

Increasing Cultural Acceptance for Hunting and Target Shooting

Determining why the general population is lowering their approval for hunting and target shooting.

EXECUTIVE SUMMARY



Conducted by Outdoor Stewards of Conservation Foundation
and Responsive Management under
Multistate Conservation Grant F24AP00305

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their approval for hunting and target shooting.**

2024 - 2025

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NOTE: This is the Executive Summary. A full, more comprehensive, report is available at www.OutdoorStewards.org

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EXECUTIVE OVERVIEW

This project was conducted by the Outdoor Stewards of Conservation Foundation (OSCF) and Responsive Management under Multistate Conservation Grant F24AP00305 to determine the reasons for recent declines in Americans' approval of hunting and target shooting.

Dating back to 1995, Responsive Management with help from organizations like Outdoor Stewards of Conservation Foundation have tracked public opinion on the two activities through periodic trend surveys. **The latest national trend survey found statistically significant declines in the percentages of residents who said they approved of the activities since 2021. Specifically, overall approval of legal hunting declined from 80.8% in 2021 to 75.7% in 2024 (a drop of 12,916,901 U.S. residents), while approval of legal recreational shooting went from 81.0% to 76.4% over the same period (a drop of 11,650,538 U.S. residents).** Both decreases are statistically significant at a 95% confidence level.

Diminishing public approval of hunting is also showing up on the state level, with recent surveys of residents in Arizona, Maine, Pennsylvania, and Washington echoing the national approval trends.

Demographic analyses also reveal troubling undercurrents in the approval trends. For example, several groups that have traditionally hunted and supported hunting in high numbers, such as rural residents, West and Midwest Region residents, males, and White residents, showed higher declines in approval than their demographic counterparts in recent years. Additionally, approval of hunting among Hispanic/Latino Americans decreased substantially. As this group had a relatively low approval percentage to begin with, and Hispanic residents are one of the fastest growing segments of the U.S. population, this finding marks a particular area of concern. Regarding the trend in approval of sport shooting since 2021, approval declined the most among young adults, rural residents, and males.

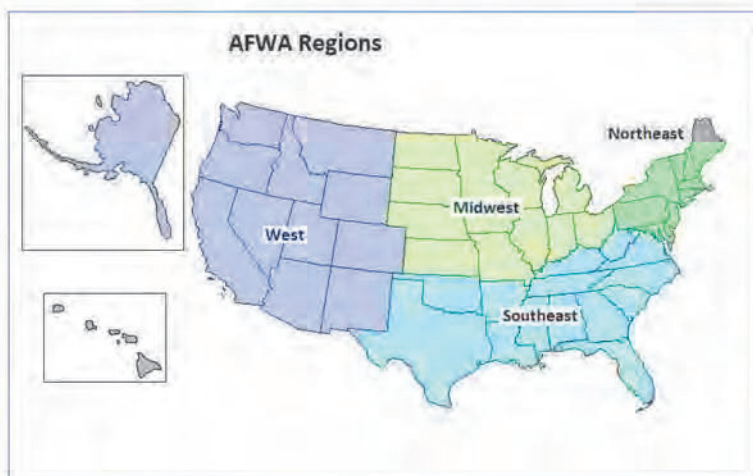
Outdoor Stewards of Conservation Foundation is leading the effort to maintain and increase cultural acceptance for hunting and target shooting. Participation in hunting and target shooting depends first and foremost on reliable cultural support, and hunters and target shooters are key funding sources for state fish and wildlife agencies, the conservation of wildlife and their habitat, and the provision of outdoor recreation opportunities. The results from this project are intended to help the community reinforce cultural acceptance for hunting and target shooting through public messaging and outreach campaigns based on the latest data reflective of Americans' attitudes, opinions, and concerns. For the purposes of this report the terms 'sport shooting' and 'target shooting' are interchangeable.

PROJECT METHODOLOGY

The methodology for this project included three major components:

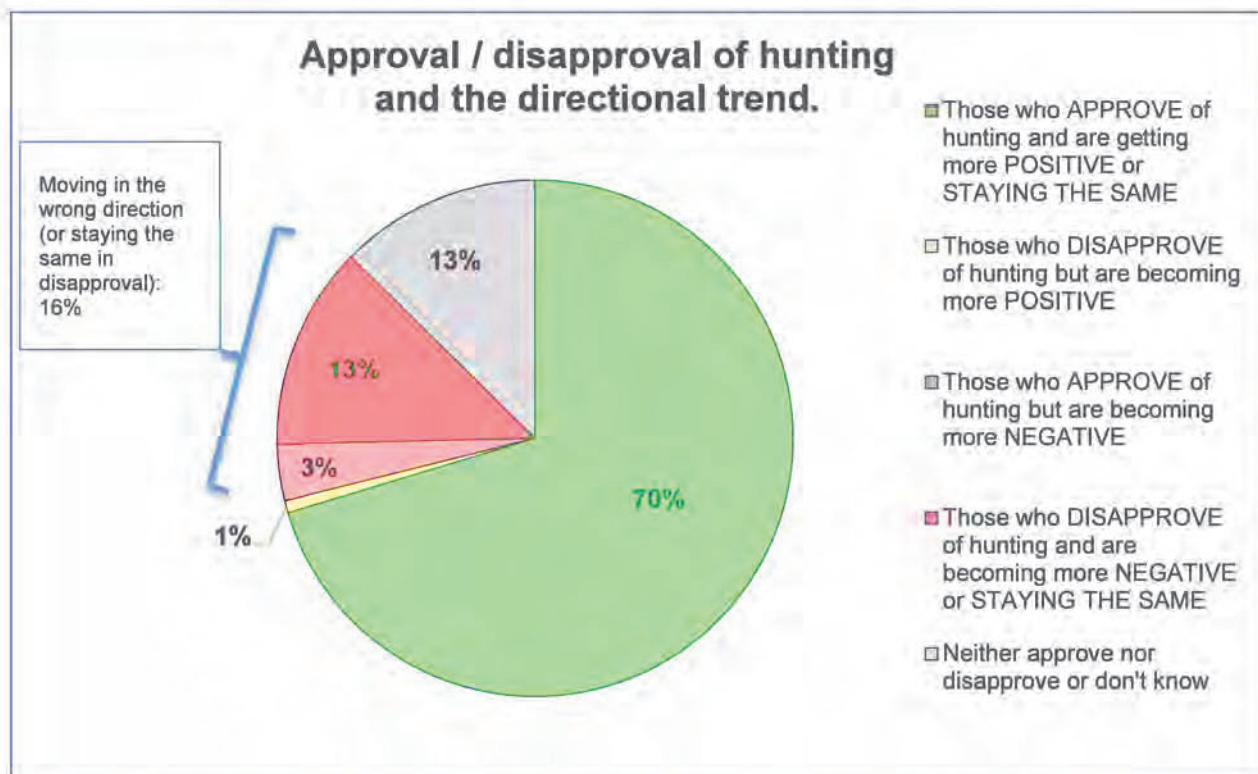
1. A research review entailing analysis and crosstabulations of existing survey data to identify where approval is in the most decline to help identify communities for enhanced messaging.

2. A series of four focus groups with general population U.S. residents, representing each of the four Association of Fish and Wildlife Agencies (AFWA) regions (shown in the map at right).
3. A scientific, probability-based multimodal survey of the U.S. general population. Responsive Management obtained 2,065 completed survey questionnaires, including 1,555 among the general population and an oversample of 510 completed questionnaires from people whose opinion of hunting and/or sport shooting has become more negative in the past few years. (The survey was stratified to obtain at least 500 completed surveys within each of the four AFWA regions.)



While this project focused specifically on the reasons driving declines in approval of hunting and target shooting, it is worth keeping in mind that most Americans today continue to approve of the two activities. However, attitudes are not fixed: notable percentages of people say they are becoming either more positive or more negative in their views of the two activities. Survey respondents were asked whether their opinion of hunting and target shooting has become more positive, more negative, or stayed about the same over the past few years. Paired with the data on their current level of approval or disapproval, the results show the relative size of the segments moving in either direction.

Currently, 16% of Americans are negative or are becoming more negative in their opinion of hunting: this includes both people who currently approve of hunting but are becoming more negative (3%) and people who currently disapprove and are becoming even more negative or are just staying the same in their disapproval (13%) (see graph on the following page).



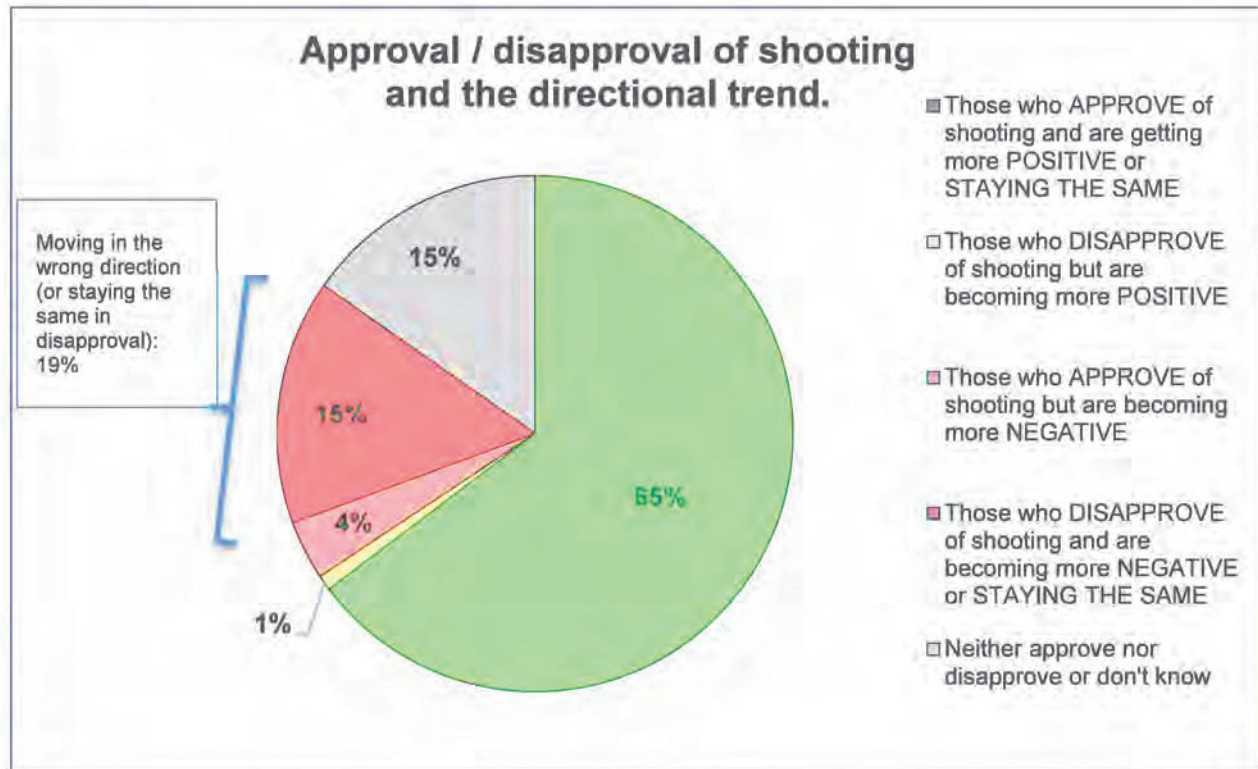
Those who *currently approve* of hunting but are becoming *more negative* are:

- More male than female, and skew to the older age brackets.
- Less likely than the general population to have children in the household.
- Less likely than the general population to live in a small city or town (they are more urban/suburban *and* more rural).
- About half Democratic and a third Republican (the rest being not aligned).
- About the same ethnically and educationally as the general population.

Those who *currently disapprove* of hunting and are becoming *more negative* (or are staying the same) are:

- Much more female than male.
- More likely to Black or Hispanic than the general population.
- Much more Democratic than Republican.
- About the same in age, having children in the household, the residential area in which they live, and in education.

Meanwhile, 19% of Americans are negative or becoming more negative in their opinion of target shooting. This segment includes 4% who currently approve of target shooting but are becoming more negative and 15% who currently disapprove and are getting more negative or staying the same in their disapproval.



