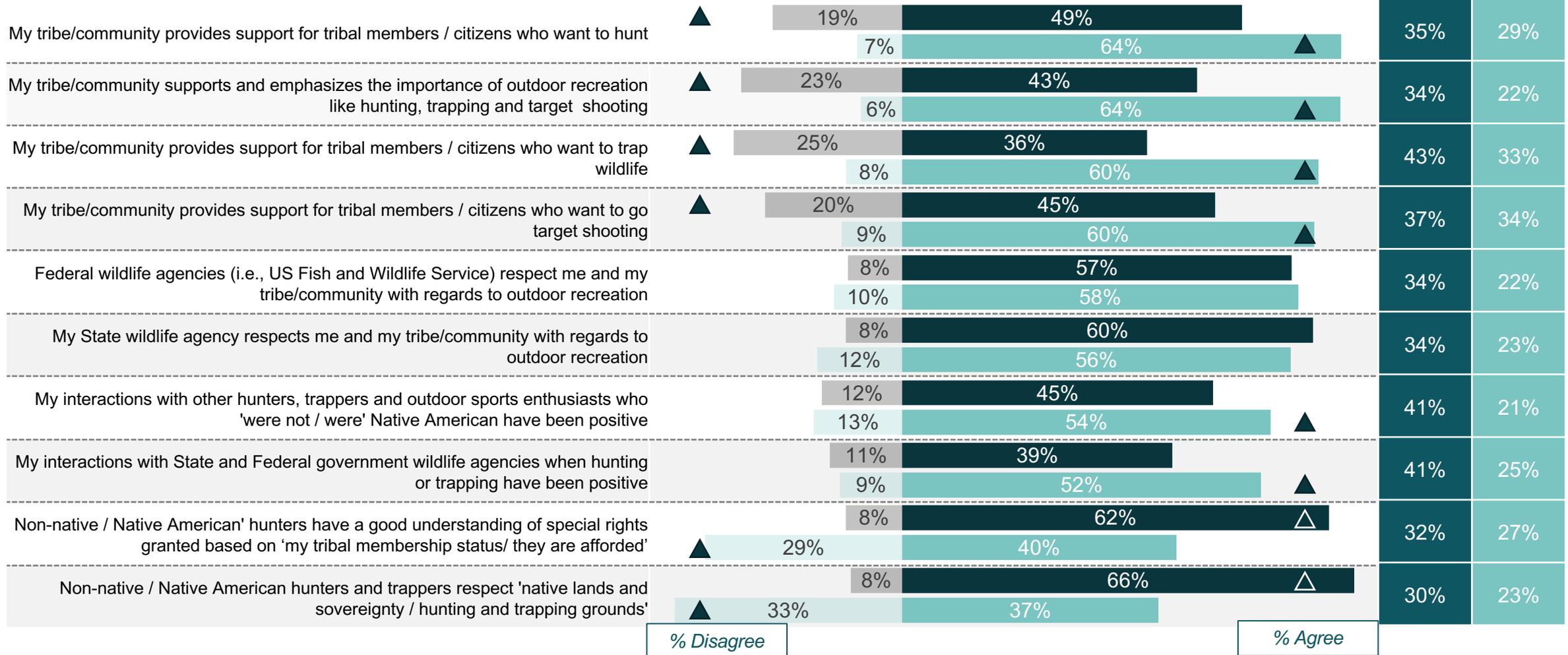


Heritage and ancestral connection are considerably higher for NA gen pop.



Native Americans feel their tribes are supportive but there is a possible disconnect on NA sovereignty for Non-NA.

*% Don't Know



Please rate how much you agree or disagree with the following statements. If you are unsure how to rate a particular item, please select "Don't know."
 *(Agreement % are based to those with an answer (excluding those who said "don't know")

■ US Gen Pop (n=904)
 ■ NA Gen Pop (n=1,001)

▲ Significantly higher than comparison group at a 95% confidence level.

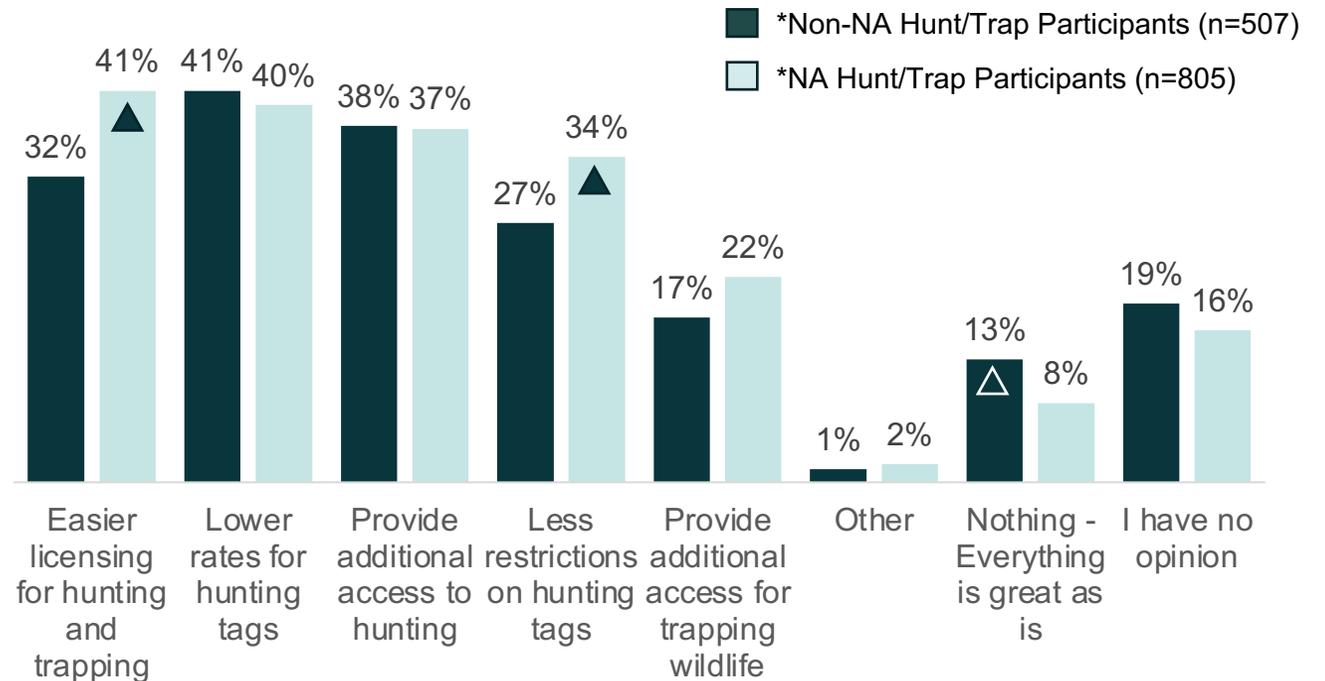


NA and Non-NA activity have consistent opinions about improving relations with agencies – easier licensing, access and lower cost.



However, NA participants have a stronger feeling that licensing, and tag restrictions are bigger pain points.

How Relationships with State and Federal Agencies Could Improve

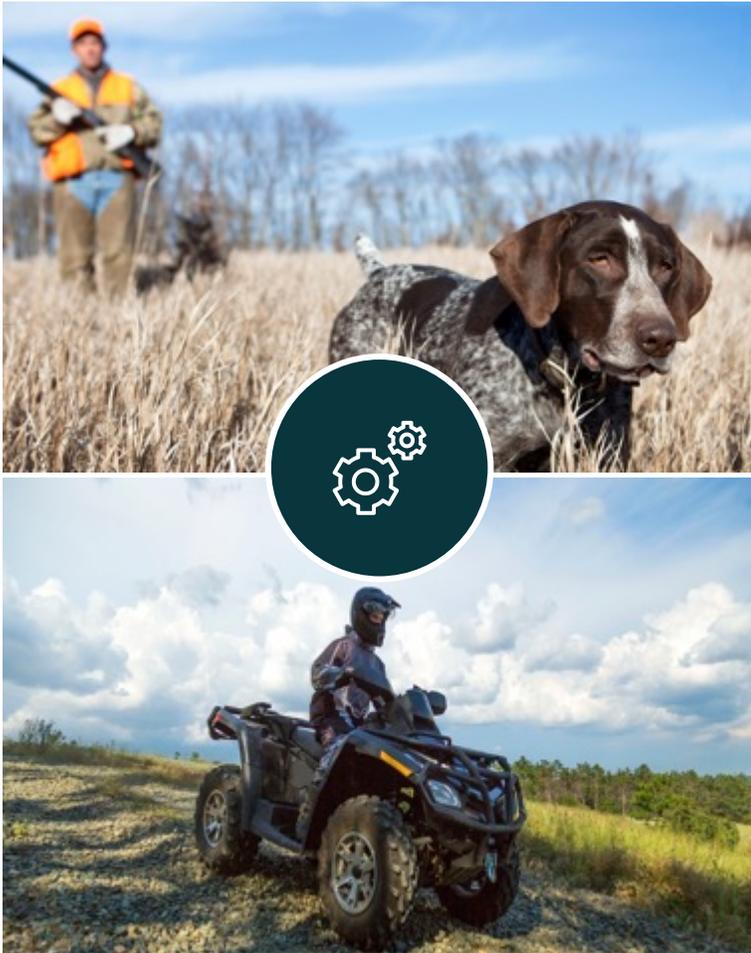


How could your relationship with the state and federal agencies who govern outdoor recreation like hunting and trapping be improved?
 *Unweighted base is used to compare activity participants..

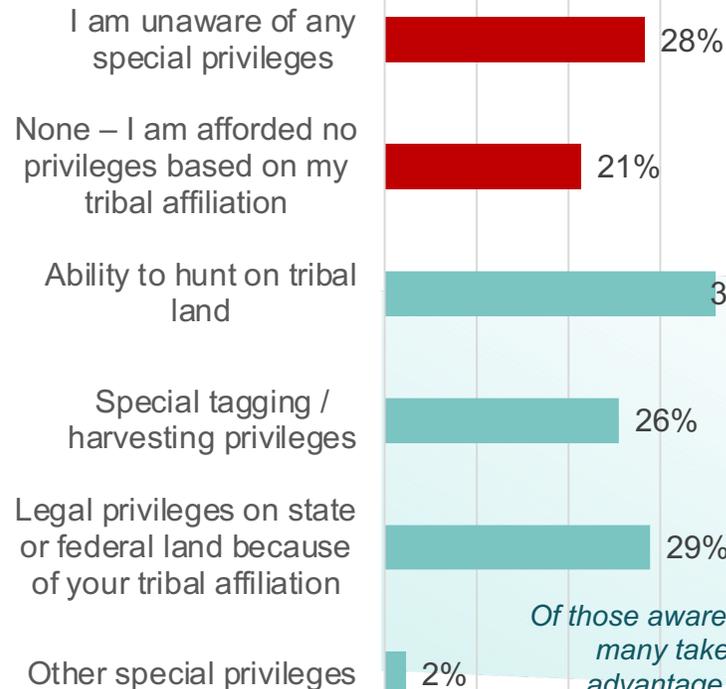
▲ Significantly higher than comparison group at a 95% confidence level.



Only about half of the NA gen pop respondents are aware of tribal privileges. Usage of privileges is even more limited.



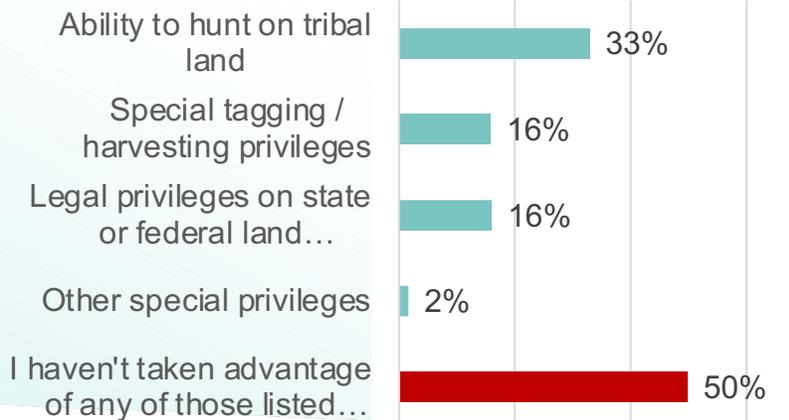
Awareness of Privileges (n=1,001)



49% unaware or not offered

What could be done to ensure awareness and usage of privileges improves?

