



Outdoor Stewards of Conservation Foundation, Inc.

Understanding Hunters' Knowledge of, and Interest in "R3" - Recruiting, Retaining, and Reactivating.

<https://OutdoorStewards.org/>



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Outdoor Stewards of Conservation Foundation, Inc.



Jim Curcuruto
Executive Director

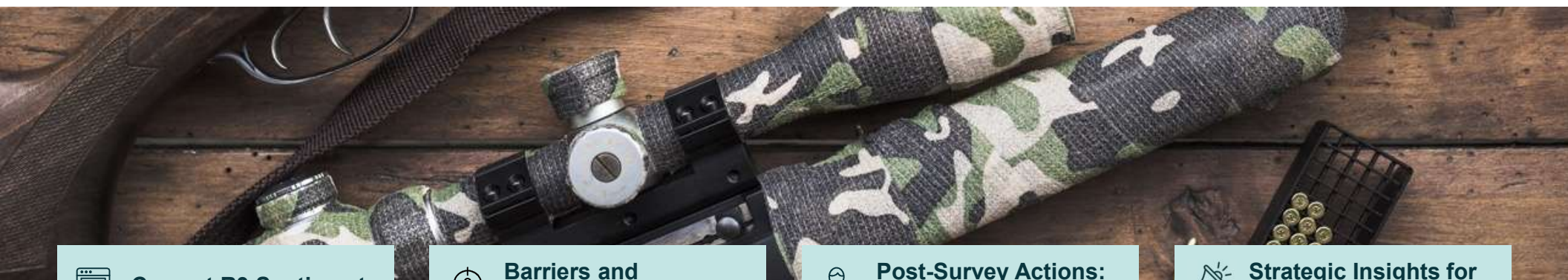
Outdoor Stewards of Conservation Foundation™



Using research-based communications and engagement programs to increase cultural acceptance of gun ownership and the activities of hunting, fishing, trapping and target shooting among the general population.



R3 Study Objectives



Current R3 Sentiment

Gauge hunters' awareness and opinions about the R3 (Recruit, Retain, Reactivate) initiative. Measure positivity or negativity about the overall program and individual elements or consequences of the program.



Barriers and Opportunities

Understand why hunters resist bringing in new participants and what factors could influence their stance.

Assess hunters' willingness to engage more in the program and what elements of the program(s) most resonate with the active hunter community.



Post-Survey Actions: Agencies and Brands

Communications in the affirmative:

Identify the best ways to promote R3 benefits to supportive hunters and address barriers. Explore solutions to objections from reluctant hunters, such as ensuring hunting access and minimizing competition.



Strategic Insights for Marketing Campaigns

Gather data analyze attitudes and opinions by key demographic and user profile information. This would include, but not be limited to:

- Gender, region, hunting type, etc.





Key Takeaways

Key Takeaways and Recommendations



Outdoor Stewards of Conservation Foundation: R3 Research Study 2025



R3 Macro Highlights

- Active hunters generally view the R3 initiative and its goals—Recruitment, Retention and Reactivation to increase participation—positively.
- Most support the concept for:
 - Driving greater hunting participation
 - Generating increased funding for improved access
 - Helping preserve the American hunting tradition
- This positive outlook could shift if current hunter access to lands or game is threatened; protecting existing hunters' experiences is essential when attracting new participants.
- Recruitment and Reactivation are likely “best” at the local or even “hyper-local” level.
 - Family plays a central role in growing the sport, often as the first mentors and primary invitees. But, family friends have also historically introduced youth to hunting, making them an important pathway to expand participation beyond the nuclear family.





R3 Macro Highlights Expanded

R3 Positively Received



- 83% report a favorable opinion of the R3 program.
- 89% want efforts to increase hunting participation through R3 programs to continue.
- Only 38% are familiar with the term “R3,” but among those who are:
 - 81% feel the research description of R3 aligns with their own understanding of the concept.

Generally, hunters are very positive about expansion.



- Positive R3 aspects see 65%-87% agreement, compared to 25%-54% for negatives.
- Hunters mainly support R3 for:
 - Introducing youth to hunting
 - Improved land access and more wildlife
- However, many are cautious:
 - More hunters could mean greater competition for land and wildlife
 - Balance is needed to protect current experiences while attracting newcomers

Finding more hunters



- 93% have brought others; Among those who did:
 - 82% were family (52% child, 47% spouse).
 - 80% started through family, mainly parents (56%).
 - Only 32% invited someone in the past year.
 - 82%–88% support recruiting youth and adults for all game types.
- NRA and local clubs are key recruiting sources outside family/friends (24%-38% membership).
- Marketing tactics should adjust by media channel.