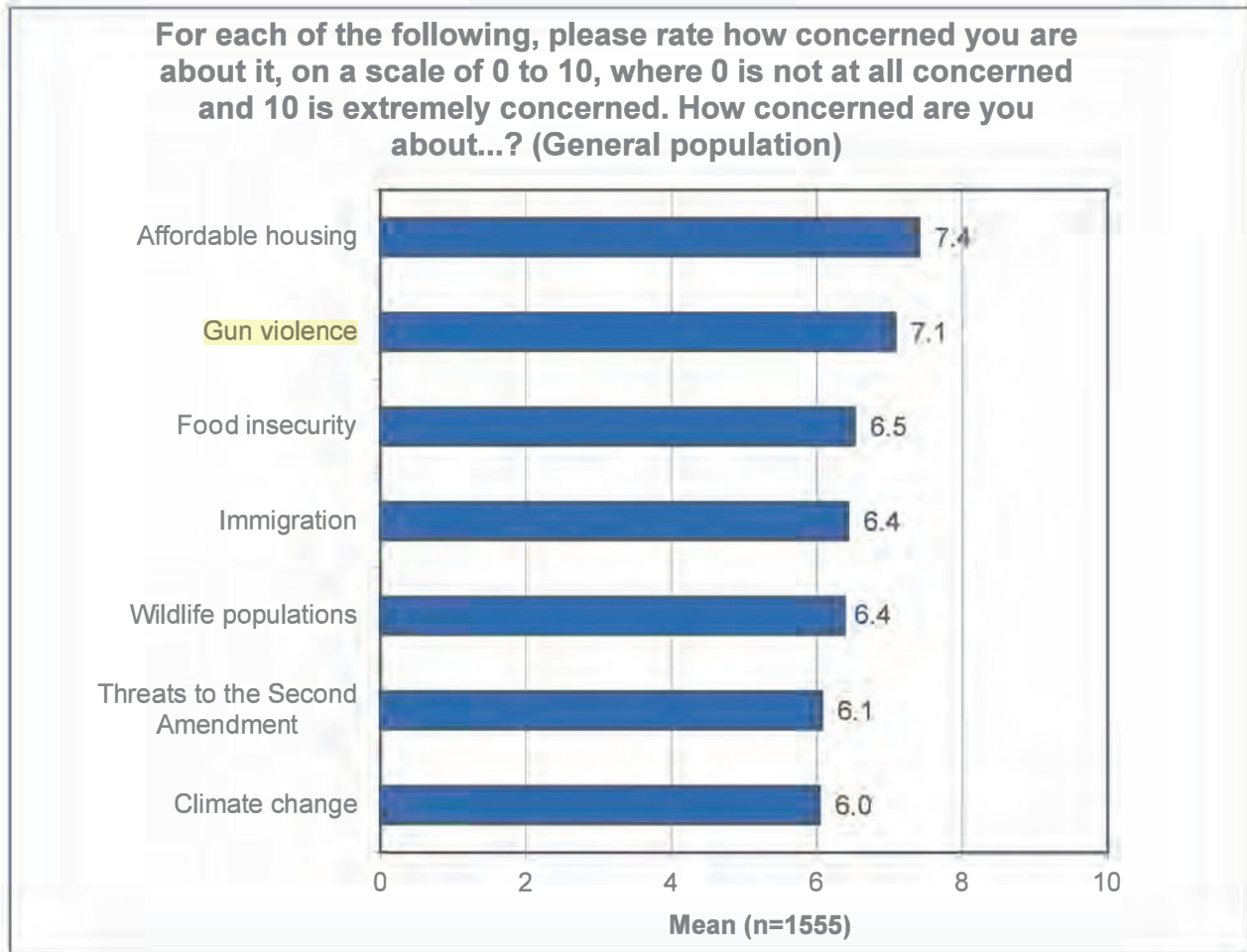
Those who *currently approve* of target shooting but are becoming *more negative* are:

- Much older than the general population.
- Much less likely to have children in their household compared to the general population.
- Much more likely to be Black or Hispanic than the general population.
- Much less likely to live in a large urban area but more likely to live in a small city or town (they are about the same regarding suburban or rural residence).
- Much more educated than the general population.
- About three quarters Democratic but only about an eighth Republican.
- About the same in gender.

Finally, those who *currently disapprove* of target shooting and are becoming *more negative* (or are staying the same) are:

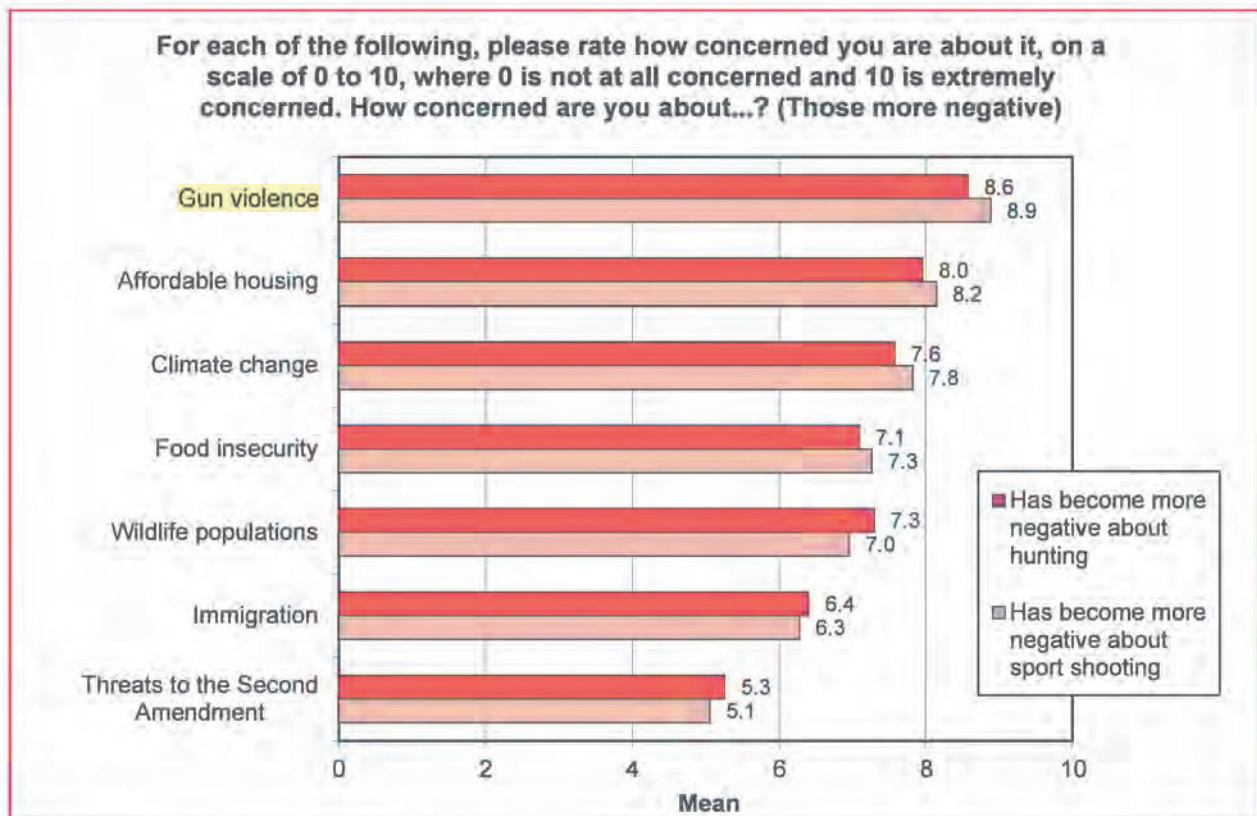
- Much more female than male (by about 3 to 1).
- Much more Black and Hispanic than the general population.
- Much more likely to be urban or suburban and less likely to live in a small city or town, compared to the general population (they are about the same regarding rural living).
- About half Democratic and a fifth Republican.
- About the same in age, in having children in the household, and educationally.

Gun violence is a general issue of concern for many Americans. Before looking specifically at hunting and target shooting, the survey examined concern about general social issues affecting the country. Here, gun violence ranked second in the overall list—behind only affordable housing, but ahead of food insecurity, immigration, wildlife populations, threats to the Second Amendment, and climate change.



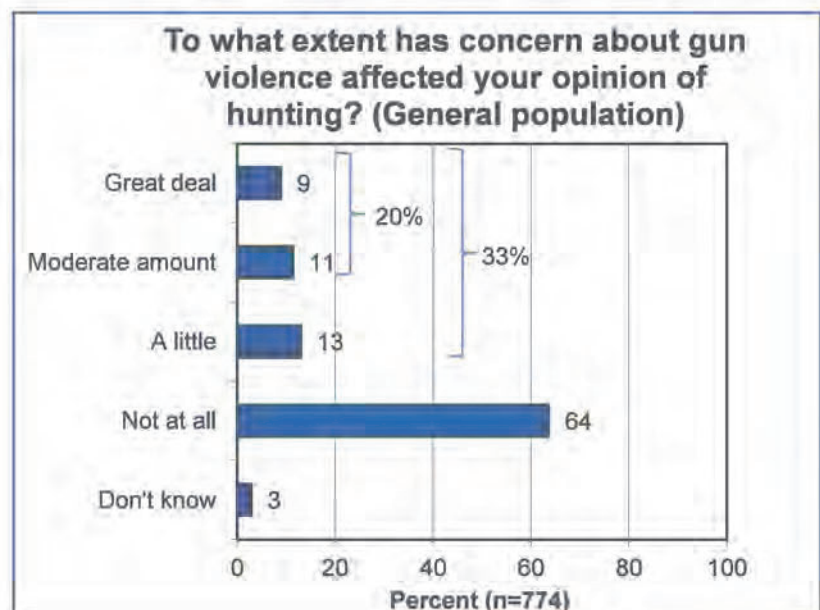
This concern was also observed in the focus groups, where a number of participants mentioned uneasiness with firearms or worries about gun violence when describing their feelings about hunting and target shooting. Given the relative prevalence of shootings and other crimes involving guns in American society today, it is not unreasonable to expect that firearm-related concerns might also color perceptions of activities that involve firearms, namely hunting and target shooting.

Among the segment of the public who have become more negative about hunting and/or target shooting in recent years, gun violence is an even greater concern, being the top issue among the seven about which the survey asked.

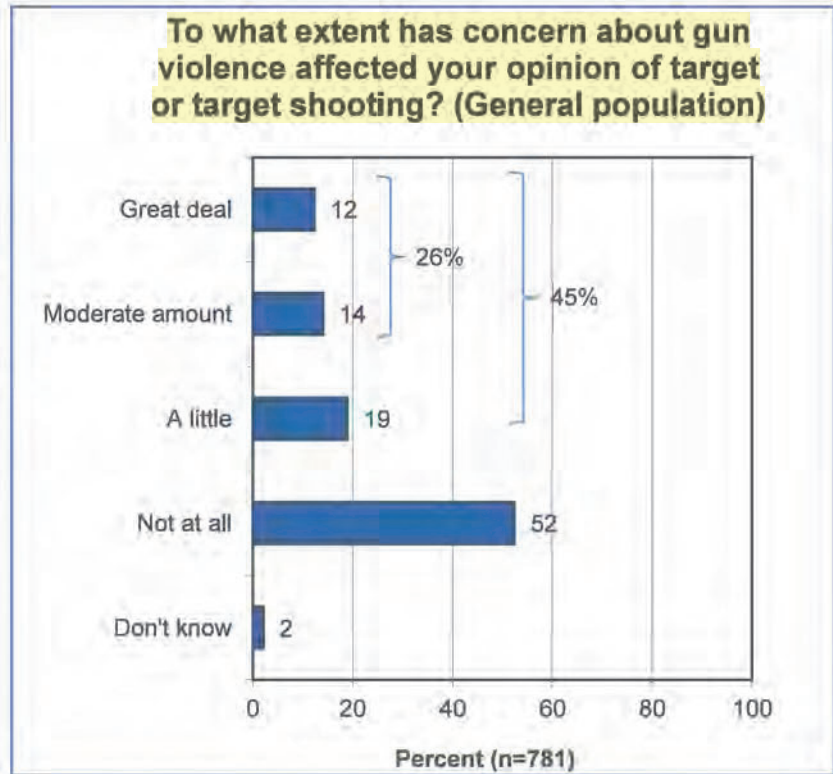


Concern about gun violence strongly influences approval of hunting and target shooting. A substantial percentage of Americans have had their opinion on hunting affected by gun violence: 20% say that gun violence has affected their opinion of hunting a *great deal* or a *moderate amount*. Furthermore, this 20% of the general population are more likely than *any other demographic or attitudinal group* to have become more negative about hunting and target shooting in recent years.

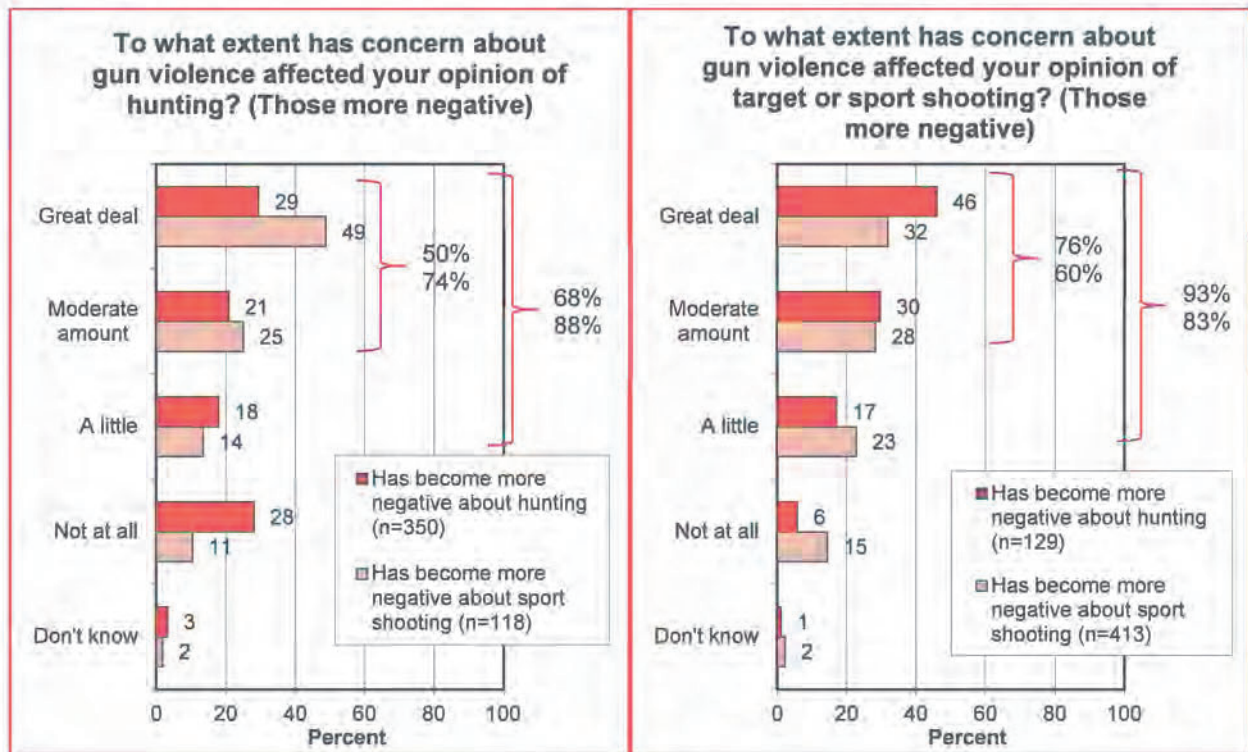
Adding in those whose opinion has been affected *a little*, 33% of Americans have had their opinion of hunting affected to some degree by gun violence.