Privilege Use (n=504)



Of those aware, how many take advantage? →

Which of the following special privileges are you aware of that you have as a member of your tribe?
Which of the following special privileges afforded to you have you taken advantage of at least once? – Asked of those aware.

▲ Significantly higher than comparison group at a 95% confidence level.





**Section
Detailed
Findings**



Trapping Behaviors

Trapping Reasons, Animals, and Lapsed Behaviors



Trapping Section Summary Page



Trapping Barriers

Trapping is not as favorable as hunting or target shooting for both NA and Non-NA respondents overall.

Non-NA gen pop tend to associate trapping with cruel treatment of animals. Perhaps due to messaging from anti-hunting groups.



NA and Trapping

NA Trappers have a greater respect for trapping as a connection to cultural heritage, nature and its sustenance.

They are also more likely to use hides to produce items that would be used in ceremonies.



Non-NA and Trapping

Non-NA trappers are much more likely to engage in trapping to manage wildlife and to sell hides.

Like NA trappers, Non-NA trappers like the activity because it connects them to nature and can provide food.



Animals and Locations

Top NA animals for trapping: beaver, racoon, bobcat, fisher, coyotes, and foxes.

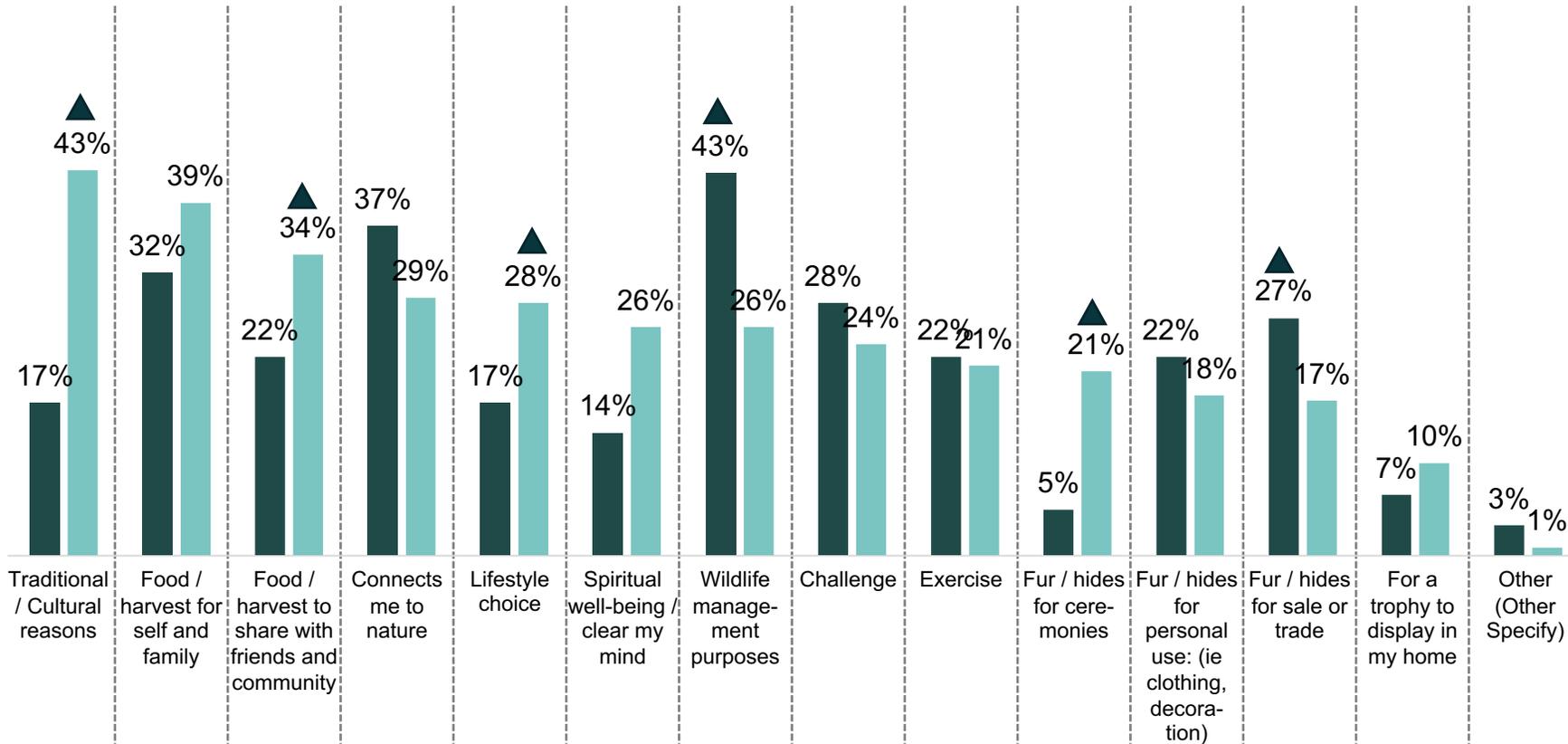
Positively, many trappers are indeed trapping on tribal lands and over one third of NA gen pop have an interest in learning more.



Cultural and ceremonial reasons to trap are more prevalent for NA trappers, while Non-NA spike on wildlife management and sales.

Reasons for Trapping

■ *Non-NA Trappers (n=117) ■ *NA Trappers (n=330)



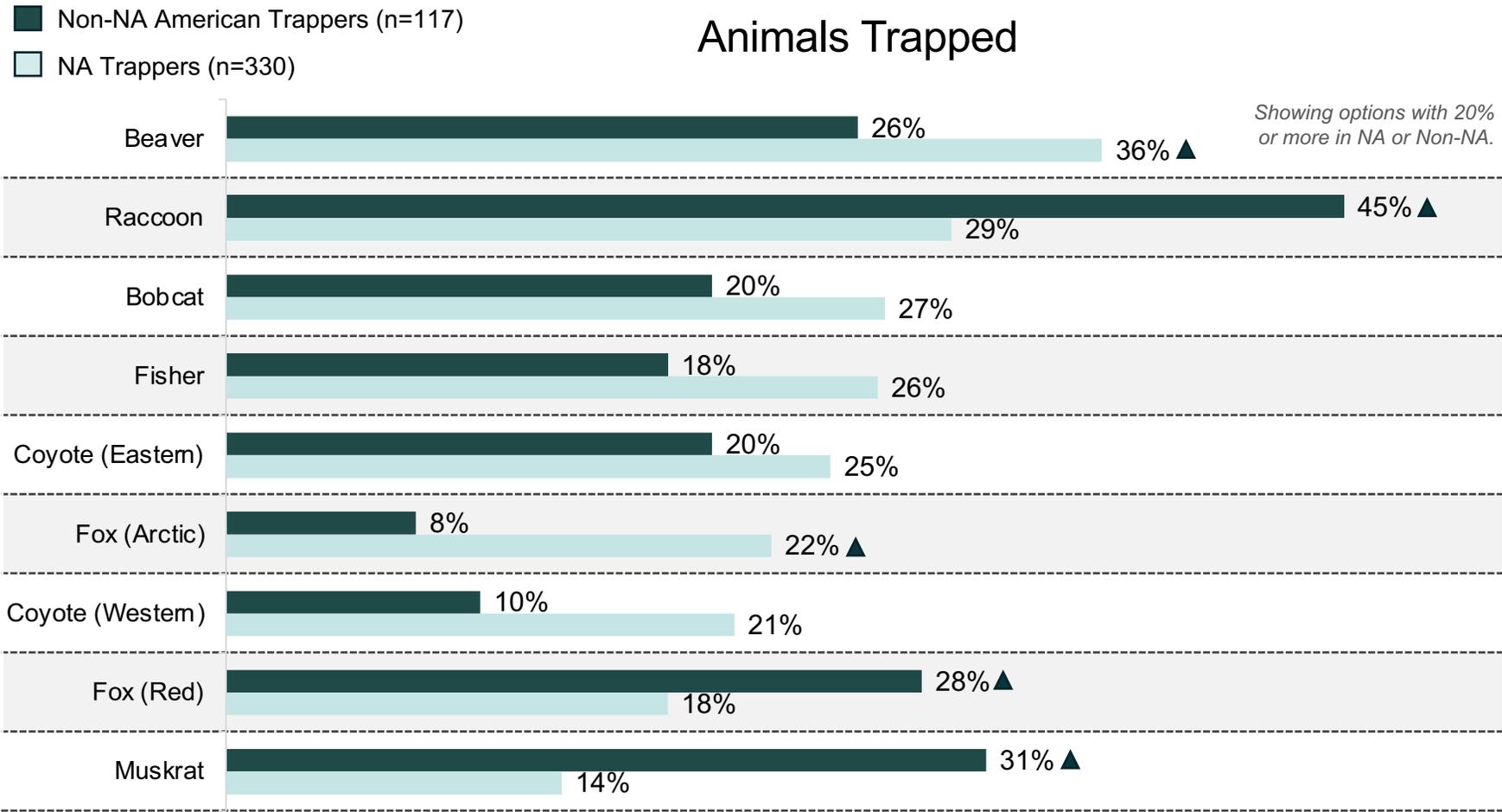
Food and connection to nature are important for NA and Non-NA trappers alike.

What are the principal reasons for trapping (wildlife)? Select up to 4 reasons from those below.
*Unweighted base is used to compare activity participants..

▲ Significantly higher than comparison group at a 95% confidence level.



Beavers were the top animal mentioned for trapping among NA trappers while raccoon was tops for Non-NA trappers.



Analytic Note: regional influences in the NA Trapper sample exist regarding animal trapping.



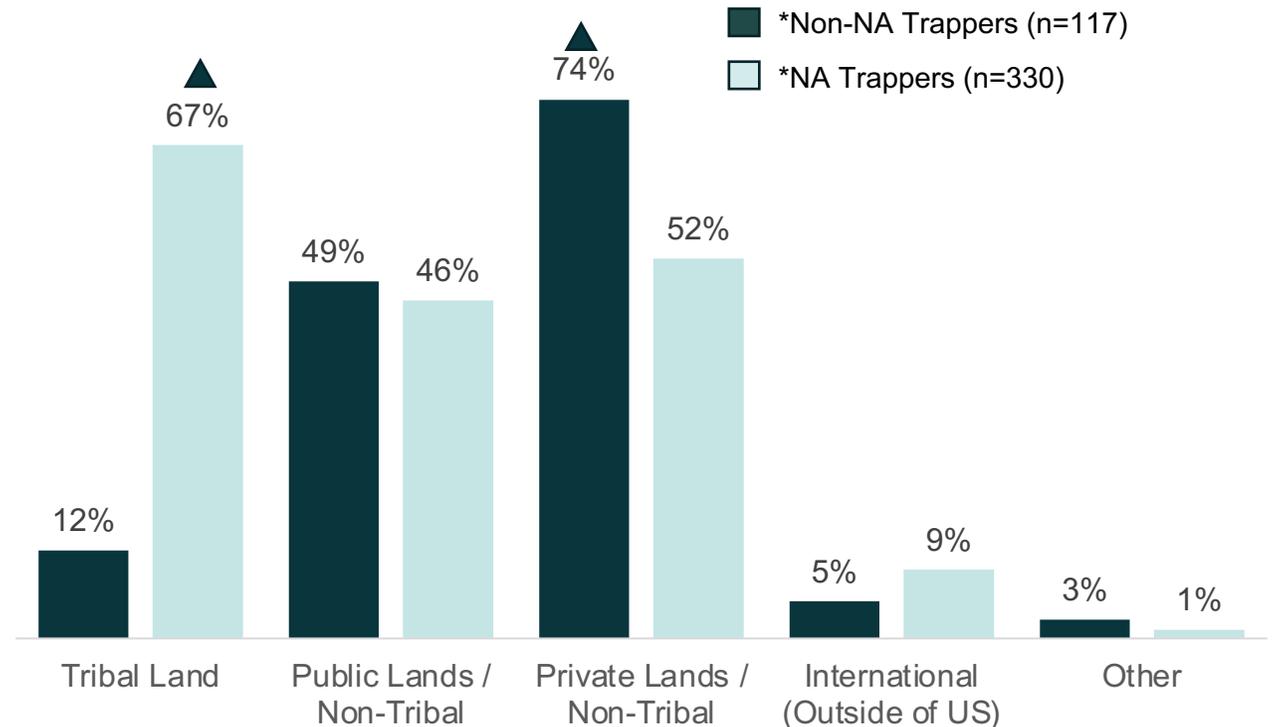
What animals do you trap? Select top 5.
 *Unweighted base is used to compare activity participants.
 ▲ Significantly higher than comparison group at a 95% confidence level.