Recommendation:

R3 objectives and goals—expanding participation by **recruiting new hunters**, **reactivating lapsed hunters**, and **retaining current hunters**—have strong support among active hunters. These priorities can be pursued with confidence, knowing they resonate with most of the hunting community.



Outdoor Stewards of Conservation Foundation: R3 Research Study 2025

Consider



The widely recognized **benefits of R3 resonate strongly**, as most hunters believe increased participation will spark greater interest in the sport, enhance public perception, and contribute to its continued vitality.

R3 messaging will need to **present, but also back up with fact**, that increased participation **WILL** -

- Open up access to more lands and lead to more opportunities to hunt (land and wildlife)
- Will help to engage the youth in new ways and preserve/celebrate tradition

And **WILL NOT**

- Impact their current hunting experience(s)

Local and hyperlocal efforts—*through family, friends, and local clubs*—are expected to be the most effective ways to increase participation. However, there are also significant opportunities for broader targeting based on demographic and behavioral insights.

- OSC's Come With™ program serves as a strong example. Focusing efforts within specific timeframes can make marketing and programming significantly more efficient and impactful.





Recommendation:

Recruitment and retention can be addressed with straightforward tactics, while reactivation may require a more conditional, targeted approach—first identifying causes of lapsing, then implementing solutions tailored to address issues such as time constraints, health, or financial barriers.

Consider



Recruit New:

- Prioritize family and friends in passing down hunting knowledge. Engage with local clubs and organizations, and set clear, measurable goals to track and demonstrate increased participation.
- Cater messaging and targeting to media and regions (i.e., Instagram for younger and female enthusiasts), and cross sport recruitment (fishing, camping etc.)



Reactivate:

- Lost interest: hard to change; time: prioritize.
- Health: offer lower-impact options – different platforms/species/etc.
- Finances: use charitable or similar [Come With™](#) style programs.
- Access: build broader local networks and club connections.



Retain:

- Ensure recruitment efforts and funding maintain or improve tag policies as well as access to land and wildlife.
- Support current hunters in gaining access to new species or hunting platforms to expand their opportunities beyond traditional pursuits.



Outdoor Stewards of Conservation Foundation: R3 Research Study 2025

Stats from OSCF's 2022 Native American Participation and Perceptions Towards Hunting, Trapping and Target Shooting.

US Gen Pop Number	
18% overall participation but 6% in the last 24 months	According to the OSCF 2022 Native American Research Study, as many as two-thirds of past hunters may now be lapsed, indicating a substantial population of former hunters that could be reactivated. (n=1,000)
Top Reasons for Lapsing (n=231)	
33%	No time
32%	Lost interest
23%	My health/ injury made it too hard to continue
23%	No place to hunt anymore
14%	Wasn't financially viable anymore



Recommendation:

Agencies and licensing benefit from generally positive views on current policies and interactions but may encounter skepticism regarding ability to deliver on expected outcomes.



Consider



Agencies must clearly explain how increased participation will not diminish current hunting experiences, including resident and non-resident tag policies and access.

- Hunters report strong agency satisfaction, with 72% satisfied on license quantity and strategy to balance hunters' needs versus conservation needs, and 82% on the license application process.
- Concerns include increased competition and skepticism that additional funds will significantly increase access or improve experiences.
- Agencies should use clear plans and measurable goals—such as identifying land to be opened based on funding and prioritizing access for active license holders—to align perception with results.



Tactical Recommendations: Food for Thought



Structure Access

• Develop a framework that agencies and partners can adopt, emphasizing:

- Guaranteed preservation of resident tag priority
- Transparent reinvestment of incremental revenue into locally relevant land access expansions
- Public dashboards showing acres added, wildlife improvements, or new opportunities created annually
- A messaging toolkit proving R3 participation does not reduce current hunters' opportunities

R3 Family Priorities

• Create a national or state-level initiative encouraging multi-generational participation with:

- Family mentor badges or recognition programs
- “Bring a Friend of the Family” weekends (leveraging the 17% who invite children not their own)
- Family-focused R3 training events and micro-grants
- Seasonal campaigns tied to school calendars and holiday outdoor seasons