Likewise, a substantial percentage of Americans have had their opinion on target shooting affected by gun violence. Overall, 26% say that gun violence has affected their opinion a *great deal* or a *moderate amount*, and 45% of Americans have had their opinion of sport shooting affected to some degree by gun violence.



Among Americans whose opinions of hunting and/or target shooting have become more negative over the past few years, the impact of gun violence on their attitudes toward the two activities is even greater, as shown in the graph below.



Disagreement (55% exceeds agreement (31% that mass shootings in the United States have negatively affected opinion of recreational activities that involve the use of firearms.

However, 31% is not an insubstantial percentage, especially when considered in light of the extent to which approval of hunting and target shooting has declined in recent years. This finding again reinforces the prominence of gun violence as a factor affecting cultural support for hunting and target shooting.

Whether someone personally knows a hunter and/or target shooter is a major influence in how they feel about the two activities. Consistent with past research,¹ people who personally know a hunter or target shooter are more likely to approve of the activities, just as people who do *not* know one of these people are more likely to disapprove of the activities. The same tendency holds true for personal experience with hunting, target shooting, and general use of firearms (more personal experience correlates with greater approval, and vice versa). The social dimension of trust based on familiarity and personal experience cannot be overemphasized. On this point, it is worth keeping in mind that there are many more sport shooters and firearm owners than hunters in the United States (according to the 2022 *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*, there are 46.2 million target shooters in the U.S., compared to 14.4 million hunters). As hunting participation continues to decline, the average American will be more likely to personally know a sport shooter (or firearm owner) than someone who hunts.

The most common reasons that opinions on hunting have become more negative are people's feelings that animals should not be killed and that hunting should not be done for recreation or for sport. Other important reasons include the perception that hunting worsens problems with firearms, that hunters poach or behave recklessly, and the belief that hunting causes species to become endangered.

The most common reason that opinions on target shooting have become more negative in the past few years is the perception that firearms are linked to violence—by far the top reason.

Consistent with past guidance² regarding the importance of talking about hunting as a “legal, regulated” activity, hunting must be presented as safe and regulated. To break the association of hunting with gun violence, the R3 community must emphasize the aspects of hunting that relate to safety and regulation. This is especially important in “outward facing” materials designed for public consumption among non-hunters. Qualitative analyses of both the focus group comments and responses to open-ended survey questions suggest that disapproval of hunting could be lessened if people are convinced that hunters do not behave recklessly or dangerously (again, the benefit of personally knowing a hunter or hearing from someone who does is hugely impactful in this regard in terms of correcting misperceptions).

Photos of hunters posing with harvested game, even when done respectfully, can turn people against hunting. The survey presented a dozen negative statements about hunting to see which ones have the most agreement among the general public (i.e., which ones are the most problematic for the hunting community). The statement with the most agreement among general population Americans is, "Posting a photo of an animal that has been hunted does not show respect for wildlife": 40% of Americans *strongly* or *moderately* agree with this. Among people who have become more negative about hunting in recent years, the percentage in agreement with the statement is 77%.

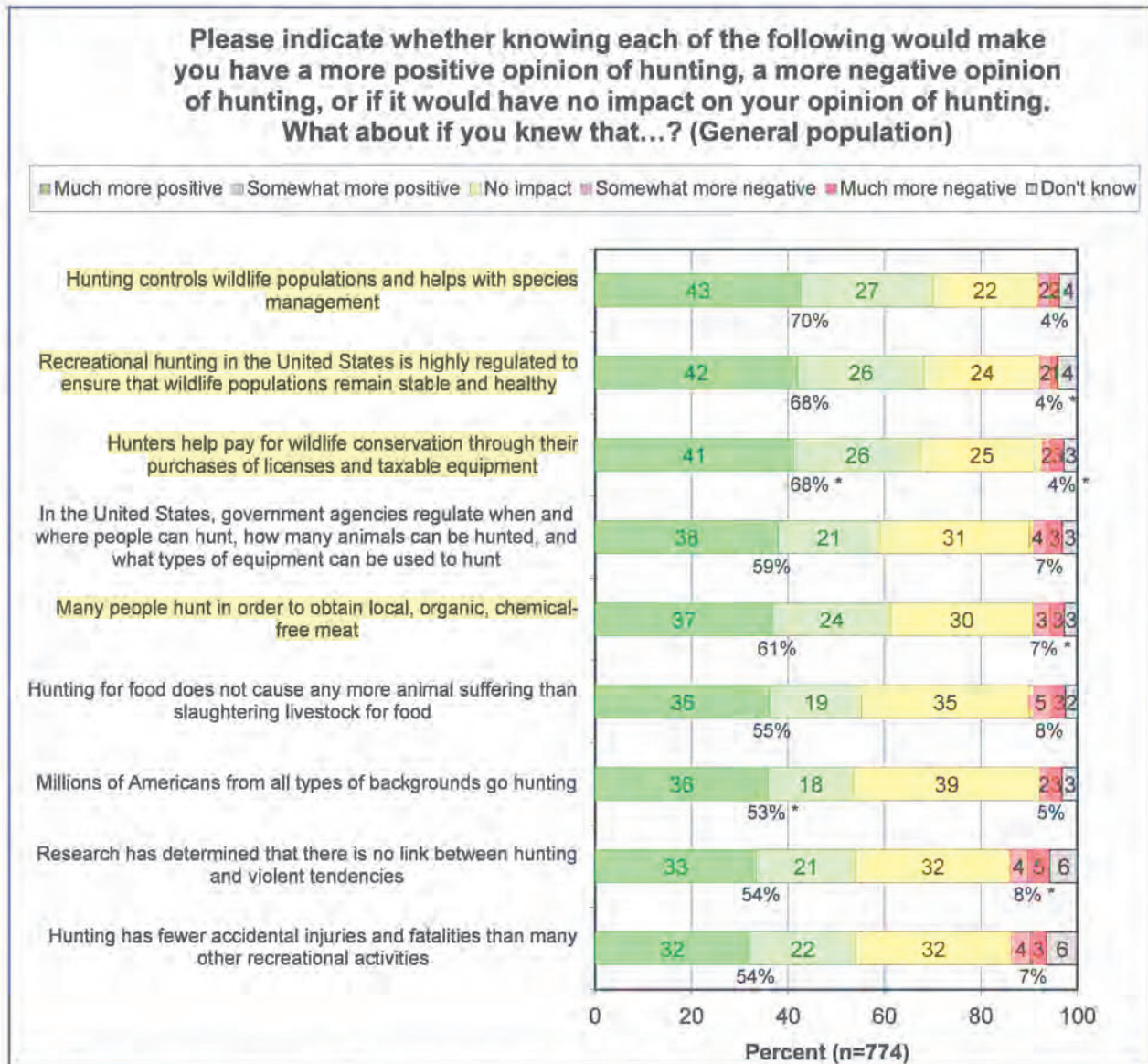
The finding suggests a conundrum: many hunters are fond of taking "trophy" photos of the animals they hunt, yet much of the non-hunting public disapproves of such photos.

Some guidance in the hunting community has focused on ways to make these images more palatable or inoffensive, such as by avoiding showing blood and eschewing "dominating" poses or gestures. The research for this project suggests that even these careful considerations may not matter to many non-hunters. The mere posting of the photo—*any* trophy photo—is likely to increase feelings of opposition to hunting.

An illustrative finding comes from one of the hunting focus groups: the moderator showed participants an image of a female hunter posing with a harvested turkey; the photo was deliberately chosen to be as inoffensive as possible (there were no signs of blood anywhere on the animal, the hunter was smiling, and the image consisted largely of a visually appealing nature scene). The reaction to the image was mostly (but not completely) negative. Some stated that this is exactly why they do not like hunting. One person stated that they do not take a "selfie" when they buy a turkey at a grocery store. The implication is that it is not enough that photos of hunters with harvested animals avoid showing blood or suggesting an overly dominionistic view of wildlife—again, for some people, *any* photo of a hunter with a dead animal is offensive and unnecessary, and this may be a direct cause of their dislike of hunting.

Messaging to increase cultural support for hunting should especially focus on correcting two key misperceptions: that wildlife does best when it is left alone, and that hunting as practiced today in the U.S. causes some wildlife species to become endangered. These incorrect statements had relatively high levels of agreement among general population Americans, with 37% in agreement with each one. (More worryingly, about three quarters of those who have become more negative about hunting in recent years agree with the two statements.) Outreach directed at non-hunters should communicate that regulated hunting is a key form of wildlife management (such as to prevent or mitigate the overpopulation of and overbrowsing by deer in many areas) and that hunting is strictly regulated by government agencies specifically to ensure the health and sustainability of wildlife populations.

Other messaging concepts to increase approval of hunting should highlight the role of hunting in conservation and wildlife management. Among general population U.S. residents, the concepts most likely to increase positive opinions toward hunting are that hunting controls wildlife populations and helps with management, that recreational hunting is regulated to ensure wildlife populations are not harmed, and that hunters help pay for conservation.



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Residents who have become more negative about hunting in recent years, meanwhile, place a high degree of importance on the regulated aspects of hunting, especially insofar as regulations set forth by government agencies help to ensure the health and sustainability of wildlife populations (see graph on the following page).

Please indicate whether knowing each of the following would make you have a more positive opinion of hunting, a more negative opinion of hunting, or if it would have no impact on your opinion of hunting. What about if you knew that...? (Has become more negative about hunting)

■ Much more positive ■ Somewhat more positive ■ No impact ■ Somewhat more negative ■ Much more negative □ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Many Americans feel that target shooting is a potentially unsafe activity, and there is also concern about the widespread availability of firearms in the United States. Among eight negative statements about target shooting presented to survey respondents, three had a majority of Americans in agreement: that there are better and safer recreational activities than shooting a gun, that easy access to guns is why the country has a gun violence problem, and that target shooting is an expensive hobby (this last statement breaks from the safety theme). The findings related to safety and gun violence generally mirror results from the focus groups, in which a number of participants fixated on the safety aspects of target and target shooting (some people recommended greater safety certification measures for firearm owners and target shooters, while others wondered why people engage in potentially unsafe activities involving firearms in the first place).

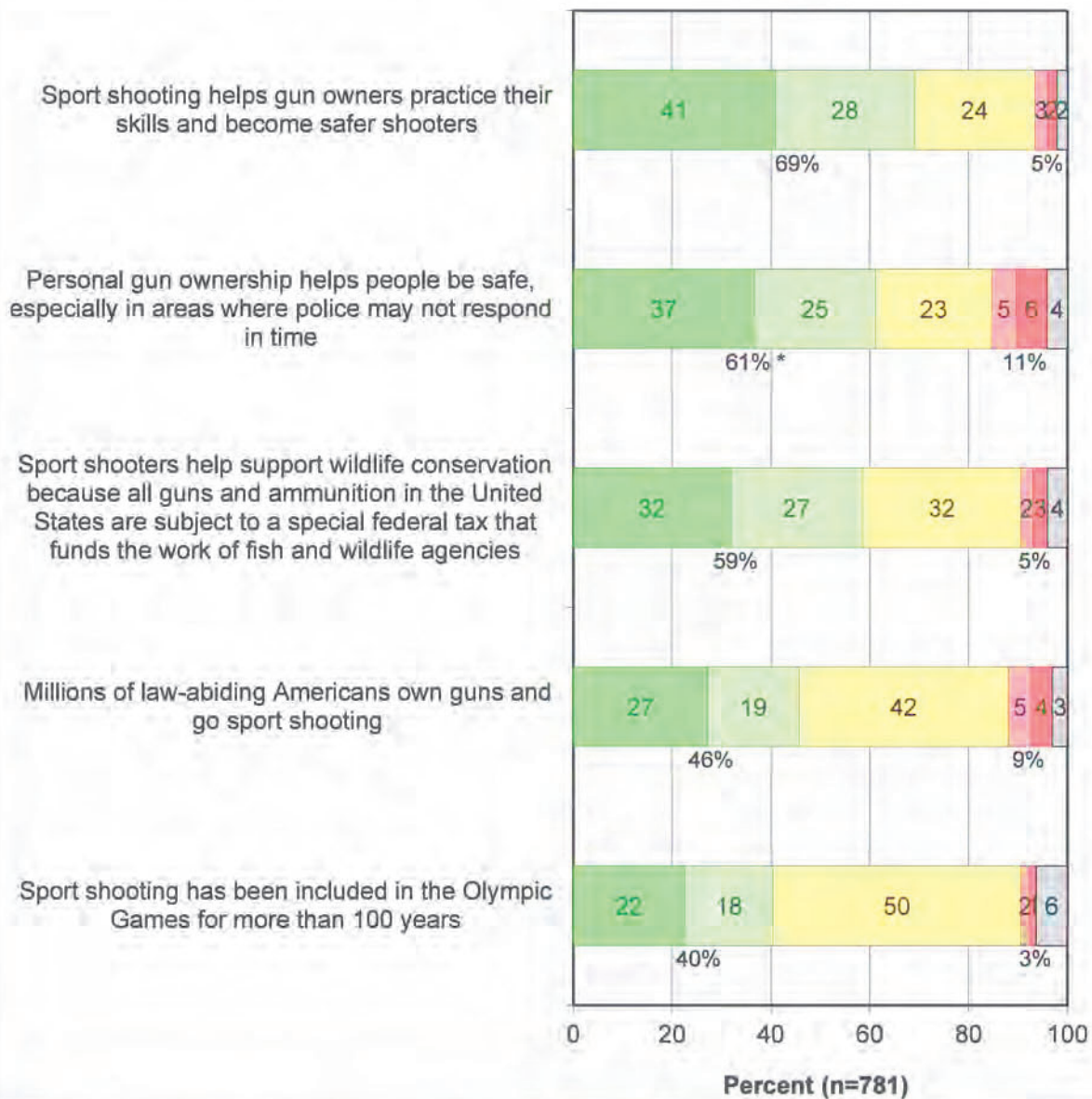
Once again, among the segment of Americans whose opinion of target shooting has become more negative in the past few years, concern about safety and gun violence is even more pronounced. Overwhelming majorities of these residents agree with four statements in the list focusing on safety and firearm-related violence or crime: that there are better and safer recreational activities than shooting a gun (88% agree); that easy access to guns is why the United States has a gun violence problem (87%); that more guns in American society means more crime in general (80%); and that there is a good chance that guns used for legal sport shooting purposes are also used to commit crimes (71%).