Positively, NA Trappers are using tribal land privileges. Non-NA trappers are more likely to trap on private lands.



Public lands are used by roughly equal proportions of NA and Non-NA trappers.

Location Where Trappers Trap



Where do you trap?
*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.

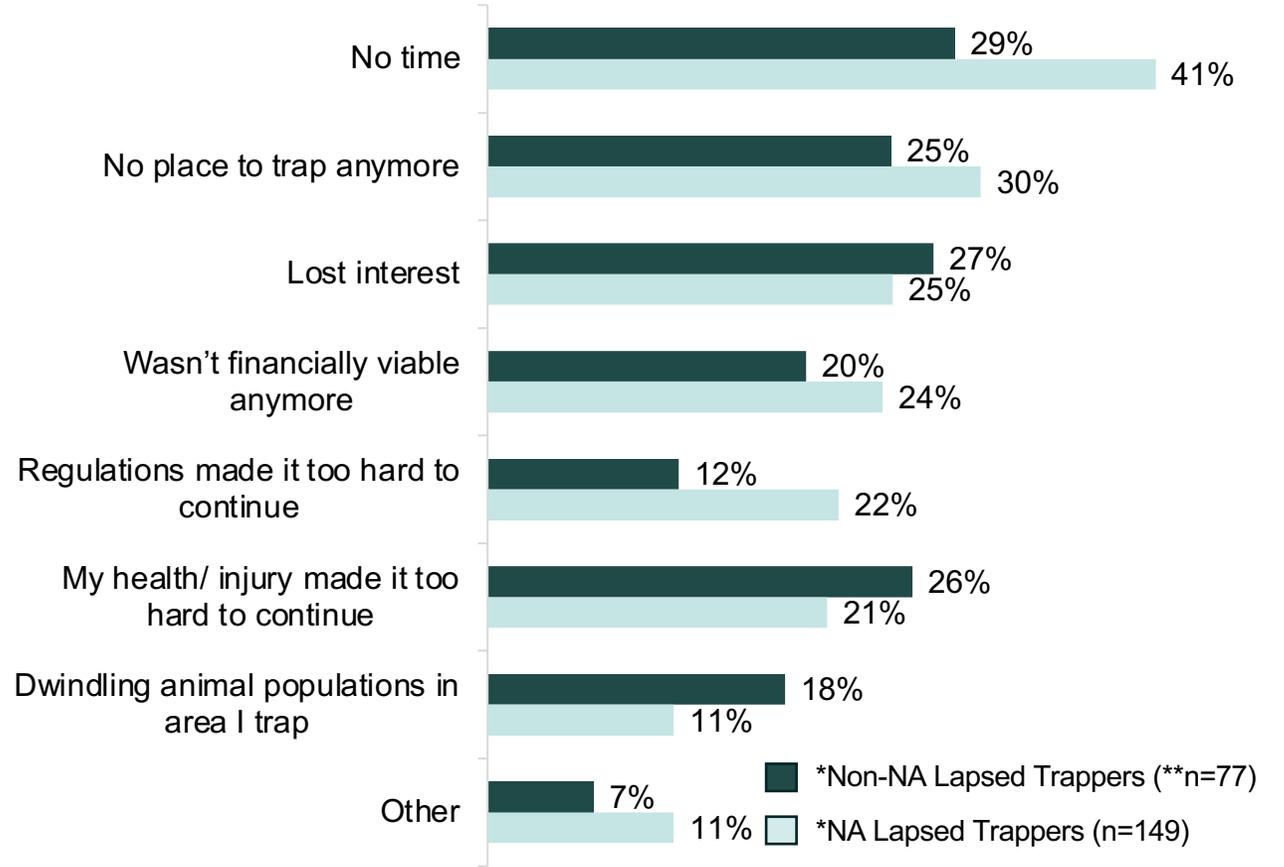


Time is the top reason for lapsing among NA and Non-NA trappers. Other reasons selected are fairly mixed.



Lack of time is another way of signifying a decrease in personal priority. *What kinds of programs could be put in place to help change that prioritization?*

Reasons For Lapsing in Last 2 Years



Earlier you had mentioned that you had trapped in your life, but you said you had not trapped in the last 24 months (2 years) Why have you stopped trapping?

*Unweighted base is used to compare activity participants. **Caution Small Base (n<100), Use data directionally.

▲ Significantly higher than comparison group at a 95% confidence level.

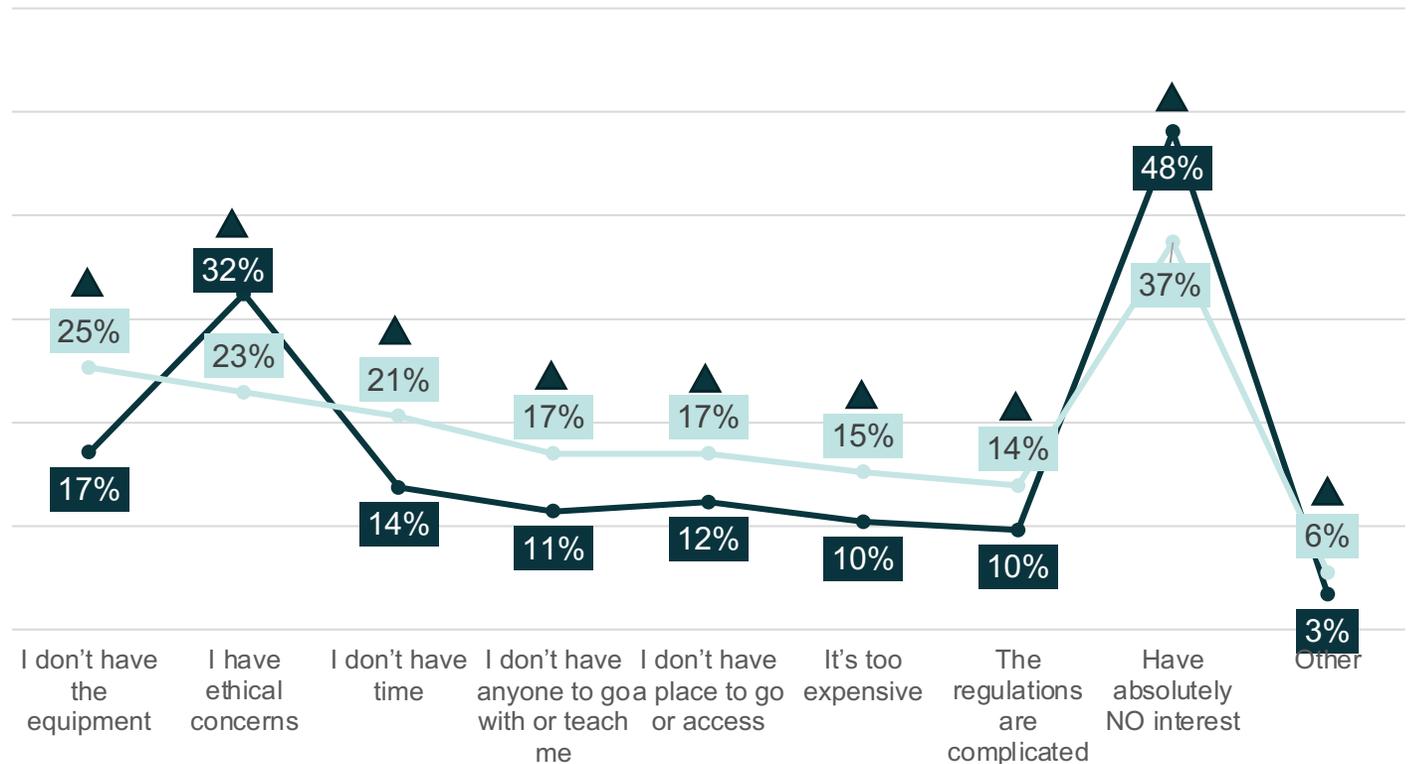


Overcoming lower interest and ethical concerns is difficult, but equipment, time and access could be an opportunity to convert.



Barriers to Trapping

● *US Gen Pop (n=972) ● *NA Gen Pop (n=954)



You may have mentioned this before, but which of the following barriers get in the way of you participating in trapping?

*Those who HAVE NOT participated in activity in the last 24 months – Never or Lapsed.

▲ Significantly higher than comparison group at a 95% confidence level.

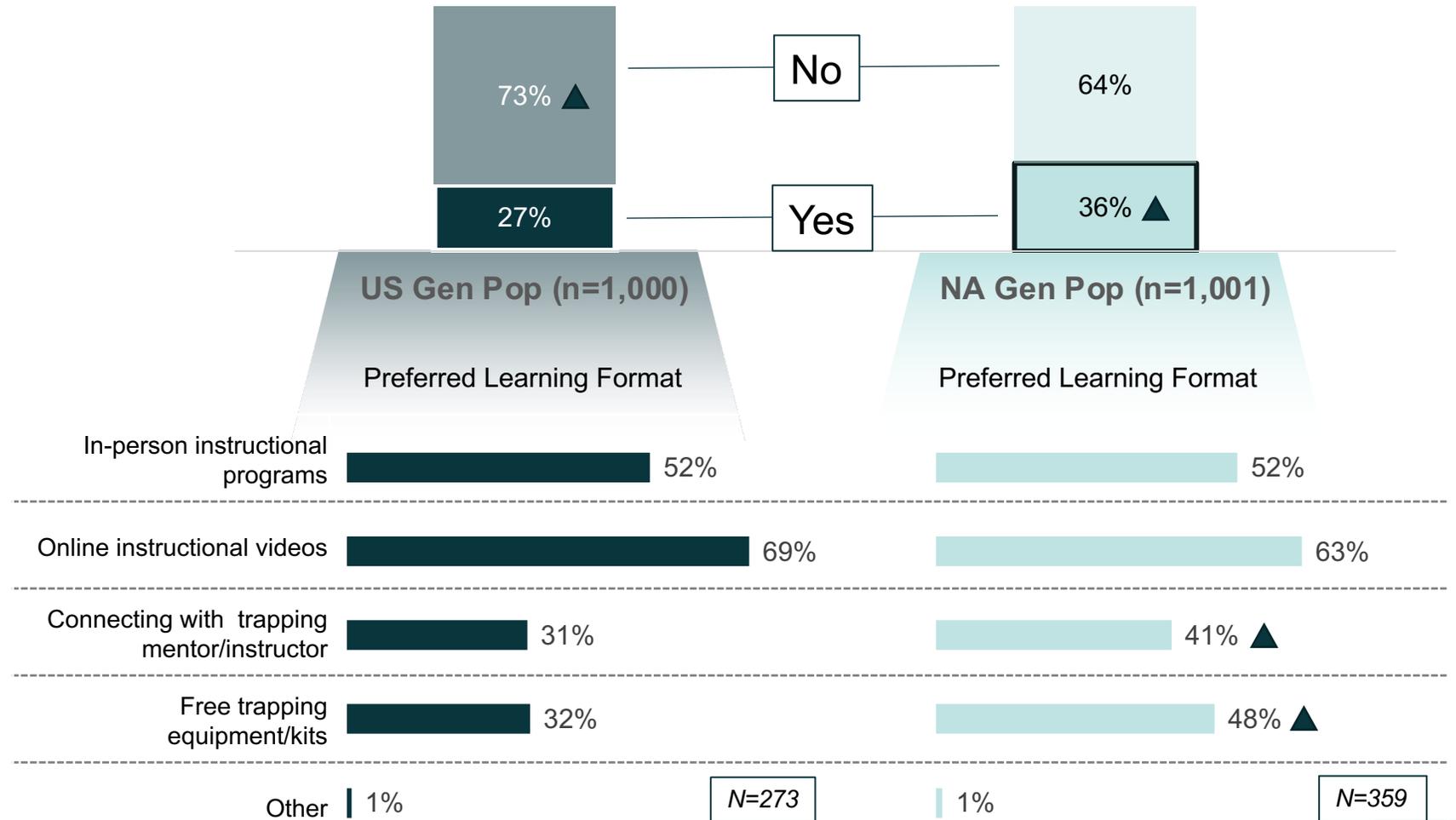


Over one third of NA gen pop are open to learning more about trapping – over one quarter of US gen pop.



27% of US gen pop is significant – varied interactive and instruction is the recipe.

Interest in Learning More About Trapping





**Section
Detailed
Findings**

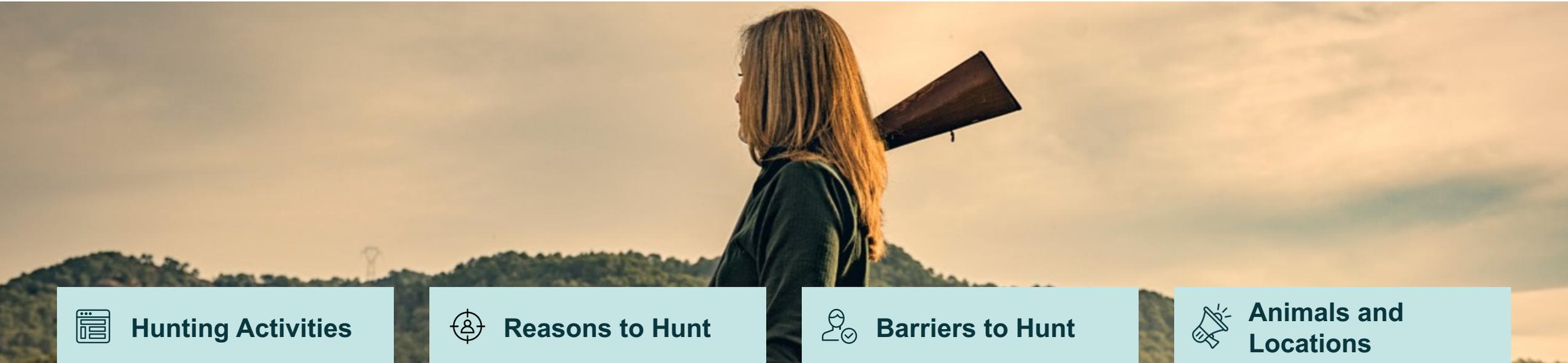


Hunting Behaviors

Hunting Reasons, Animals, and Lapsed Behaviors



Hunting Section Summary Page



Hunting Activities

NA and Non-NA hunters gravitate to rifles most with both groups choosing traditional rifles most often.

NA hunters are significantly more likely to have gone bow hunting in the past.



Reasons to Hunt

Food is the primary reason for hunting among NA and Non-NA hunters alike.

Non-NA are significantly more likely to use hunting to connect to nature, but NA hunters have more of a spiritual connection AND look to use the hides.



Barriers to Hunt

Lapsed NA hunters cite lack of time and health concerns as primary reasons for stopping – two characteristics that can be addressed in marketing and programming.

A lack of equipment can also interfere with participation.



Animals and Locations

Top NA animals for hunting: deer, rabbit, turkey, squirrel, elk bear and moose.

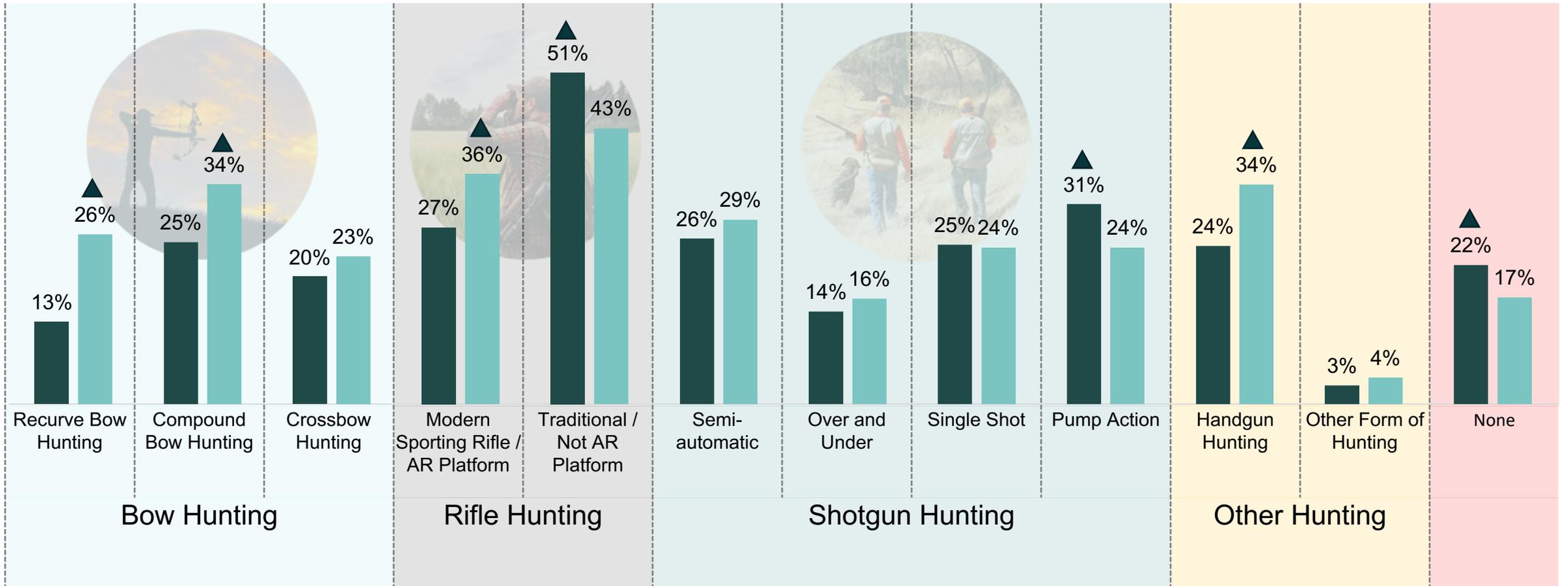
Again, many NA hunters are hunting on tribal lands and about 45% of NA gen pop have an interest in learning more about this opportunity.



Rifle hunting was the most popular hunting method for both NA and US gen pop. Traditional non-AR platform was the top method.

Types of Hunting Participated

■ Non-NA Hunters (n=488) ■ NA Hunters (n=759)



What types of hunting do you participate in?

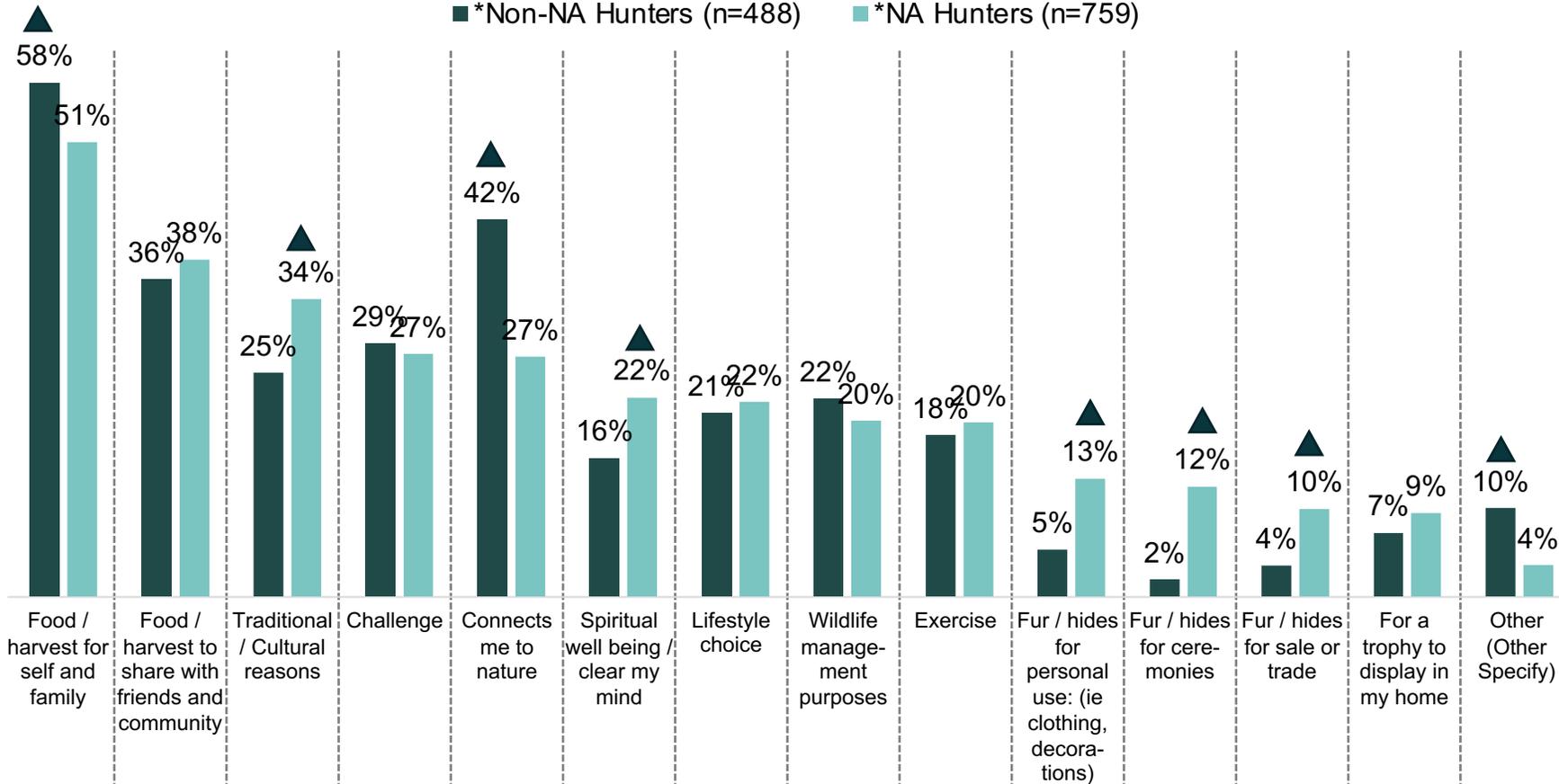
*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.

Reasons for hunting are consistent for NA and Non-NA hunters, BUT cultural / spiritual elements resonate more with NA hunters.

Reasons for Hunting

■ *Non-NA Hunters (n=488) ■ *NA Hunters (n=759)



Use of the fur and hides is significantly more important for NA hunters.

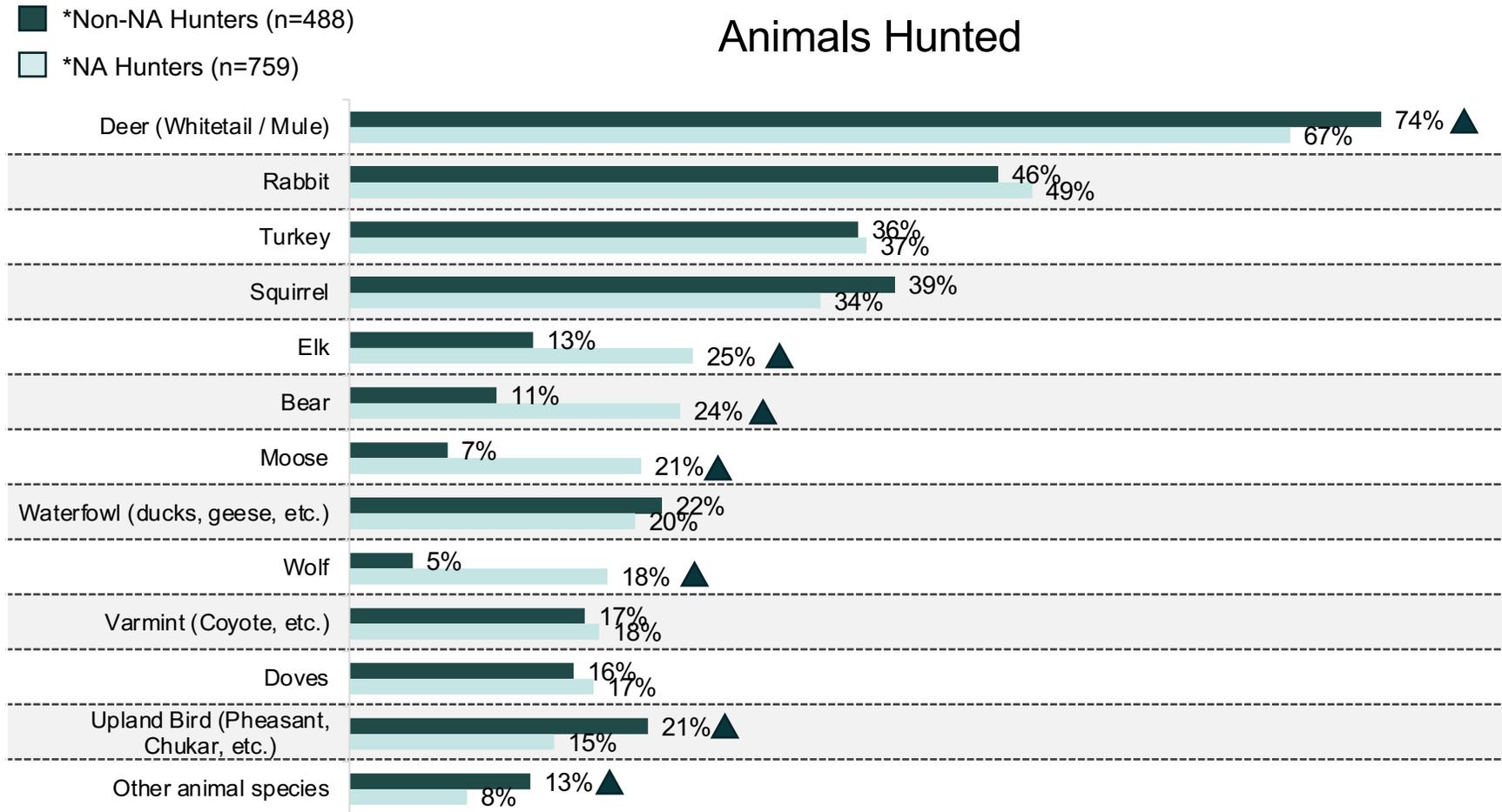
What are the principal reasons you hunt? Select up to 4 reasons from those below.