The messages most likely to have a positive effect on opinions of target shooting emphasize safety and preparedness through proper training, as well as target shooters' role in helping to fund conservation efforts through their purchases. In the general population resident results, the top-ranked positive messages are that target shooting helps gun owners improve their skills and become safer shooters, that personal gun ownership helps people be safe, and that sport shooters help support wildlife conservation because all guns and ammunition in the United States are subject to a special federal tax that funds the work of fish and wildlife agencies (see graph on the following page).

Among residents who have become more negative about target shooting, the messages deemed most effective at encouraging a positive view of the activity are largely the same, with one exception: the top-ranked message among this group is that personal gun ownership helps people be safe, especially in areas where police may not respond in time (see graph two pages hence).

Please indicate whether knowing each of the following would make you have a more positive opinion of target shooting, a more negative opinion of target shooting, or if it would have no impact on your opinion of target shooting. (General population)

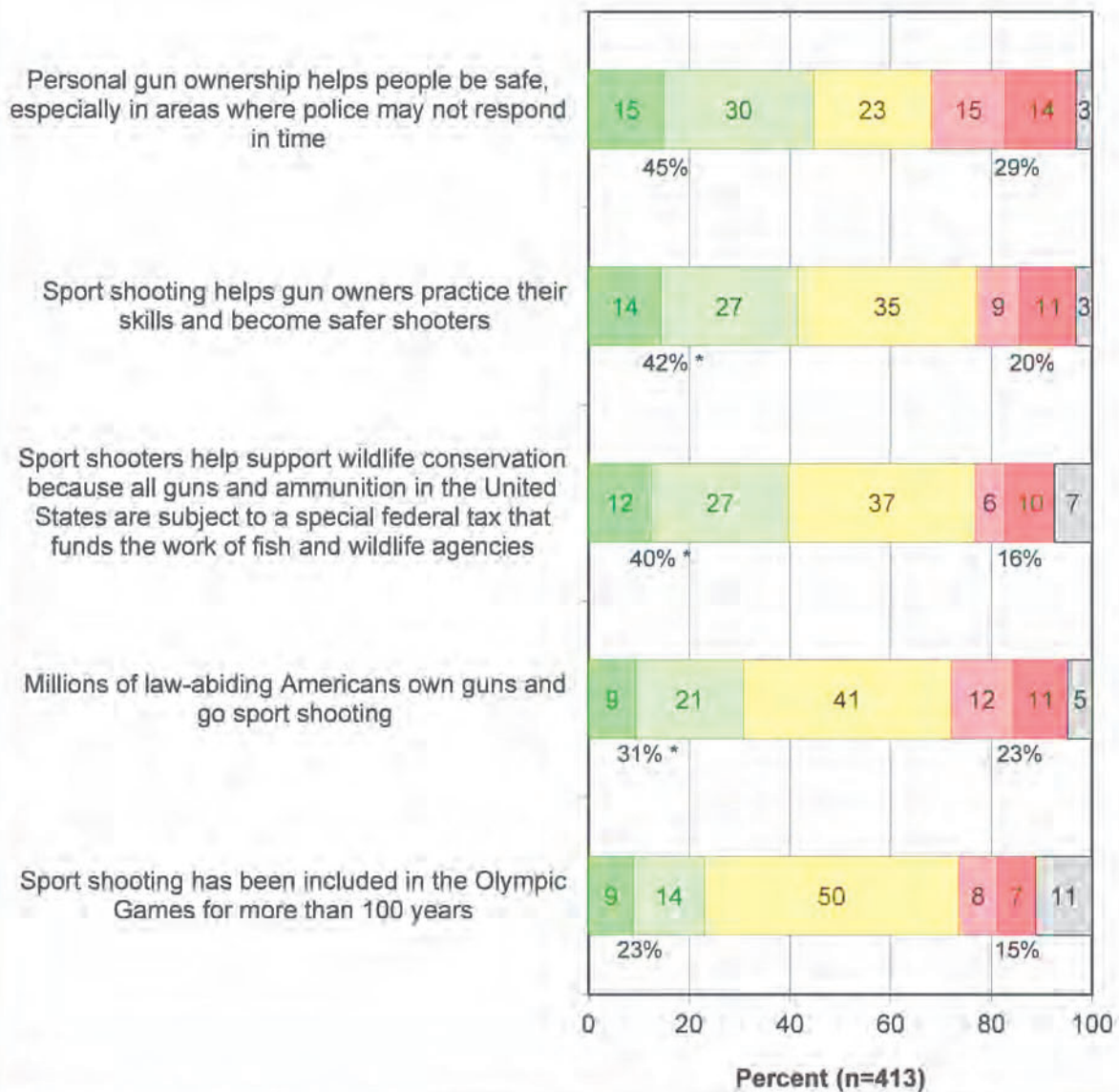
■ Much more positive ■ Somewhat more positive ■ No impact ■ Somewhat more negative ■ Much more negative ■ Don't know



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Please indicate whether knowing each of the following would make you have a more positive opinion of target shooting, a more negative opinion of target shooting, or if it would have no impact on your opinion of target shooting. What about if you knew that...? (Has become more negative about target shooting)

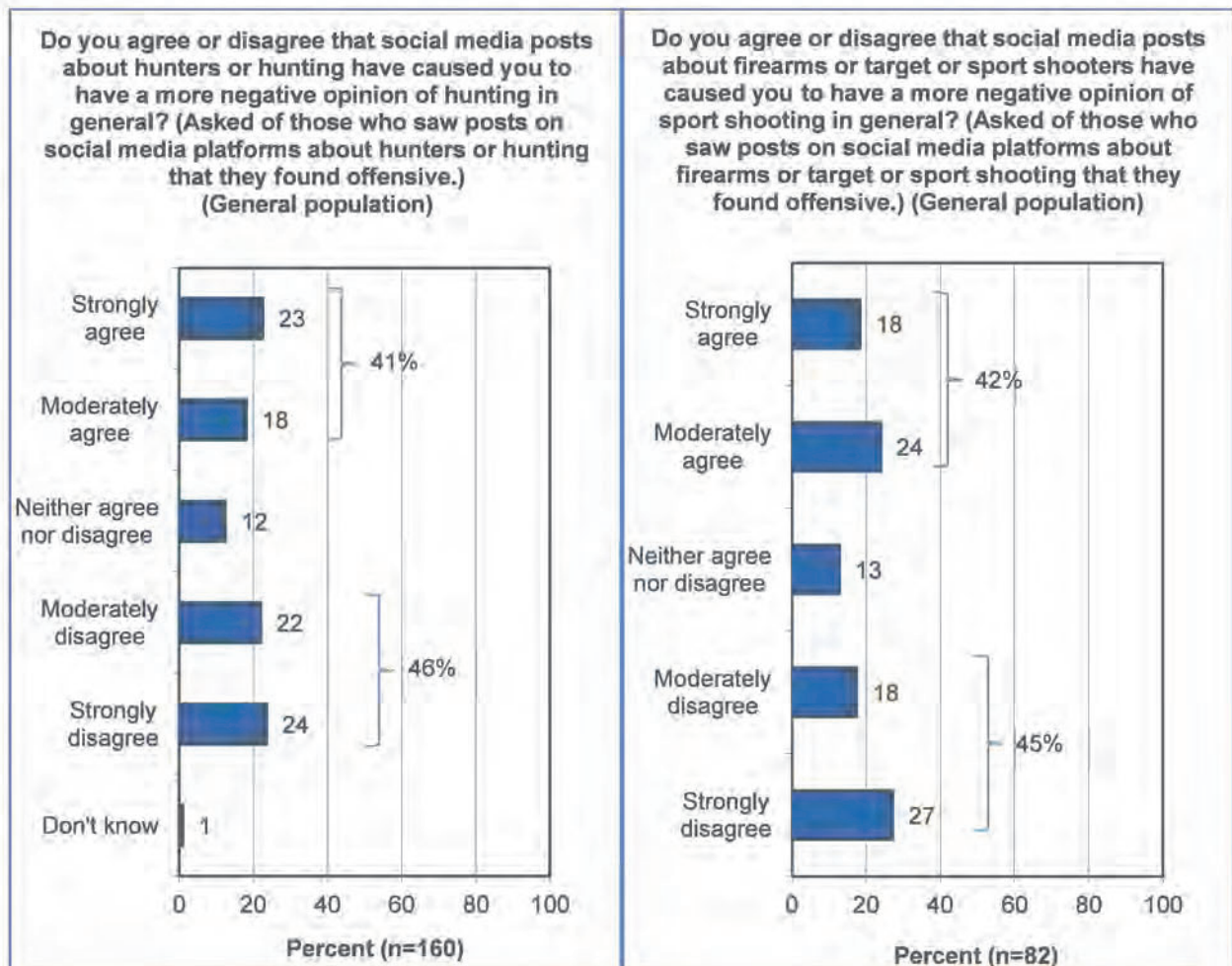
■ Much more positive ■ Somewhat more positive ■ No impact ■ Somewhat more negative ■ Much more negative ■ Don't know



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Social media posts about hunting and target shooting that are perceived as offensive may be having an impact on public approval of the two activities. Based on comments made by several focus group participants on this topic, the research team set out to examine the issue quantitatively. **Among U.S. general population residents, a quarter (25%) have seen a post about hunting or hunters that they found offensive.** A smaller percentage (14%) have seen a post about firearms or target shooters that they found offensive. (Rates are higher among people who have become more negative about the two activities in recent years.) Facebook is by far the most commonly named source of offensive posts, followed by Instagram, YouTube, TikTok, and X (worth keeping in mind is the fact that Facebook is used by more people than the other platforms).

A little under half of those who saw posts about hunting that they regarded as offensive (41%) agreed that the posts prompted a more negative opinion of hunting in general. The parallel question about firearms or target shooting found similar results: 42% agreed that the posts prompted a more negative opinion of target shooting in general. (Once again, residents who have already become more negative in their opinions of hunting and target shooting in recent years are more polarized, with large majorities of these groups in agreement. Note that these graphs show the general population results, not the results from these subgroups.)



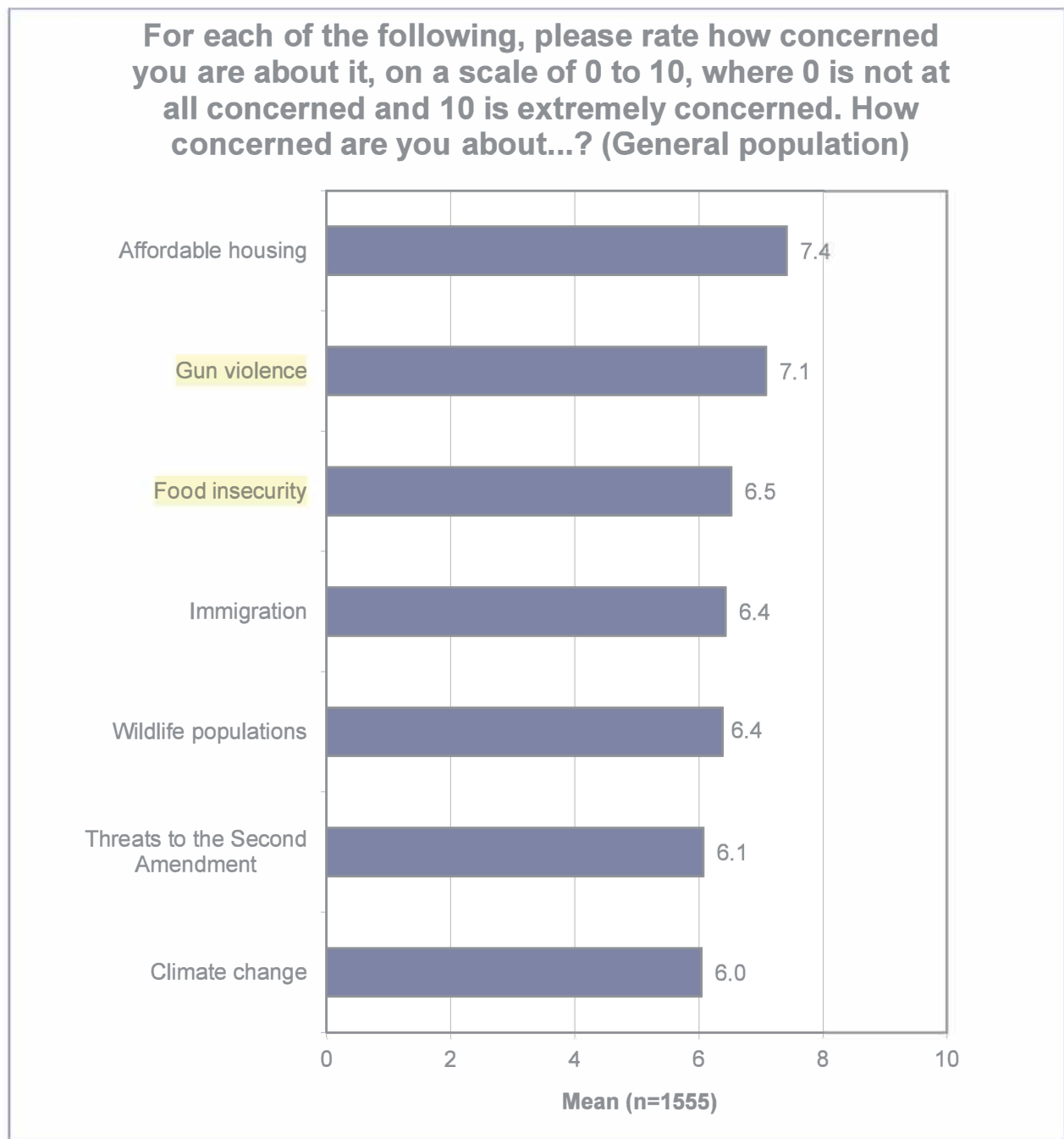
The danger in social media posts that are perceived as offensive is that negative reactions can grow exponentially depending on the extent to which such posts are shared, referenced, quoted, or recirculated online—this gives them a potential reach that far exceeds just a single person feeling offended. In other words, the impact can be extensive and long-lasting (take, for example, the viral spread of the Cecil the Lion trophy hunting story from 2015— a decade+ later, there are more social media platforms and therefore more ways for such stories to spread quickly online).