*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.



Deer hunting is the most frequent animal hunted by NA and Non-NA hunters. Rabbit, turkey and squirrel rounded out top 4.



Elk, bear, wolf, moose spike for NA hunters. Upland birds spike for Non-NA hunters.



What types of animals do you hunt? (Select all that apply)

*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.

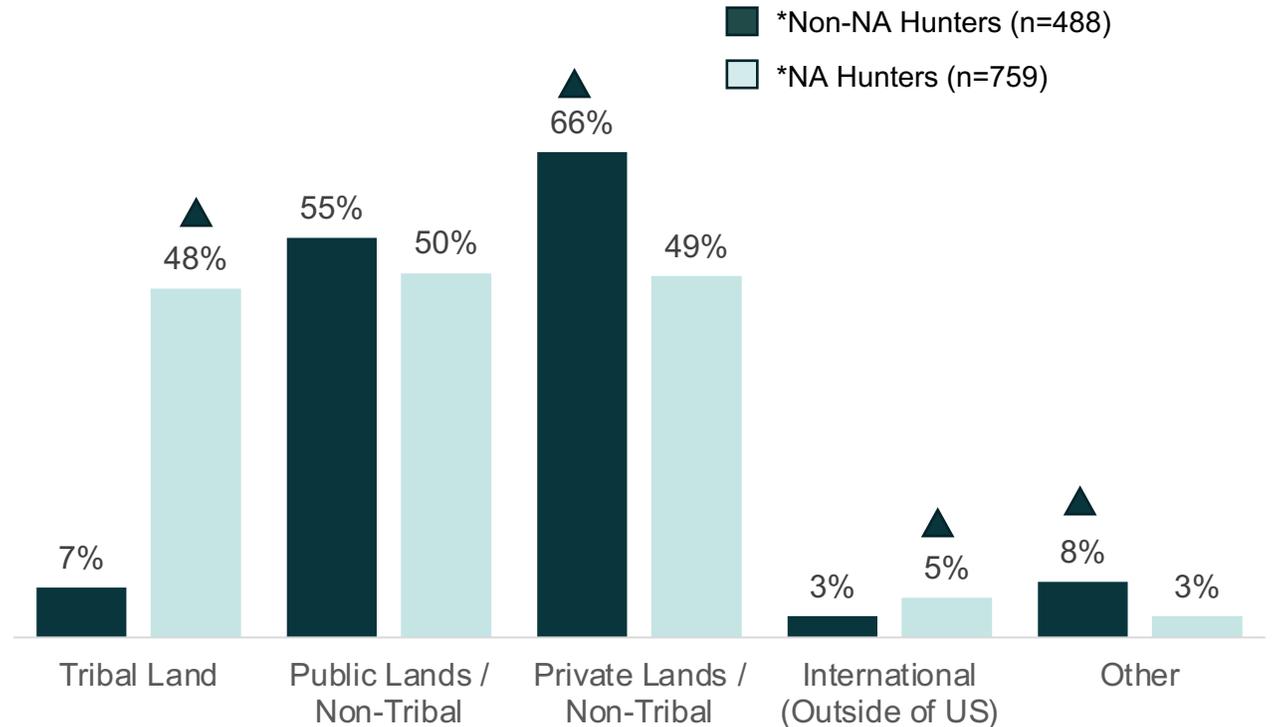
NA Hunters are using tribal lands in addition to public and private lands while Non-NA hunters spike on private lands.



50% + of NA and Non-NA hunters use public lands.



Location Where Hunters Hunt



Where do you hunt? (Select all that apply)
 *Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.

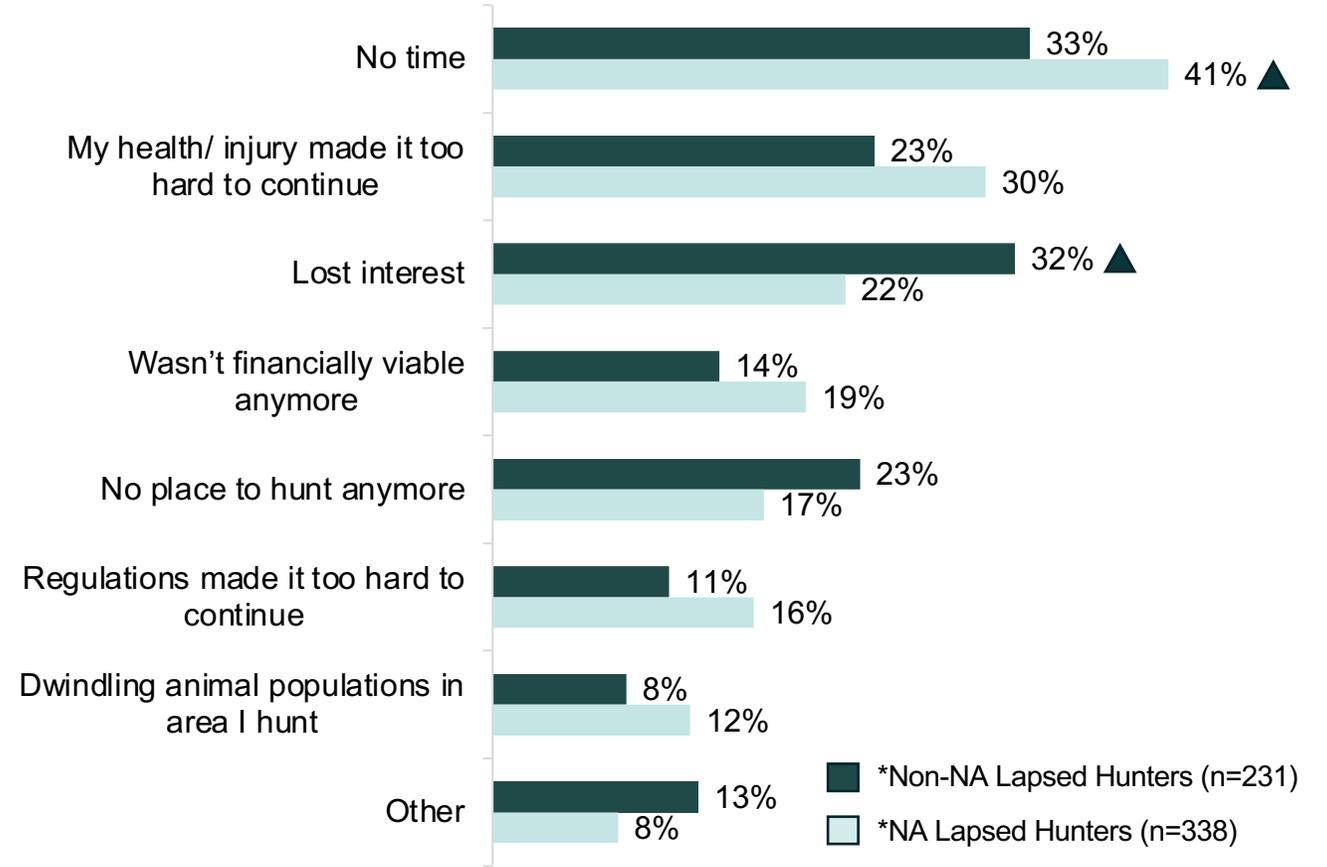


Like trapping, time is a top reason for lapsing.



Health came in as number 2 for NA lapsed hunters. There's an opportunity to tie the positive health aspects of being outdoors and exercise and/or find less impactful forms of hunting, etc.

Reasons For Lapsing in Last 2 Years



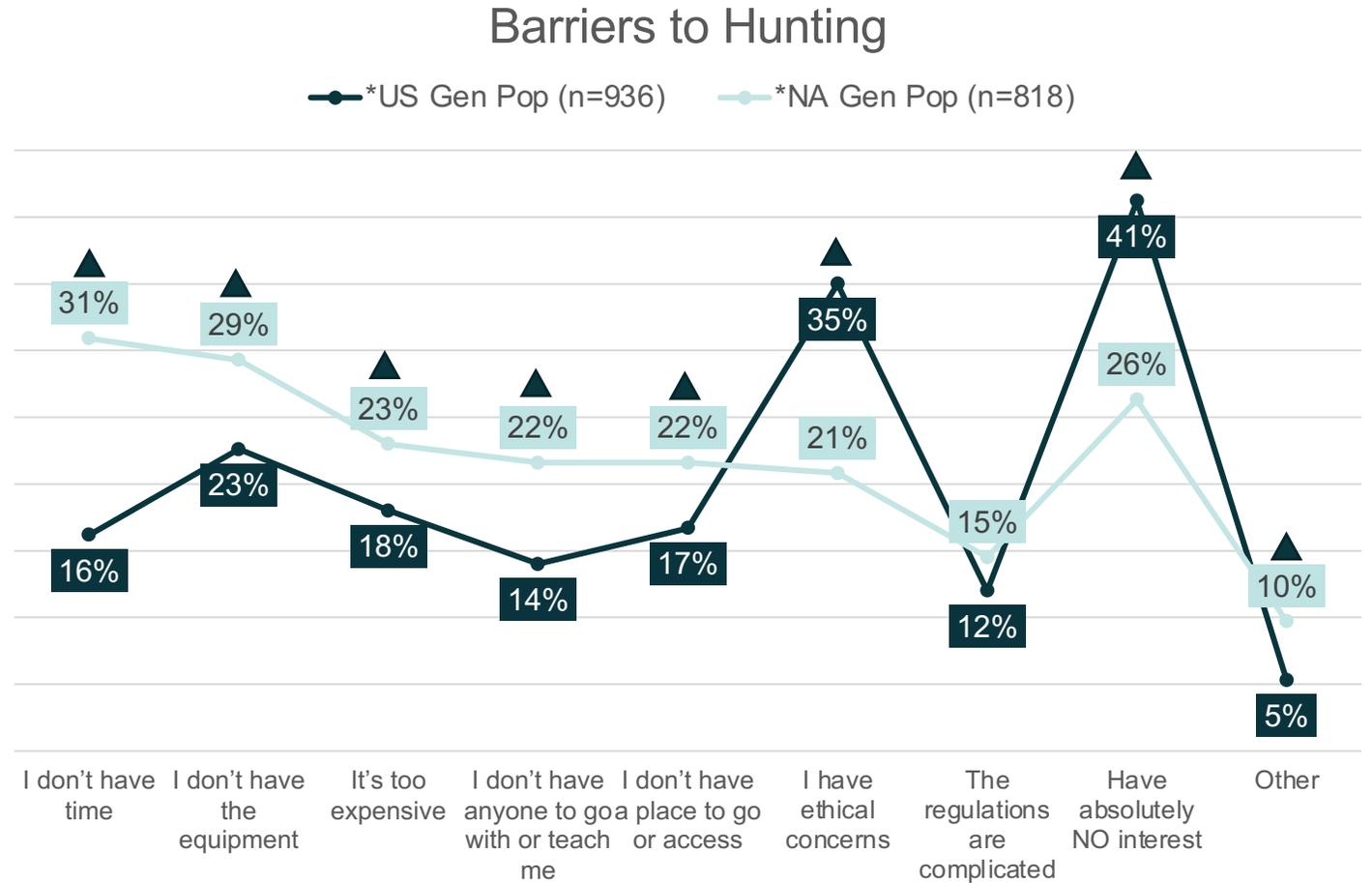
Earlier you had mentioned that you had hunted in your life, but you said you had not hunted in the last 24 months (2 years) Why have you stopped hunting?

*Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.



Ethical concerns and interest are top barriers for Non-NA gen pop. Time, equipment and \$ top NA gen pop barriers.



You may have mentioned this before, but which of the following barriers get in the way of you participating in hunting?

*Those who HAVE NOT participated in activity in the last 24 months – Never or Lapsed.

▲ Significantly higher than comparison group at a 95% confidence level.

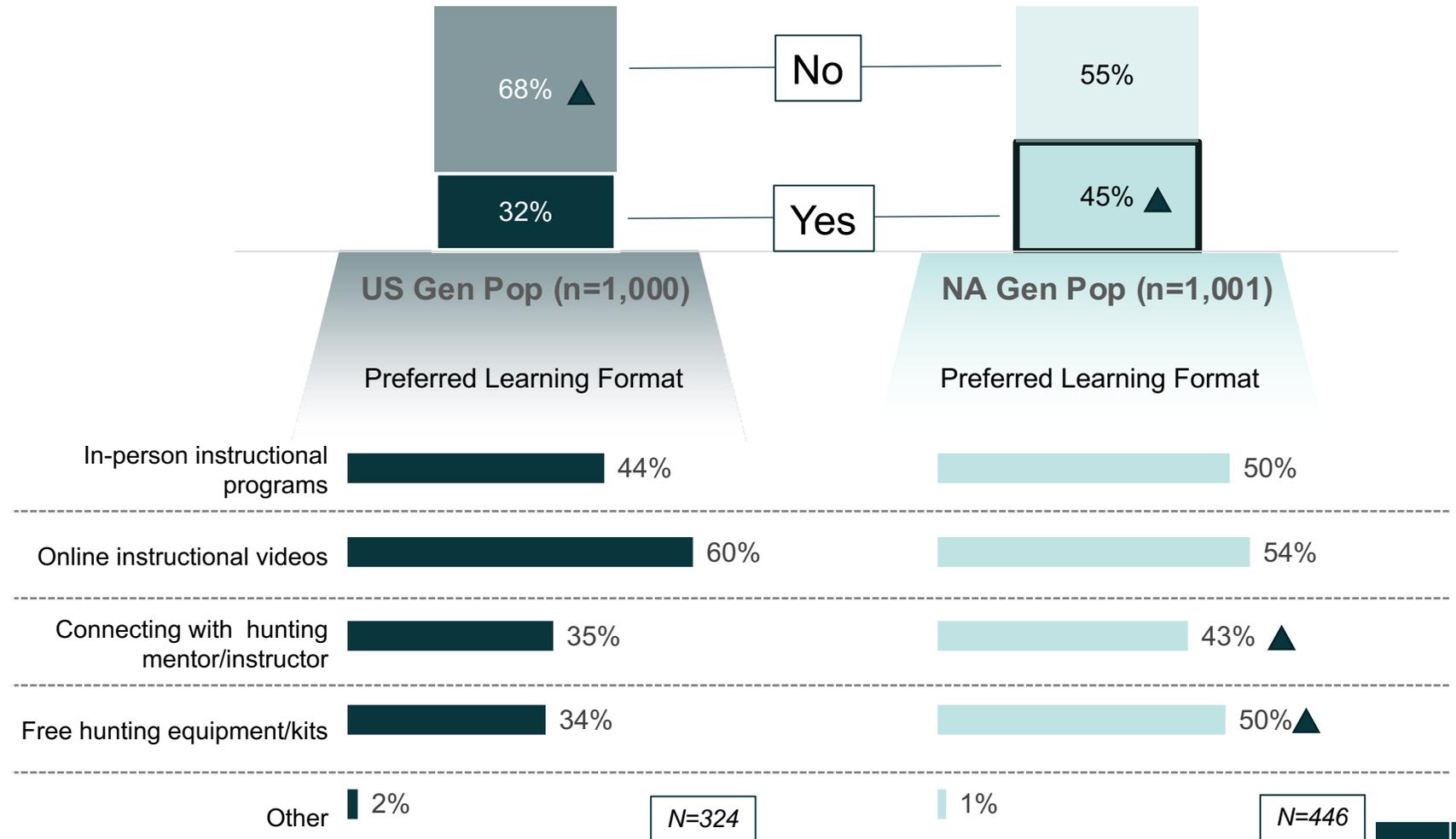


45% of NA gen pop are interested in learning more about hunting. Preference for instruction format is mixed.



Mentor programs and equipment access would be more appealing for NA gen pop.

Interest in Learning More About Hunting



▲ Significantly higher than comparison group at a 95% confidence level.

Do you have an interest in learning more about hunting?
What way(s) would you like to learn more about hunting?





**Section
Detailed
Findings**



Target Shooting

Types of Target Shooting and Locations



Target Shooting Section Summary Page



Target Shooting Activities

NA and Non-NA target shooters have very similar behaviors overall. Both groups do rifle and handgun recreational shooting at similar levels (58%+)

NA target shooters have a higher interest in competitive shooting.



Locations

NA target shooters shoot on tribal land. They are more likely to use private shooting ranges too.

Non-NA target shooters are also likely to use private shooting ranges, but are more likely than NA to shoot on private property.



Shooting: is it a Gateway?

In general, target shooting is more favorable than trapping and hunting, and interest is higher for both NA gen pop and Non-NA gen pop.

Nearly half of NA gen pop have an interest in learning more about target shooting.



Programming

Varied training and educational resources will work across NA and Non-NA alike.

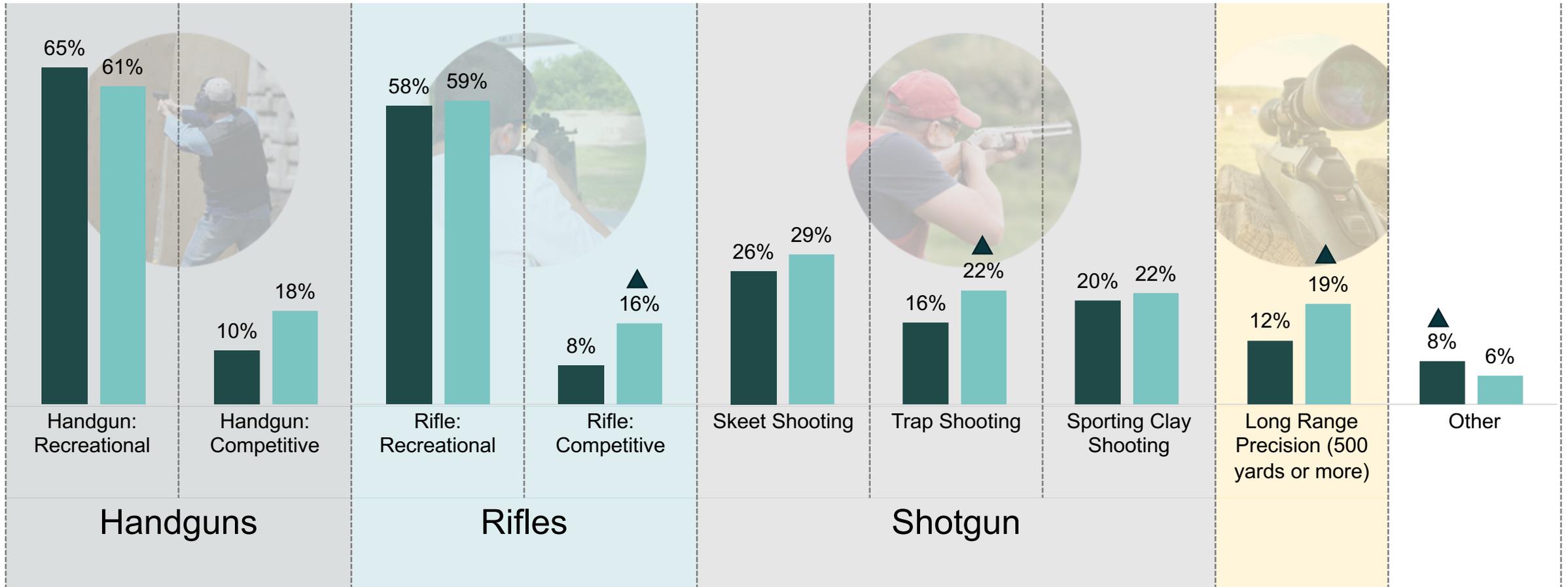
Tying into tribal leadership and programs that allow users to participate at minimal cost of entry could help drive greater participation.



Recreational shooting for handguns and rifles dominate the forms of target shooting done by NA and Non-NA target shooters.

Types of Target Shooting Done

■ Non-NA Target Shooters (n=575) ■ NA Target Shooters (n=713)



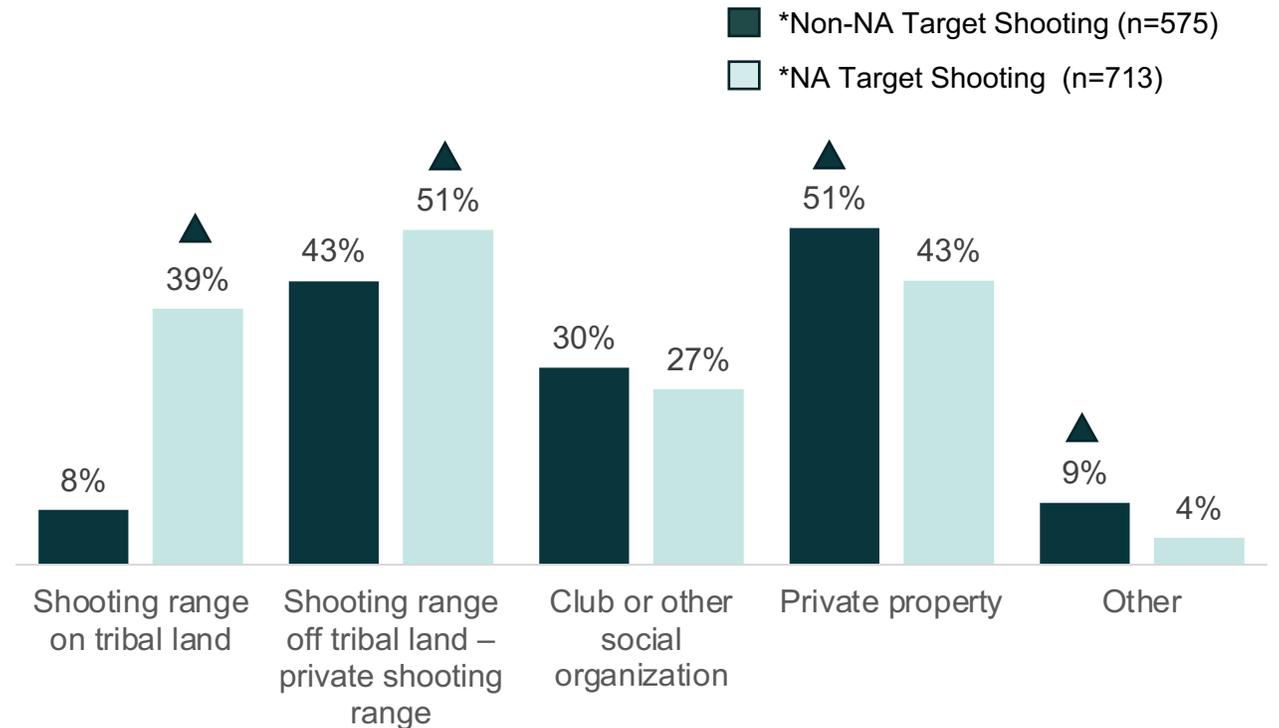
NA target shooters are using ranges on tribal lands, private shooting ranges off tribal properties more often.



NA target shooters more likely to use private property to shoot.



Location Where Target Shooting

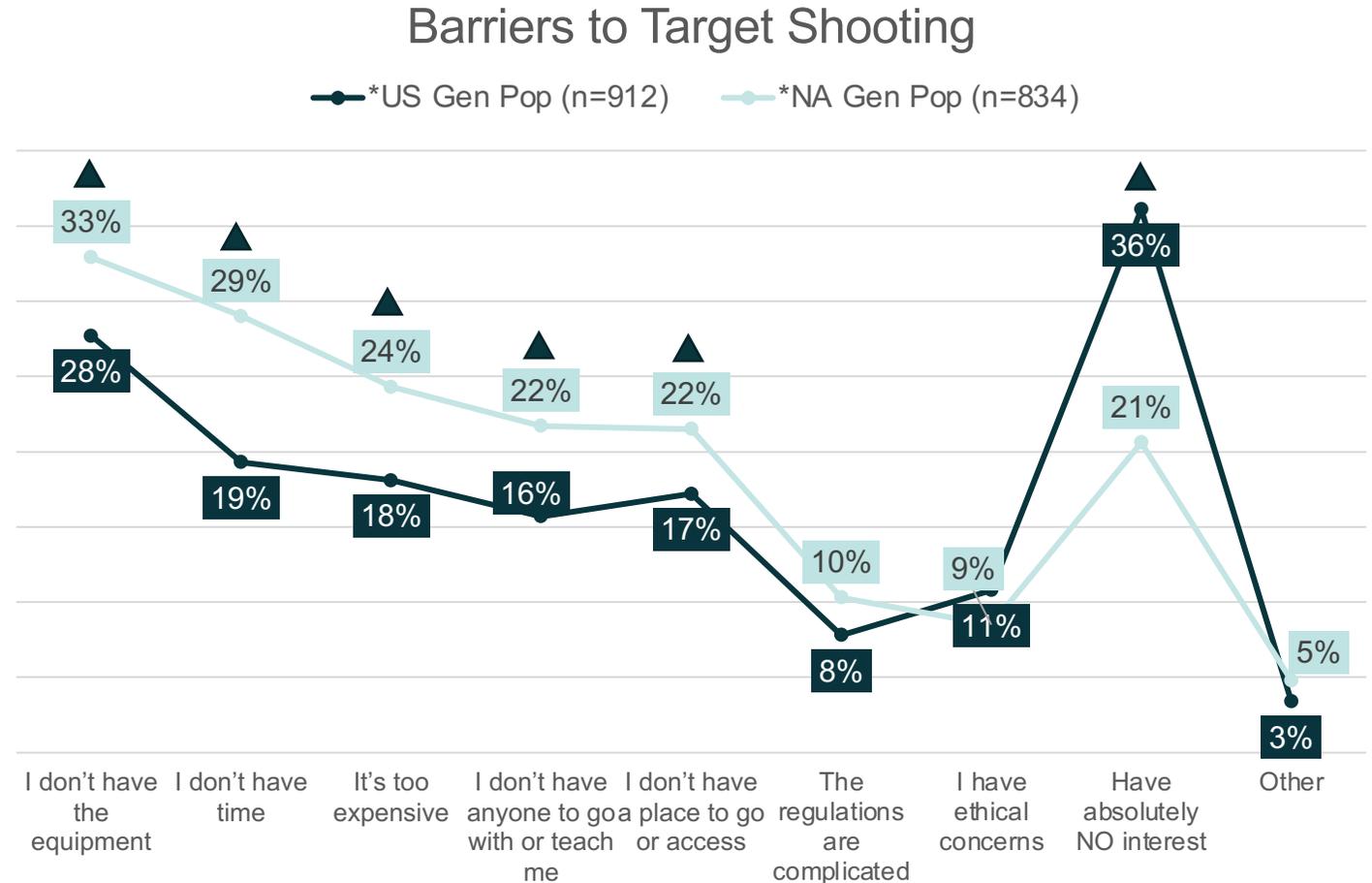


Where do you go recreational target shooting? (Select all that apply)
 *Unweighted base is used to compare activity participants.

▲ Significantly higher than comparison group at a 95% confidence level.



US gen pop are less interested in shooting than NA gen pop while equipment is the primary barrier for NA gen pop.



You may have mentioned this before, but which of the following barriers get in the way of you participating in target shooting?

*Those who HAVE NOT participated in activity in the last 24 months – Never or Lapsed.

▲ Significantly higher than comparison group at a 95% confidence level.

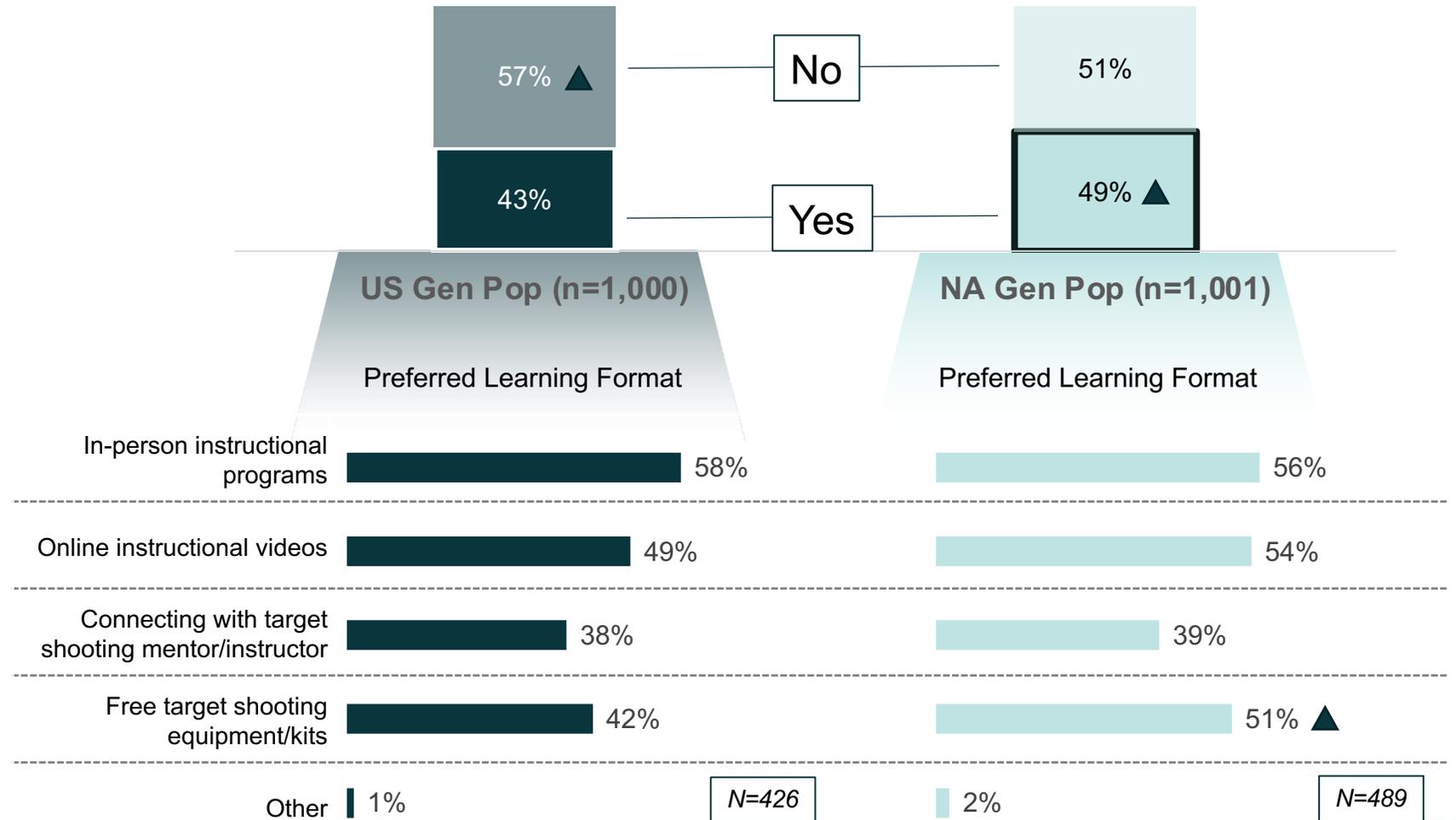


Almost half of NA gen pop has an interest in learning more about target shooting!



Equipment would be of interest for 42% of Non-NA and 51% of NA respondents with interest to learn more.

Interest in Learning More About Target Shooting





**Section
Detailed
Findings**

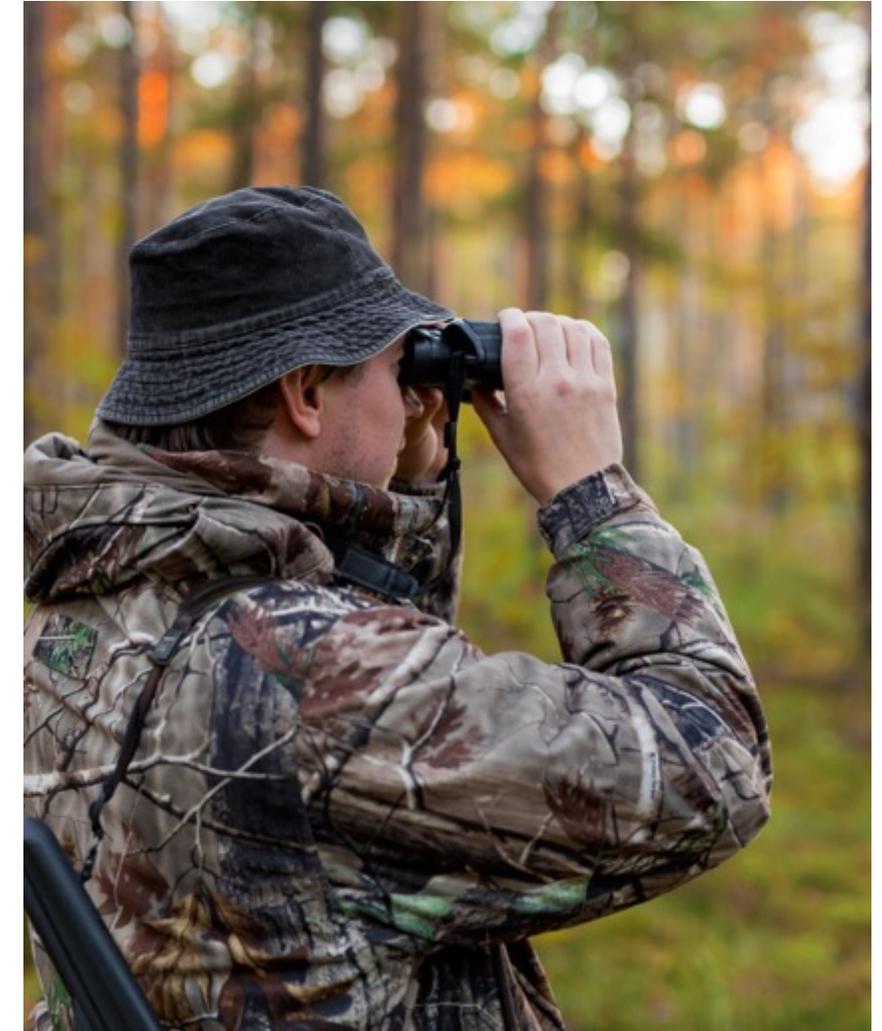


Appendix



Weighting is minimal because of controls were placed to attempt to fill quotas on age and gender to match census targets for US gen pop and NA gen pop.

			A Comparison to evaluate the frequencies for weighting characteristics on Gender and Age.			
In what state do you reside? (Regional Roll Up)			Are you?			
	US Gen Pop	NA Gen Pop	Weighted US Gen Pop	Un-weighted US Gen Pop	Weighted NA Gen Pop	Un-weighted NA Gen Pop
Base	1000	1001	Base	1000	1001	1001
Northeast	24%	8%	Male	48%	48%	49%
Southeast	30%	21%	Female	52%	50%	51%
Midwest	22%	16%	How old are you?			
			Weighted US Gen Pop	Un-weighted US Gen Pop	Weighted NA Gen Pop	Un-weighted NA Gen Pop
Southwest	10%	23%	Base	1000	1001	1001
Rocky Mountain	3%	7%	18-24	12%	14%	16%
Pacific	10%	25%	25-34	13%	22%	22%
			35-44	21%	19%	20%
			45-54	12%	18%	18%
			55-64	20%	13%	13%
			65 or older	22%	10%	11%



US Gen Pop Weighted Proportions within 3 percentage points on age and gender.