Social media posts depicting the food benefits of hunting may encourage some non-hunters to see hunting in a positive light. In the survey, those who saw offensive social media posts about hunting were asked how their opinion would be impacted if they saw an image of a family consuming the meat from a hunted animal: 38% responded that they would have a *much more or somewhat more* positive opinion of hunting. Similarly, a number of focus group participants expressed approval of the concept of hunting specifically for the meat, which they contrasted with hunting for a trophy or hunting for sport—two motivations that were met with stark disapproval from most focus group participants.

Finally, the influence of social media should not be underestimated in terms of its potential impact on cultural support for hunting and target shooting. The survey found that more than half of Americans (55%) use social media platforms daily. Additionally, social media apps or websites top the list of sources from which U.S. residents get their news.

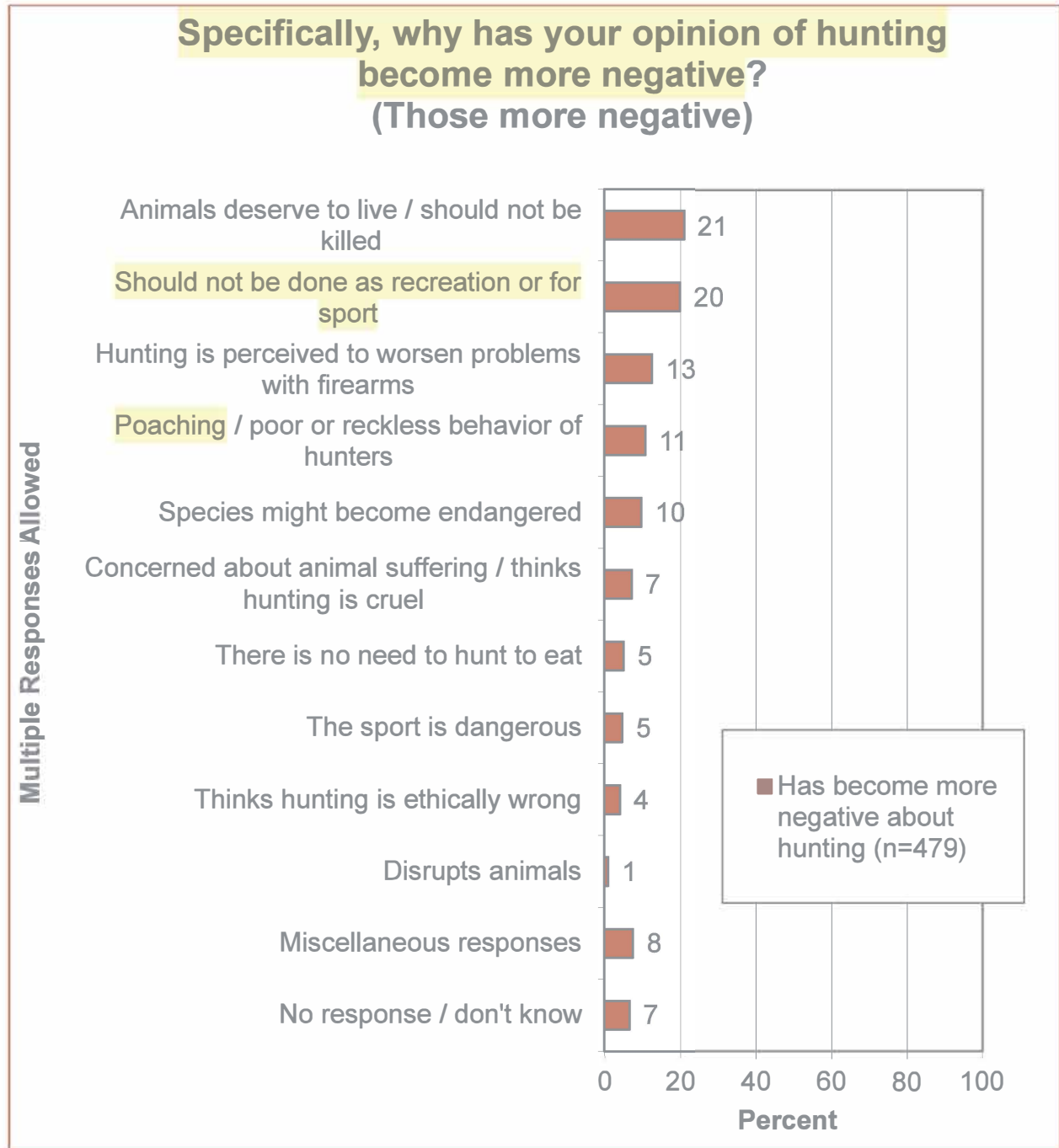
CONCERNS ABOUT GENERAL SOCIAL ISSUES

The primary purpose of these questions was to determine where various issues fall in the overall mindset of Americans—where, for instance, concern about wildlife populations ranks relative to affordable housing or immigration. In the list of seven issues, concern about wildlife populations is relatively low, as is the concern about threats to the Second Amendment. These are much lower than concerns about gun violence (the second ranked issue). At the top is affordable housing.



REASONS FOR NEGATIVE OPINIONS OF HUNTING AND TARGET/SPORT SHOOTING

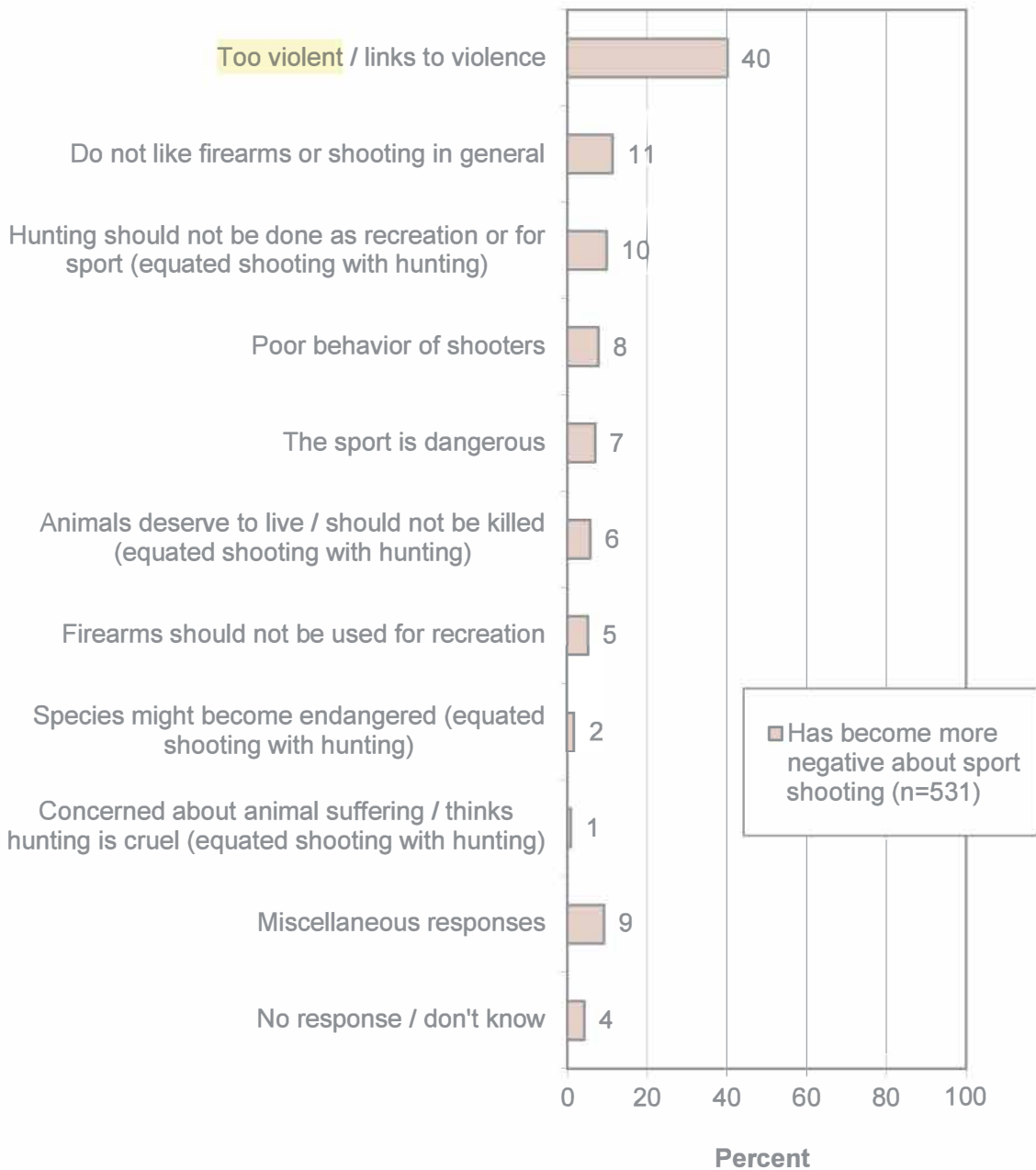
Follow-up questions asked about reasons that opinion on hunting and target/sport shooting had become more negative, among those giving that response. The most common reasons that opinions on hunting have declined are people’s feelings that animals should not be killed and that hunting should not be done for recreation or sport (i.e., it should be done for utilitarian reasons, the primary one being for meat). Three other reasons make up a second tier: hunting is perceived to worsen problems with firearms, people have seen evidence of poaching or reckless behavior of hunters, and the feeling that species might become endangered.



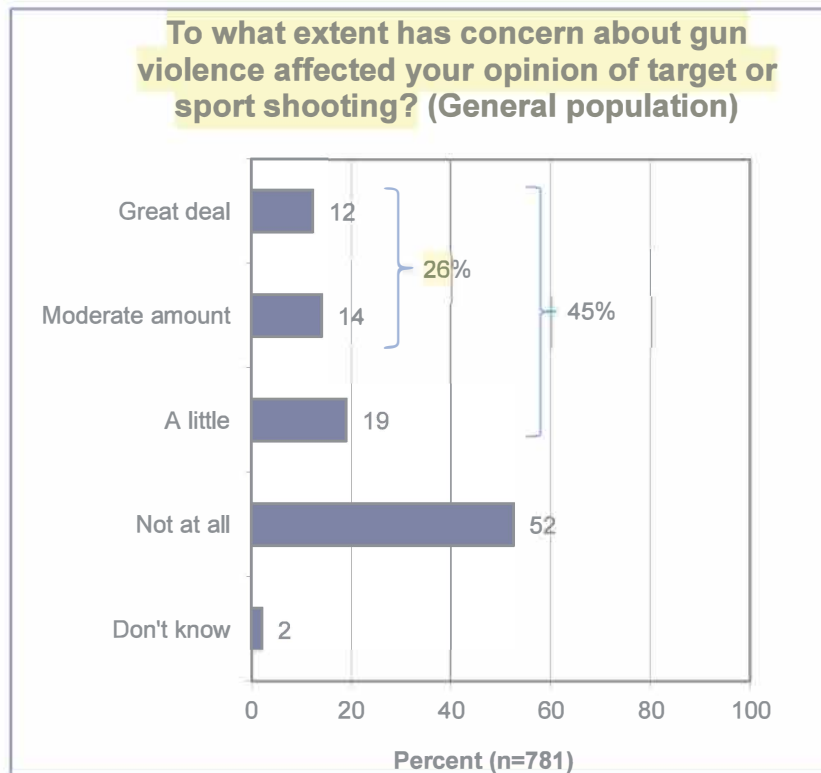
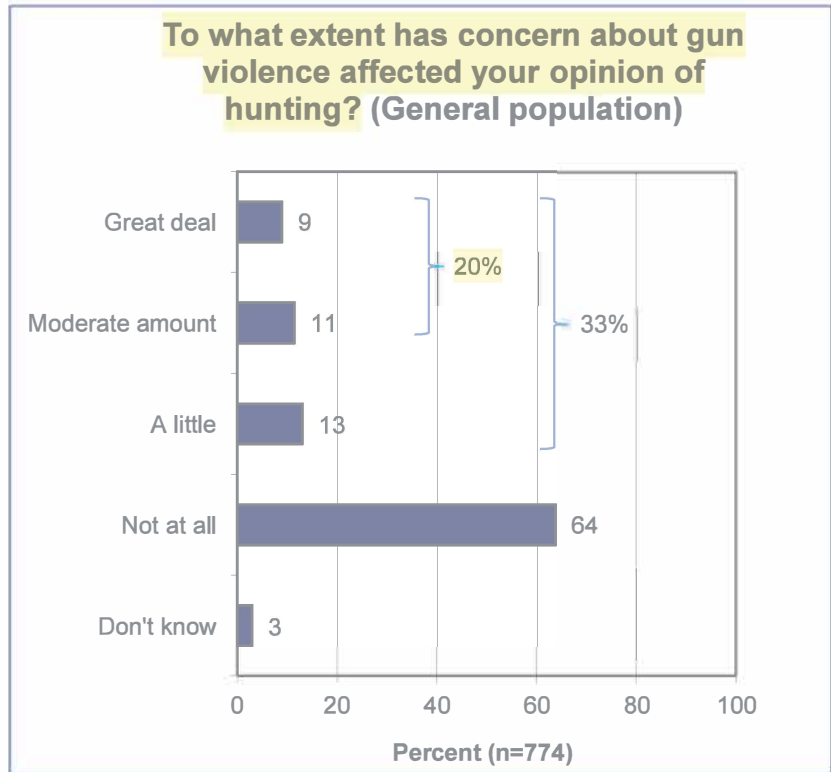
The most common reason that opinions on target/sport shooting have become more negative in the past few years is the perception that firearms are linked to violence—by far the top reason.