NA Gen Pop Weighted Proportions within 2 percentage points on age and gender.



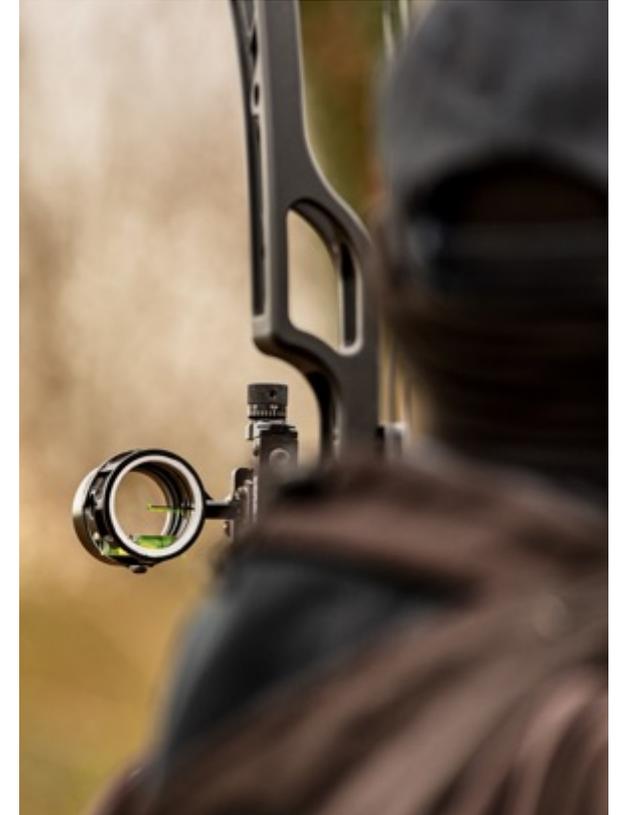
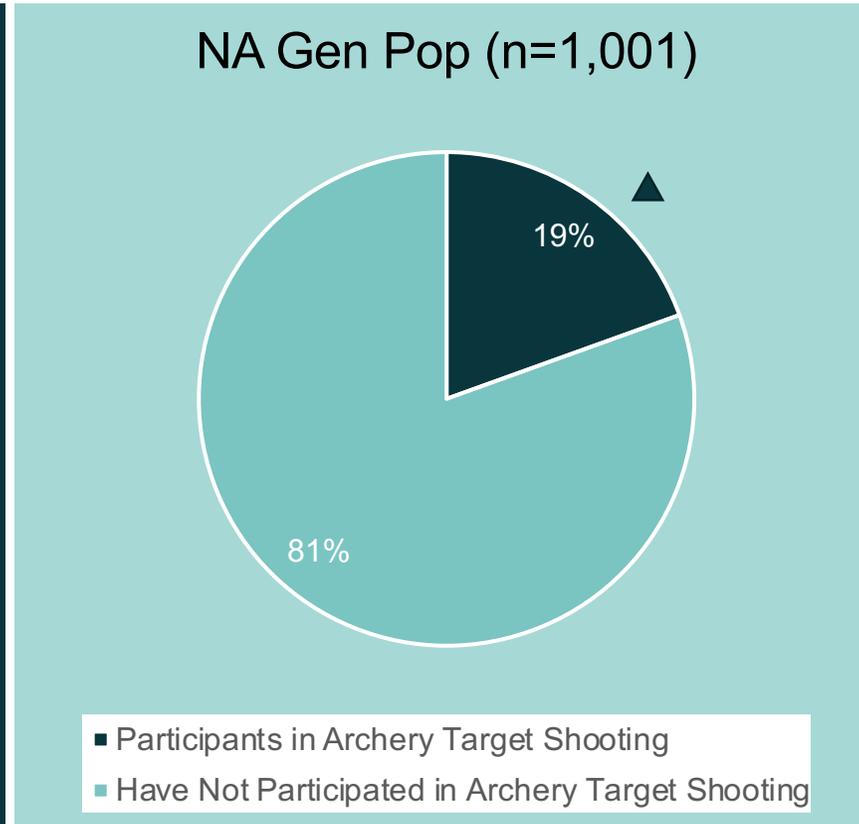
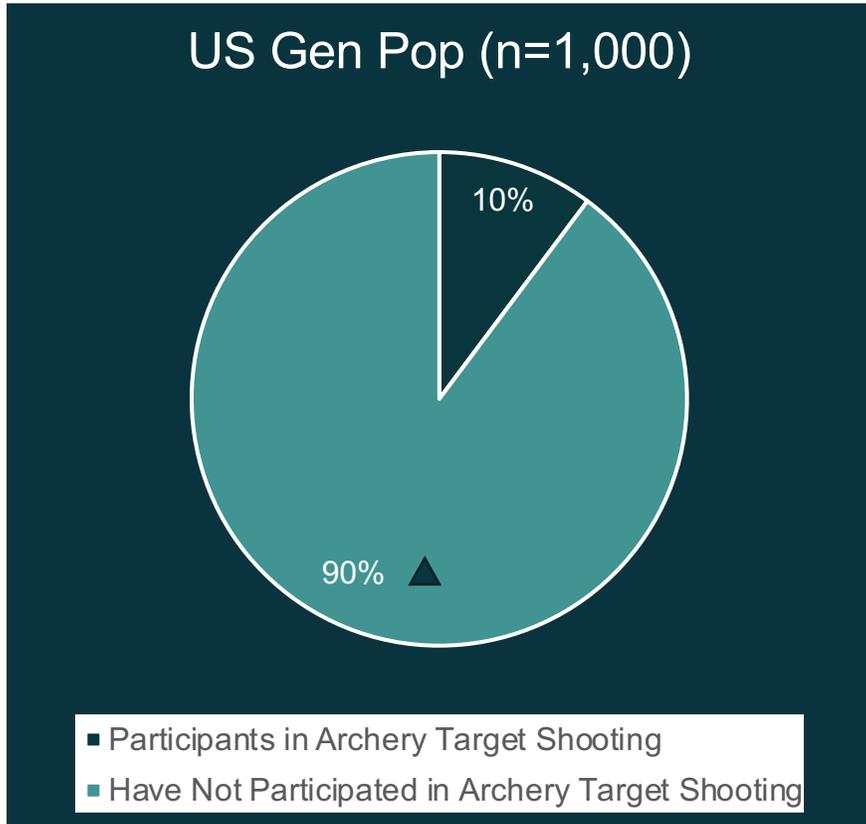
Demographics: Cherokee and Alaskan Athabaskans had the greatest representation in the NA respondent base.



How would you describe yourself? (Select all that apply)			Are you affiliated with a Native American tribe in the US or US Territories?		
	Weighted			Weighted	
	US Gen Pop	NA Gen Pop		US Gen Pop	NA Gen Pop
Base	1000	1001	Base	1000	1001
Asian	5%	3%	Yes	9%	70%
Black or African American	10%	4%	No	91%	30%
Hispanic / Latino	5%	13%			
Native American	2%	89%			
White	82%	19%			
Other	1%	1%			
Prefer not to say	1%	1%			
Which tribe or nation are you affiliated with?			How would you define the tribe you are affiliated with? (Select all that apply)		
	US Gen Pop	NA Gen Pop		US Gen Pop	NA Gen Pop
Base: Those Affiliated with Tribe		703	Base: Those Affiliated with Tribe		703
Cherokee		21%	Federally recognized	Percentages not shown because of overall base size	68%
Alaskan Athabaskans	Percentages not shown because of overall base size	10%	State recognized		33%
Choctaw		7%	Not "officially" recognized by a US government institution		9%
Chippewa		5%	Other		1%
Apache		5%	I'm Not Sure		11%
Navajo		5%			
Other		17%			



NA gen pop is nearly twice as likely to have participated in Archery target shooting.

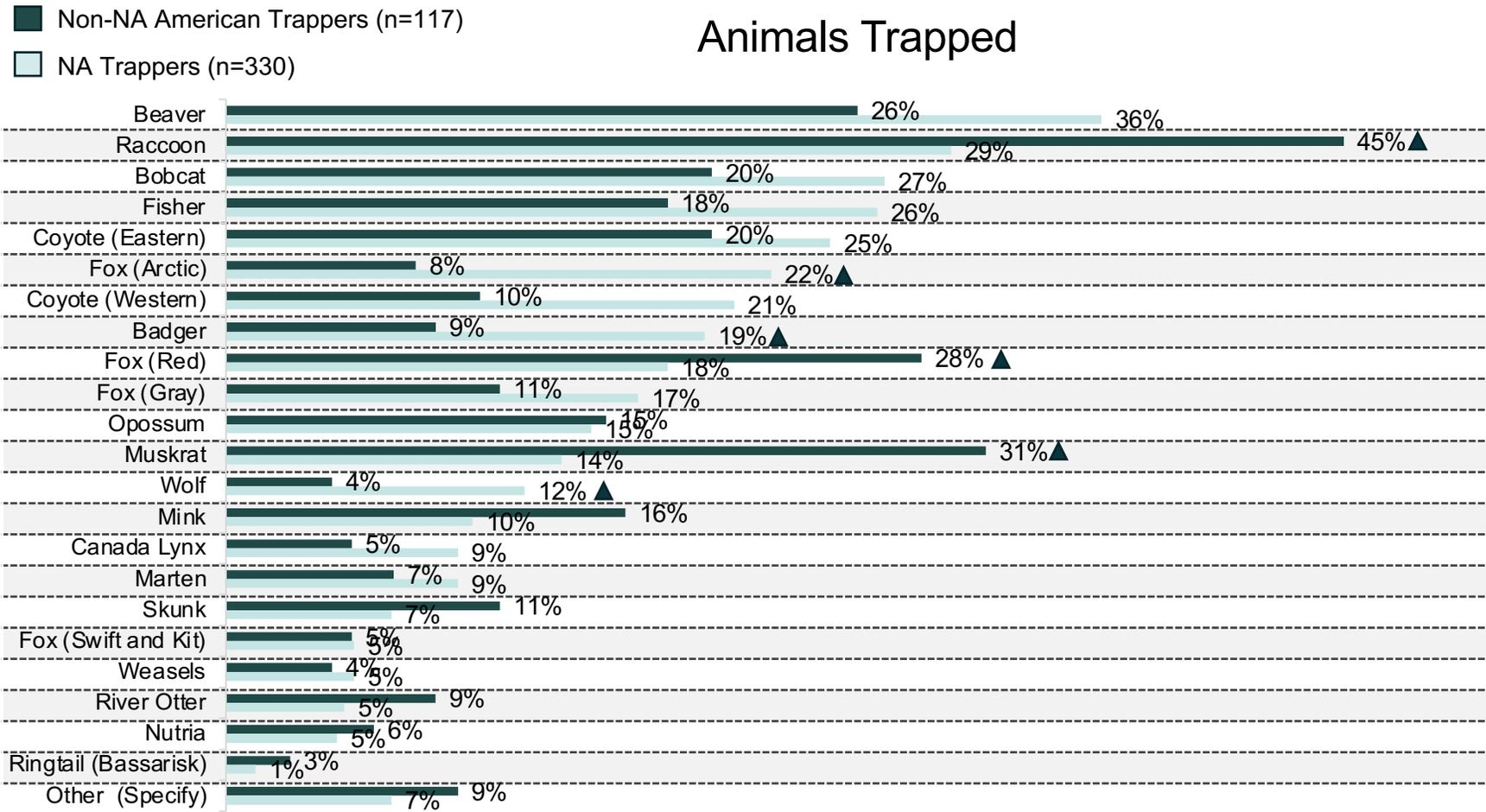


Do you currently participate in recreation archery target shooting?

**Percentages for total base cited. Note: the question was only asked for those who said they participated in Archery OR did bow hunting.*



TRAPPING – FULL CHART.



Analytic Note: regional influences in the sample for activity participants animal trapping behavior.



What animals do you trap? Select top 5.
 *Unweighted base is used to compare activity participants.
 ▲ Significantly higher than comparison group at a 95% confidence level.



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