Specifically, why has your opinion of target/sport shooting become more negative? (Those more negative)

Multiple Responses Allowed



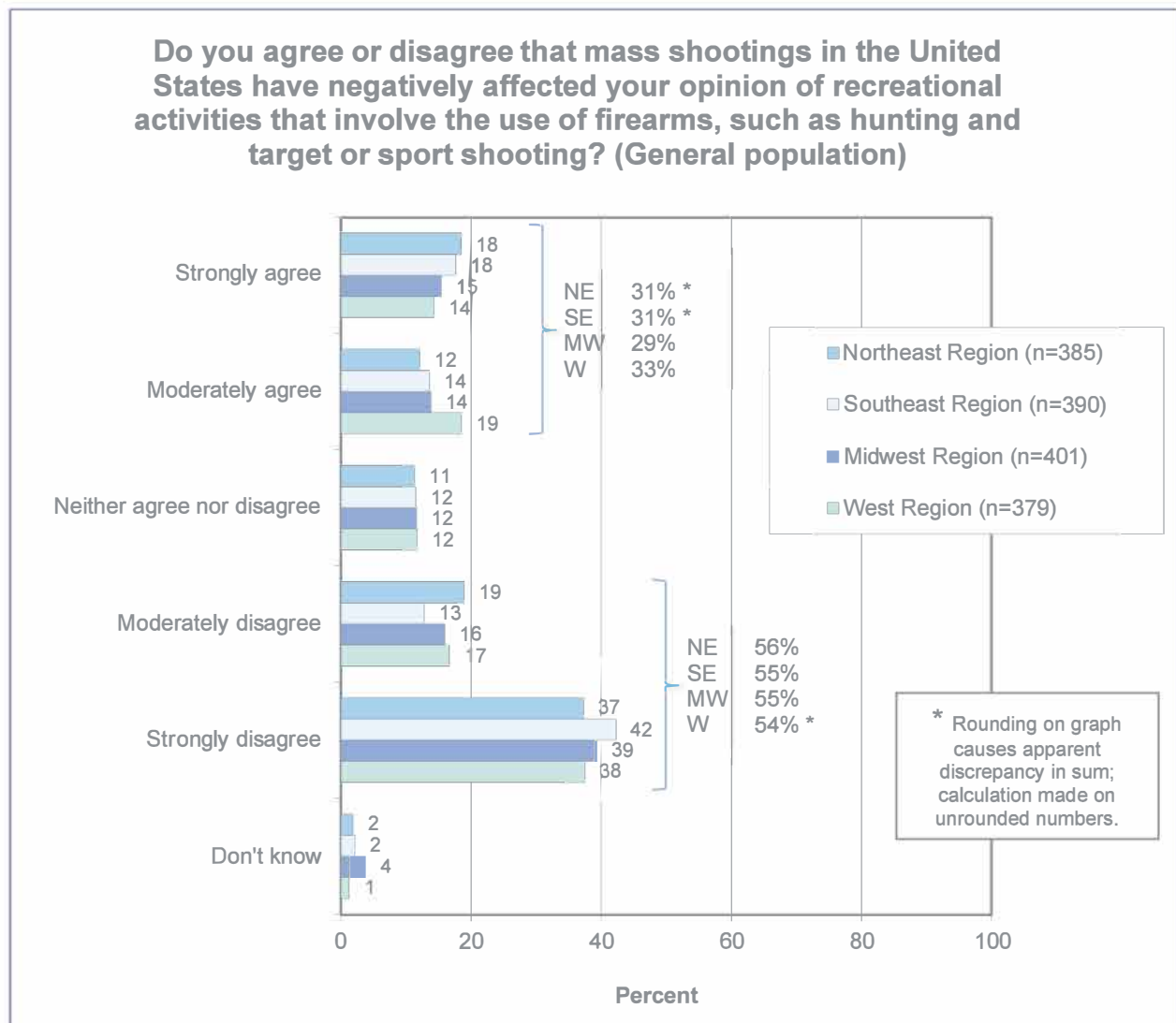
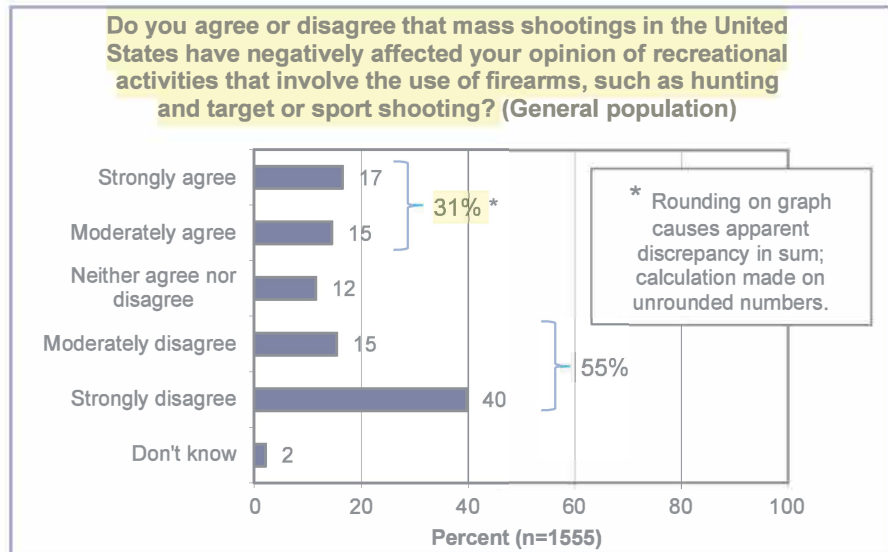
A substantial percentage of Americans have had their opinion on hunting affected by gun violence: 20% say that gun violence has affected their opinion a *great deal* or a *moderate amount*. Adding in those whose opinion has been affected a *little*, 33% of Americans have had their opinion of hunting affected to some degree by gun violence.



Likewise, a substantial percentage of Americans have had their opinion on sport shooting affected by gun violence. Overall, 26% say that gun violence has affected their opinion a *great deal* or a *moderate amount*, and 45% of Americans have had their opinion of sport shooting affected to some degree by gun violence.

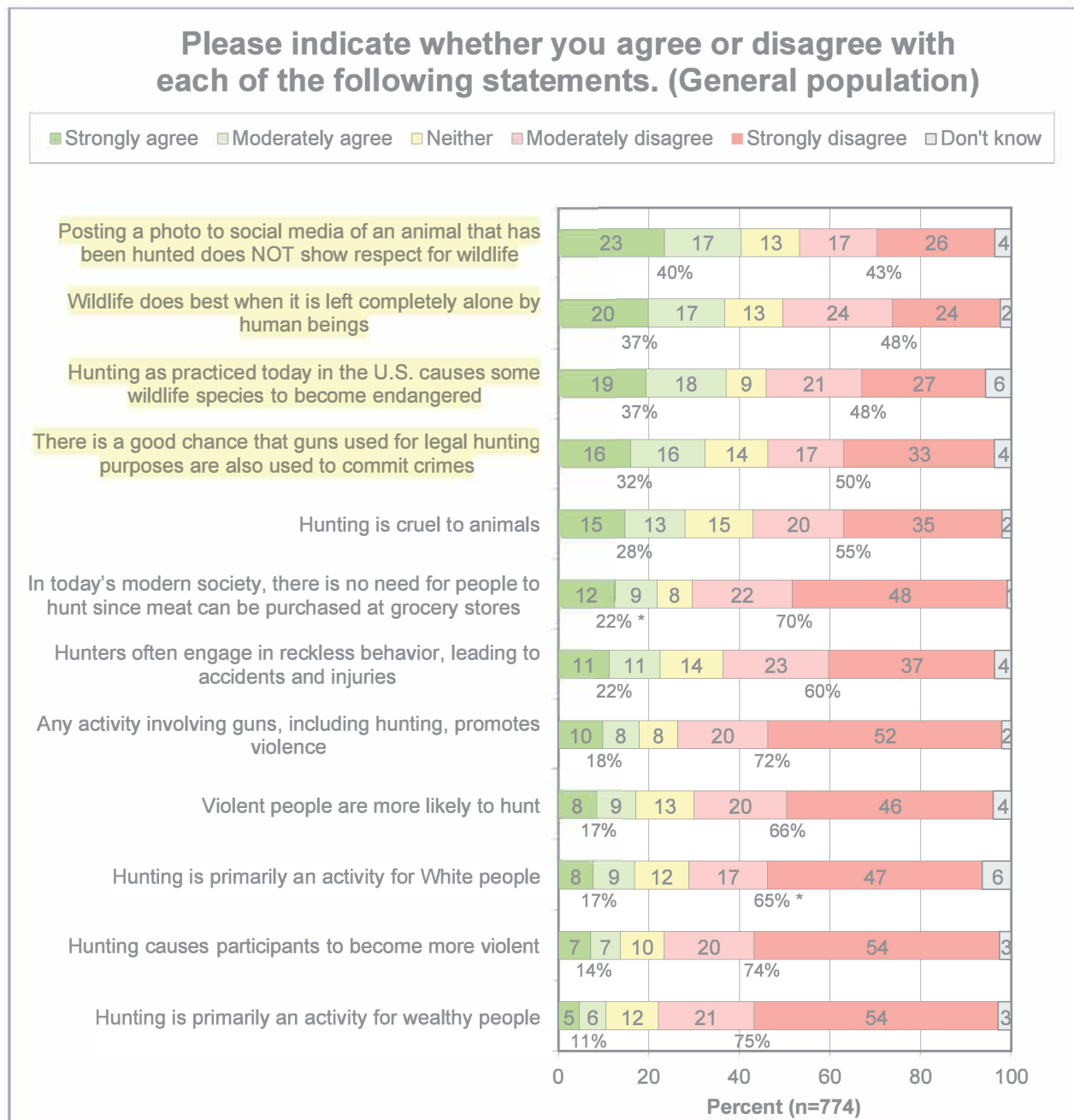
Disagreement exceeds agreement that mass shootings in the United States have negatively affected opinion of recreational activities that involve the use of firearms: 55% disagree, which is more than the 31% who agree.

The regions do not markedly differ from one another on this question.



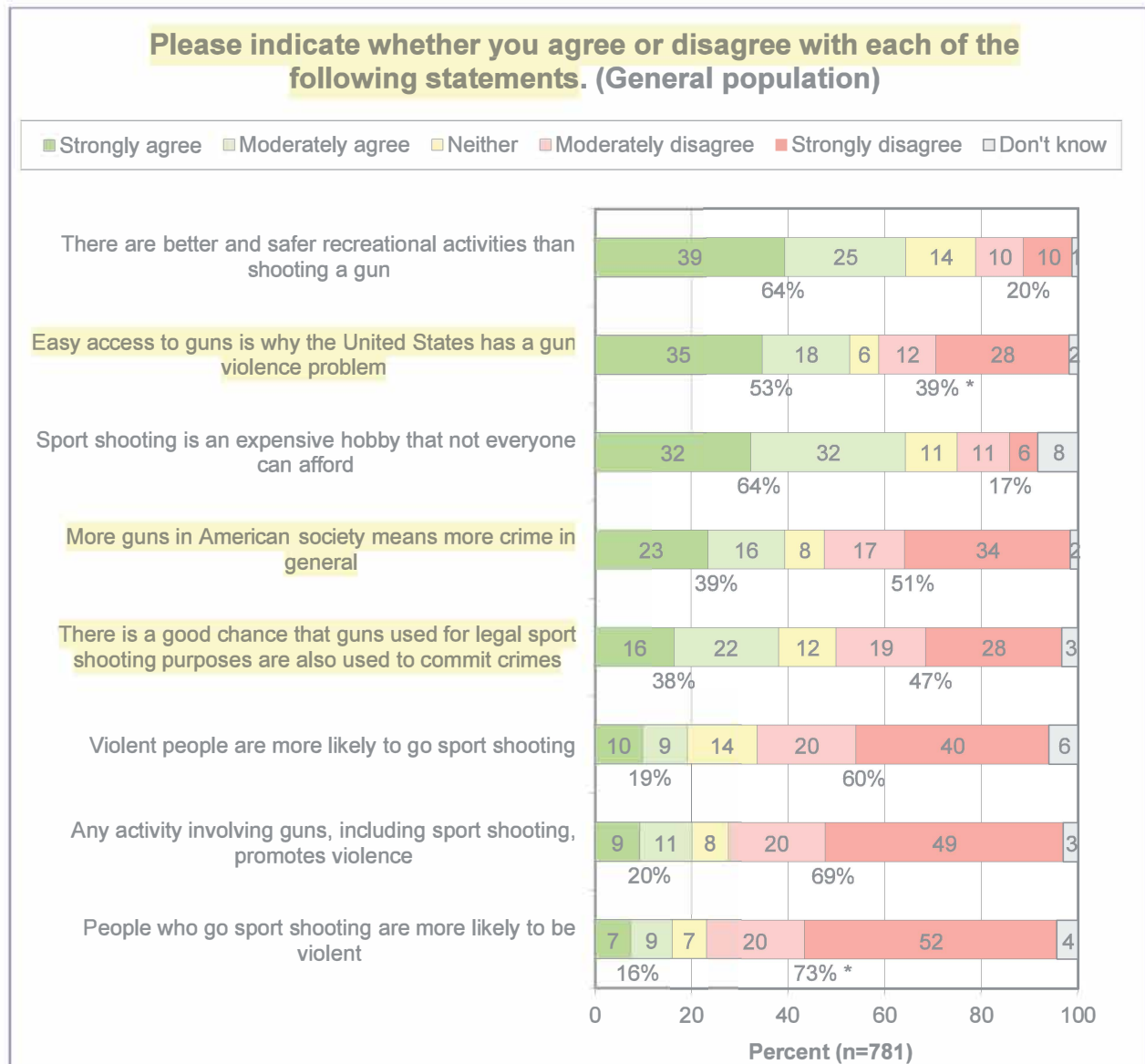
OPINIONS ON STATEMENTS ABOUT HUNTING AND TARGET/SPORT SHOOTING

The survey presented a dozen negative statements about hunting to see which ones have the most agreement among the general public—which ones are the most problematic for the hunting community. At the top with the most agreement are that posting a photo of an animal that has been hunted does not show respect for wildlife, that wildlife does best when left alone, and that hunting causing some species to become endangered—each with 37% or more agreeing. (The graph is ranked by the *strongly* agree response. The sums of *strongly* and *moderately* for both agree and disagree are shown below each bar.) Regional graphs follow for each individual question, followed by a summary of the regional results for the entire series.



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

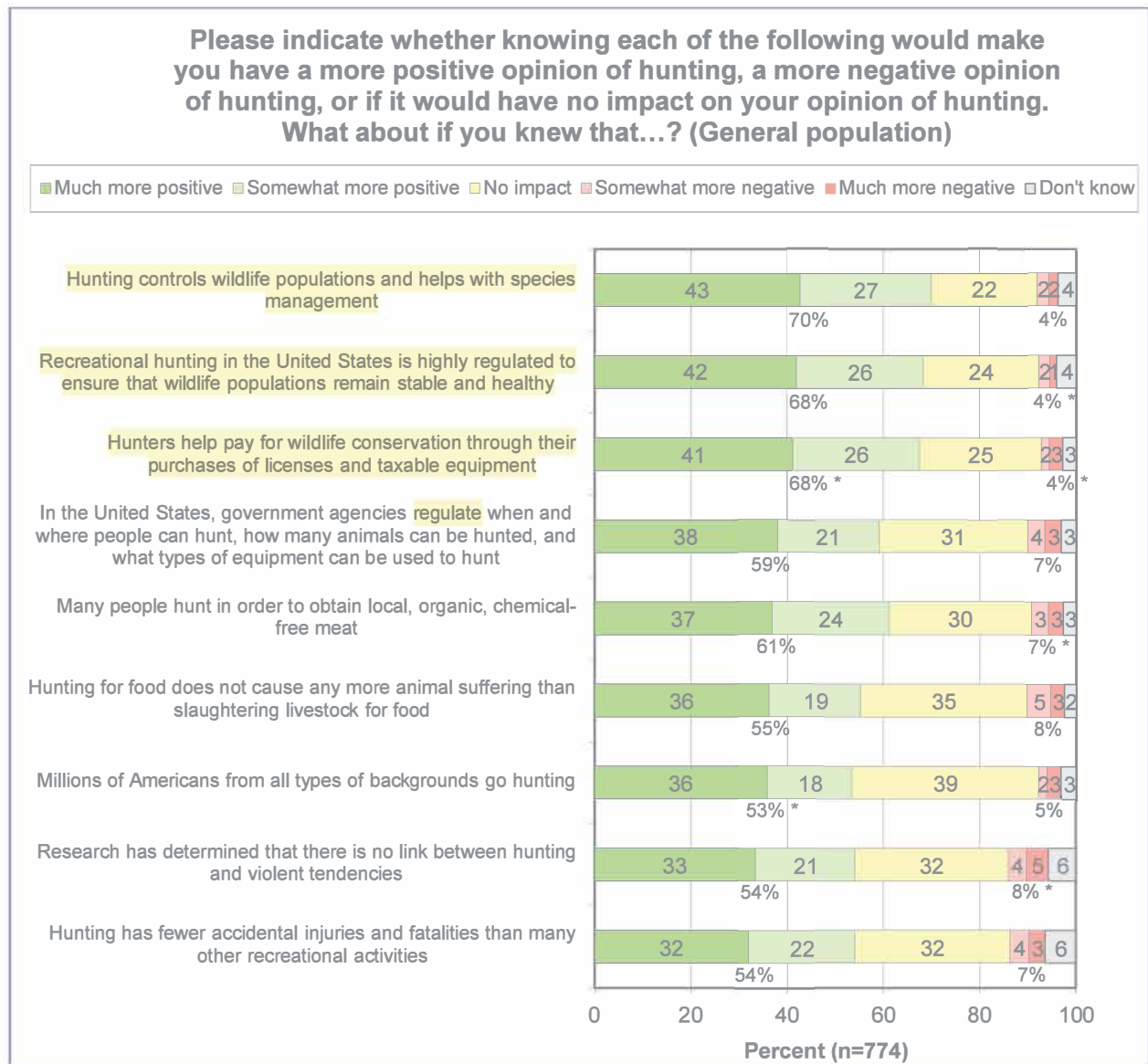
As was done with hunting, negative statements about target/sport shooting were presented to respondents. (Prior to the opinion questions on target/sport shooting, the following information was presented to survey respondents: For the remainder of the survey, the term sport shooting will be used to refer to any recreational shooting, target shooting, plinking, or practice for self-defense.) The most problematic (those with the most agreement) are that there are better and safer activities, that easy access to guns is why the country has a gun violence problem, and that sport shooting is an expensive hobby—all with a majority agreeing. (The graph is ranked by the *strongly agree* response. The sums of *strongly* and *moderately* for both agree and disagree are shown below each bar.) Regional graphs follow for each individual question, followed by a summary of the regional results for the entire series.



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

CHANGES IN OPINIONS ON HUNTING AND TARGET/SPORT SHOOTING

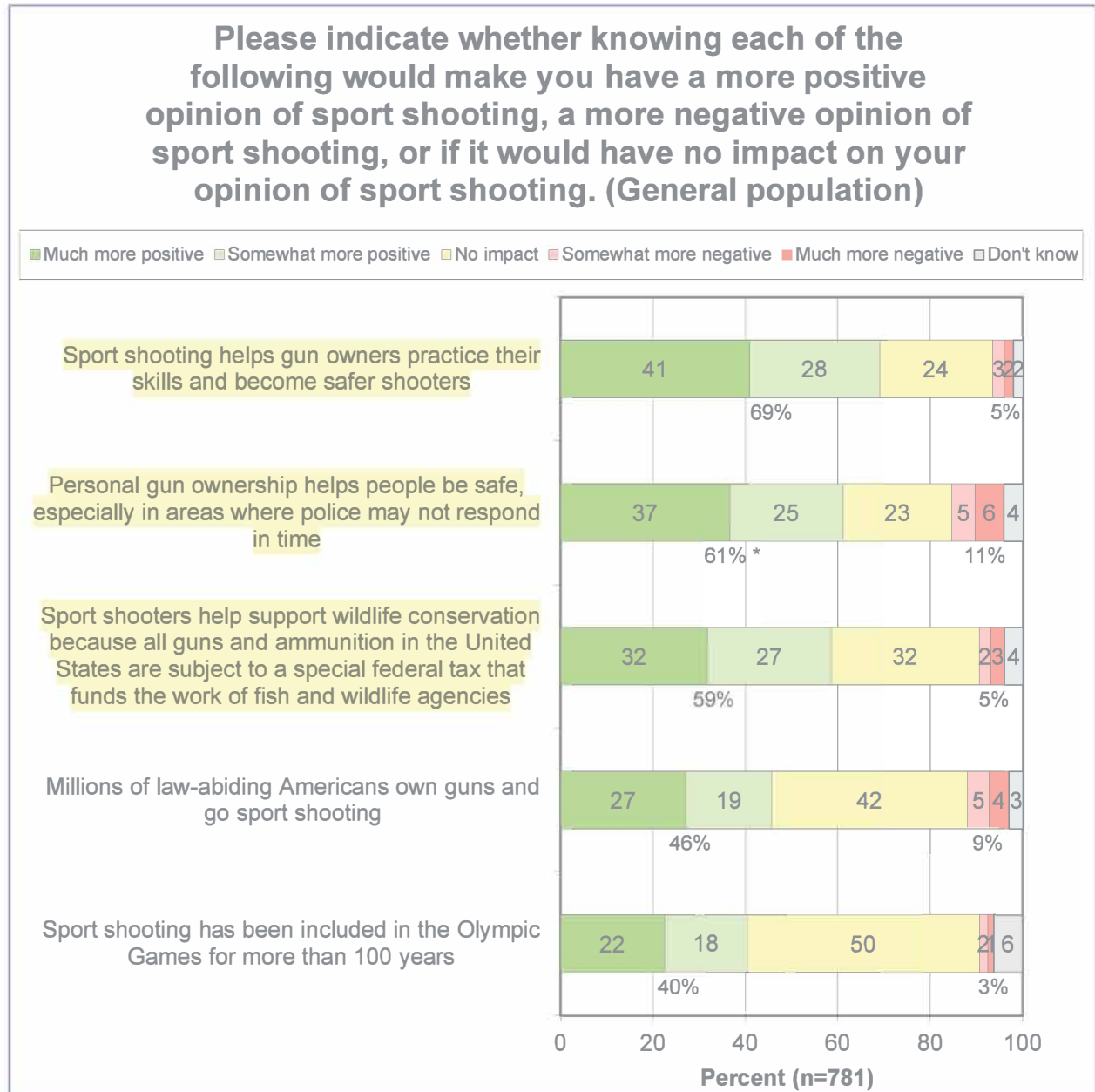
The survey also presented positive statements about hunting to respondents. For each, respondents were asked to say if knowing the fact would make their opinion of hunting more positive or more negative (or have no effect). Those that would have the most positive effect on opinion are that hunting controls wildlife populations and helps with management, that recreational hunting is regulated to ensure wildlife populations are not harmed, and that hunters help pay for conservation—all with more than two thirds in agreement. (The graph is ranked by the *much more* positive response. The sums of *much more* and *somewhat more* for both positive and negative are shown below each bar.) Regional graphs follow for each individual question, followed by a summary of the regional results for the entire series.



* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

Finally in this section, the survey also tested positive messages about target/sport shooting.

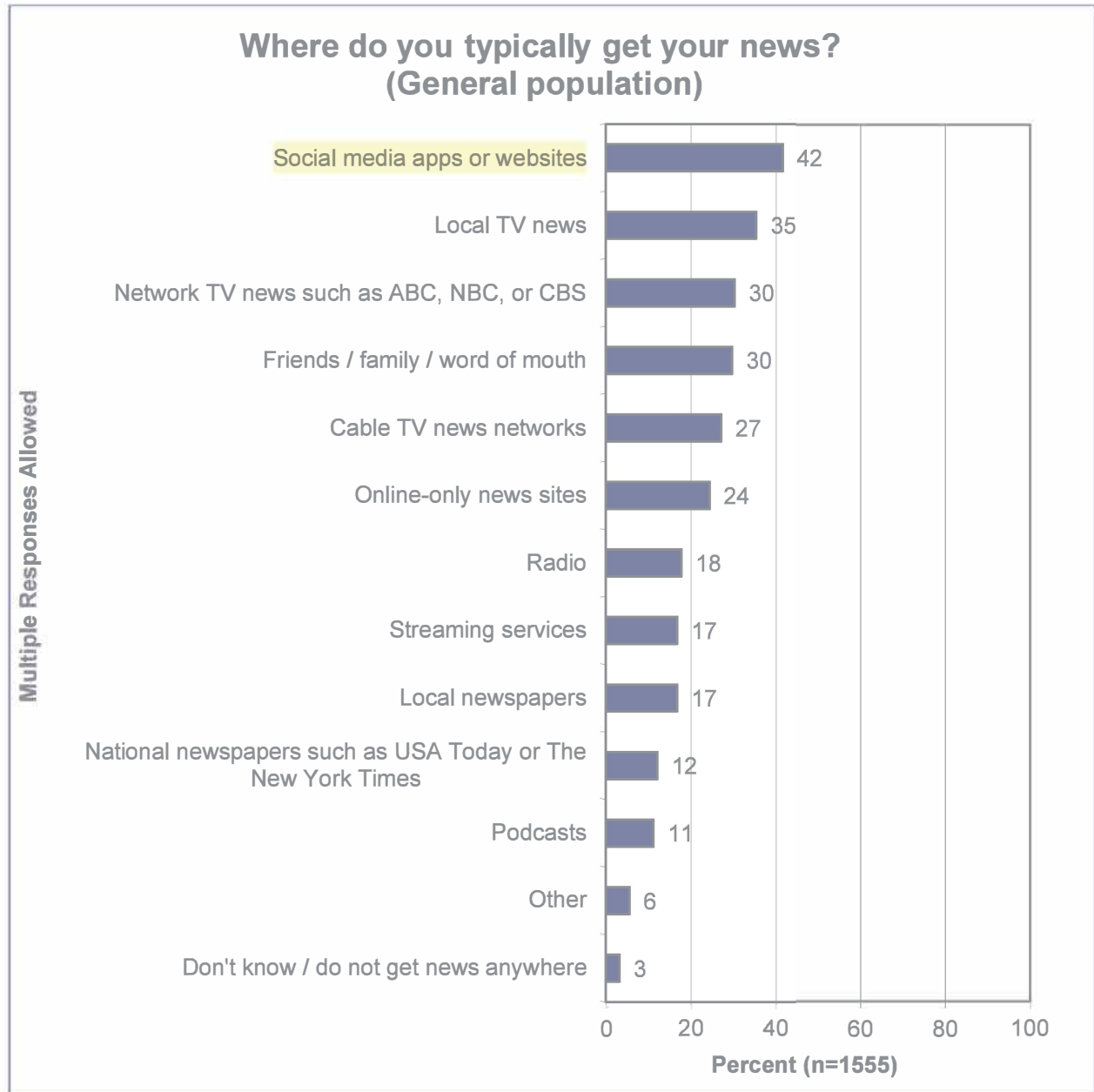
Those that would have the most positive effect on opinion are that sport shooting helps gun owners improve their skills and become safer shooters, that personal gun ownership helps people be safe, and that sport shooters support conservation through excise taxes—all having a majority agreeing. (The graph is ranked by the *much more* positive response. The sums of *much more* and *somewhat more* for both positive and negative are shown below each bar.) Regional graphs follow for each individual question, followed by a summary of the regional results for the entire series.



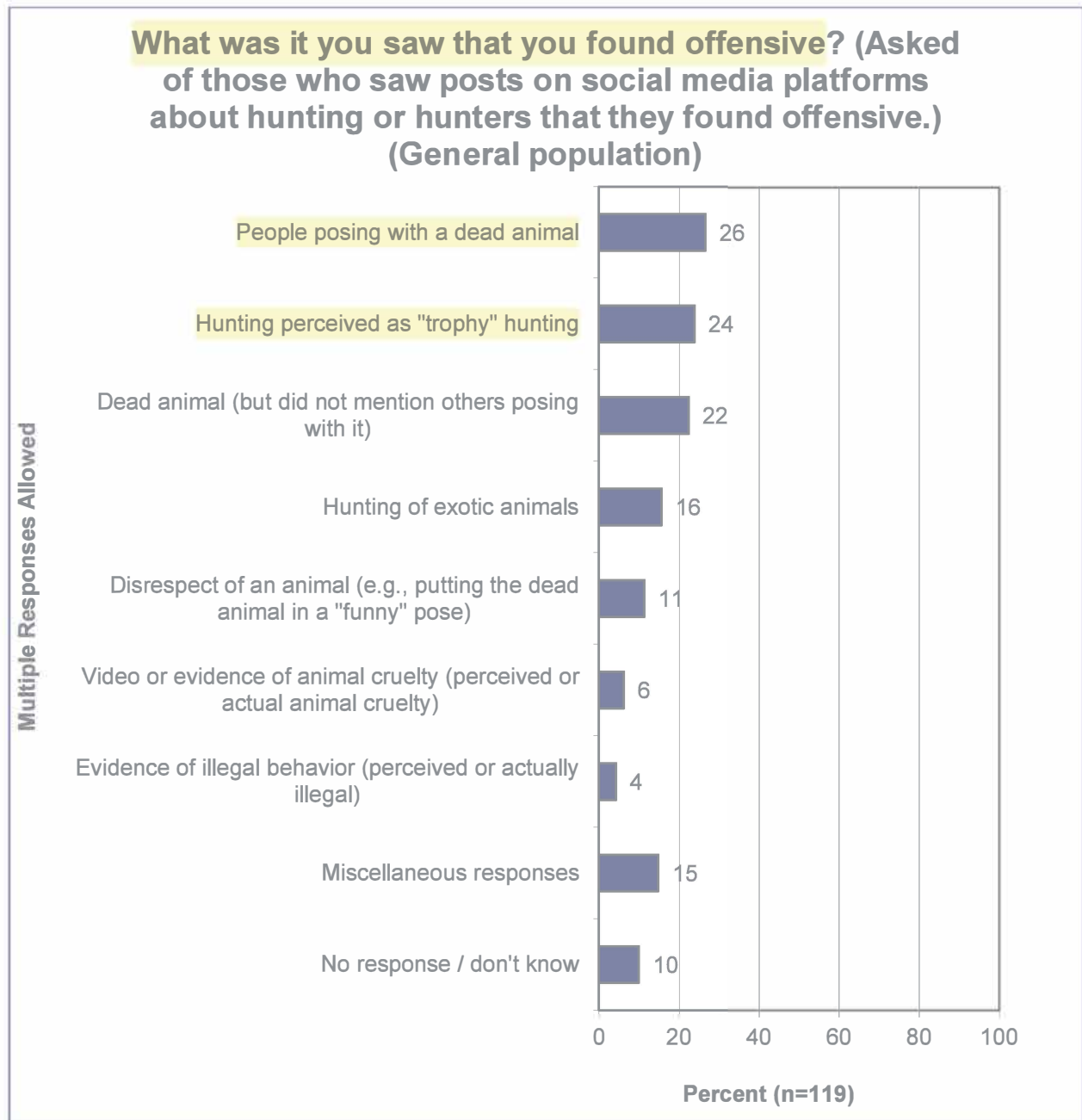
* Rounding on graph causes apparent discrepancy in sum; calculation made on unrounded numbers.

INFORMATION SOURCES AND HOW THEY AFFECT OPINIONS ON HUNTING AND TARGET/SPORT SHOOTING

Social media apps and local TV news are the most common sources of news in the United States. Of those who get their news from major television networks, the top two sources of news are Fox News and CNN, running neck and neck for the top spot. Regional results follow the overall results; there are no consistent regional differences.

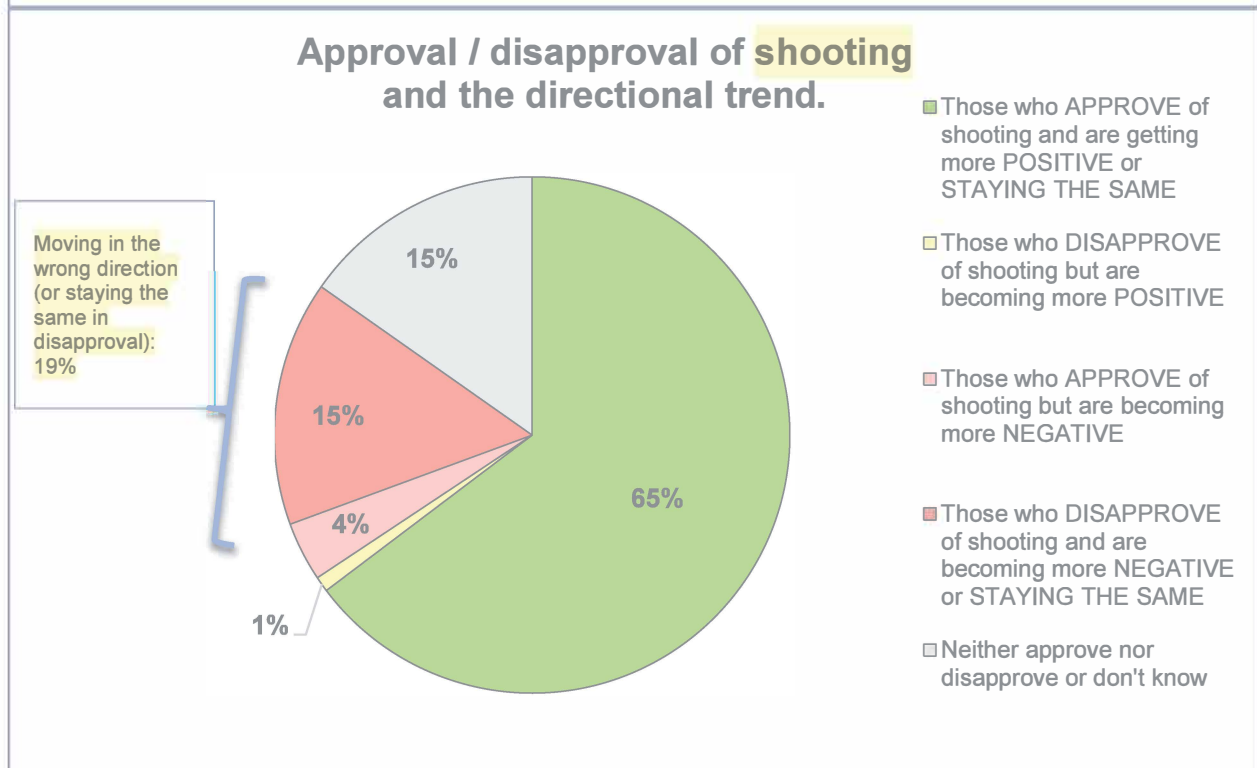
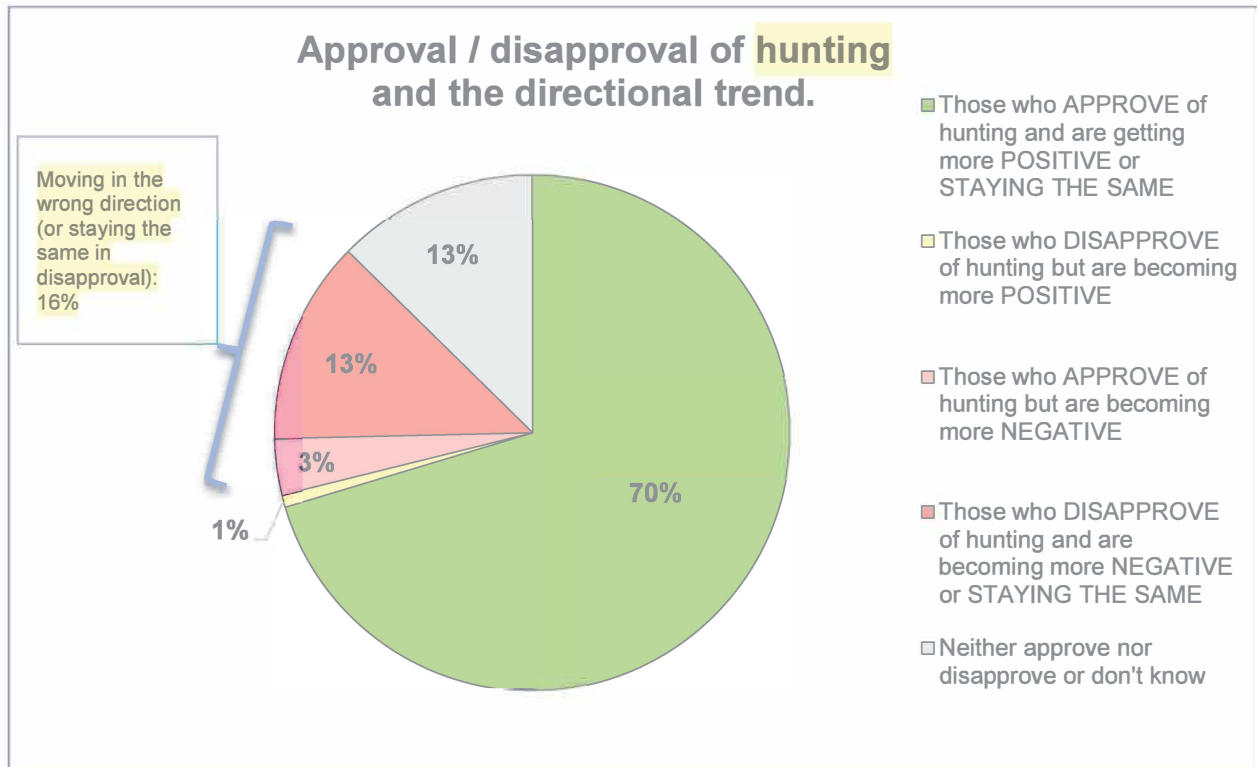


An open-ended question asked respondents who had seen social media posts that they found offensive about hunting to say what they had seen. The top category was photographs of hunters posing with dead animals, and the third category in the ranking was dead animals without mentioning the hunter posing with them (although some most likely meant this—in the categorization, it could not be determined if those who mentioned dead animals meant it to mean with the hunter posing next to it or not). The second ranked item was anything that suggested trophy hunting (as opposed to hunting for food, for instance). All three of those categories had more than 20% of the respondents who got the question naming it. The regional graph is also shown, but note that the sample sizes are small because the question was asked of only those who saw posts that they felt were offensive.



DEMOGRAPHIC CHARACTERISTICS OF APPROVAL/DISAPPROVAL AND DIRECTIONAL GROUPS

Other groups could be defined by approval or disapproval of hunting and shooting combined with the direction in which they are moving. These groups are defined as shown in the pie graphs. The green and red segments are explored further (the yellow segment was too small for this analysis.)



HISTORY OF IMPROVING CULTURAL ACCEPTANCE OF HUNTING, FISHING, TRAPPING, AND TARGET SHOOTING

Outdoor Stewards of Conservation Foundation (OSCF) first identified the loss in cultural acceptance among the general population pertaining to hunting, fishing, and target shooting while reviewing results of their [*Americans' Attitudes Towards Legal, Regulated Fishing, Target/Sport Shooting, Hunting and Trapping*](#) research in early 2023.

In May 2023, OSCF quantified the loss in cultural acceptance of hunting and target shooting to be approximately ten million voting-aged Americans. Realizing this was a pressing issue, OSCF staff presented findings from this important research to industry, agencies, NGOs, and media to sound the alarm.

To reverse this worrisome trend, OSCF started development of their first Public Service Announcement (*Keepers of the Wild*) in early 2024. The PSA educates and informs the general population on how wildlife conservation is funded, and managed by hunters, target shooters, the firearms industry, and state wildlife agencies. The PSA was promoted and distributed to 11,000 radio and television stations across the country. During the first six months of the campaign (Sept 2024 – Feb 2025), the [*Keepers of the Wild*](#) PSA received approximately \$5,000,000 in earned media and 200,000,000 impressions making it the largest effort to reach the general public with such a message. [Learn more here.](#)

In late 2024, Outdoor Stewards of Conservation Foundation, along with Responsive Management, developed and conducted comprehensive, nationwide research to determine why the activities of hunting and target shooting were losing approval among the general population.

OSCF released their *Increasing Cultural Acceptance for Hunting and Target Shooting* research in late 2024 and started promoted the results in January 2025 with [this webinar](#).

Outdoor Stewards of Conservation Foundation is leading the way on improving cultural acceptance of gun ownership and the activities of hunting, fishing, trapping, and target shooting.

Our research-based programs such as; [*Fill A Bag While Filling Your Tag™*](#), [*Donate A Deer™*](#), [*Hunters Hate Poachers™*](#), and [*Connecting with Conservation™*](#) promote the positive contributions of HATS™ (Hunters, Anglers, Trappers, Shooters) to the general population.

Additional resources available at www.OutdoorStewards.org or contact, OSCF Executive Director, Jim Curcuruto at jim@stewardsofconservaiton.org (203) 450-7202.