Reactivation

• Develop reactivation pathways that include:

- Short-format hunts, weekend-only opportunities, or beginner-friendly seasons
- Partnerships with outfitters or local clubs to provide physically easier environments
- Subsidized gear access or “loaner kits”
- Digital refresher content (“Back to the Field” modules) for confidence rebuilding

Cross Sport Recruitment

• Integrate R3 messaging into outdoor categories with overlapping participation:

- Fishing license renewals (79% crossover)
- Archery ranges and bow retailers
- State park camping reservations (57% campers; >70% in West)
- Shooting ranges for upland and predator hunter profiles
- This might include:
 - QR codes linking to “Try Hunting” content
 - Partnered events (“Hike & Hunt,” “Camp-to-Hunt Basics,” etc.)
 - Introductory field-to-table classes for non-hunters already using outdoor spaces

Incentivize More Frequent Hosting

• Develop light-touch behavioral “nudges” that normalize inviting others:

- Annual “Bring One New Hunter” challenge with recognition
- Badges or digital tokens on license profiles for those who host
- Partnerships with retailers to offer “mentor perks” (discounts, early access events)
- Storytelling campaigns showcasing meaningful mentor-mentee experiences





Key Takeaways



Detailed Findings



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Summary of Detailed Findings

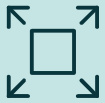


Summary of Detailed Findings

Overall



Outdoor Stewards of Conservation Foundation: R3 Research Study 2025



Key Points In Detailed Findings



Overall, US Hunters welcome the **R3** program to **recruit** new hunters, **retain** current hunters, and **reactivate** lapsed hunters.

Select Key Stats

- › 83% percent like or love the R3 concept, while just 1% dislike it. 89% percent support continuing efforts to increase hunting participation.
- › Overall, hunters are more optimistic about the opportunities than concerned about the drawbacks. What's critical:
 - › Ensure hunters' access to land and wildlife is protected, including maintaining resident license privileges.
 - › Keep recruiting young hunters to preserve traditions.
 - › Hunters mostly support both adult and youth recruitment.
 - › Most would back a premium for non-resident licenses.
- › Parents are key to sparking interest in hunting among future generations, but involvement from friends and extended family—such as inviting children's friends—also helps bring in newcomers.
- › Opportunities exist to tailor messaging, media, and cross-activity interests targeting by age, gender, and interests—using various channels to reach and engage groups more effectively and advance R3 goals.





**Section
Detailed
Findings**



R3 Opinions

Concept Reactions, Opportunities, Barriers, And Recruitment By Game



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R3 Opinion Highlights



R3 Opinions

01

Hunters view R3 positively, with 83% liking the concept and 89% supporting continued efforts to increase hunting participation.

02

Familiarity with R3 varies; 38% of survey respondents said they were aware of it. Among those, 81% felt that the definition provided closely aligned with their own understanding.

03

The main opportunities to build support focus on increasing land access, improving wildlife management for hunters, and preserving America's hunting traditions.

04

Risks to success include concerns that increased hunting participation could reduce current hunters' access to land and wildlife.





R3 Concept

Concept Used In the Survey

“R3” (recruitment, retention, reactivation) is a nationwide movement focusing on increasing participation in hunting. This movement started as a result of a noticeable decline in overall hunting participation over the past few decades.

As hunters play an important role in funding land, fish and wildlife conservation in America, state wildlife agencies, along with conservation organizations, have started to focus on increasing participation as many current hunters are starting to age out and retire from hunting activities.

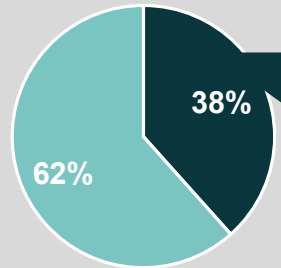
The R3 movement has evolved since its inception. It is being integrated into many state wildlife agencies, nonprofits, and industry organizations as part of how they do business. The R3 efforts around the country are much more encompassing than just the traditional “learn-to-hunt” programs. Current efforts strive to improve property and information access, reduce regulation complexity, and diversify our participant base, just to name a few. The long-term goal of much of the movement is to provide improved support and experiences for existing participants, ensure that new participants are introduced from all different backgrounds, and ensure that hunting is seen as relevant throughout all segments of society regardless of the percentage of the population that participates.



R3 Summary PAGE

Respondents were asked if they had heard of R3, and if they had, we asked them to describe it in their own words.

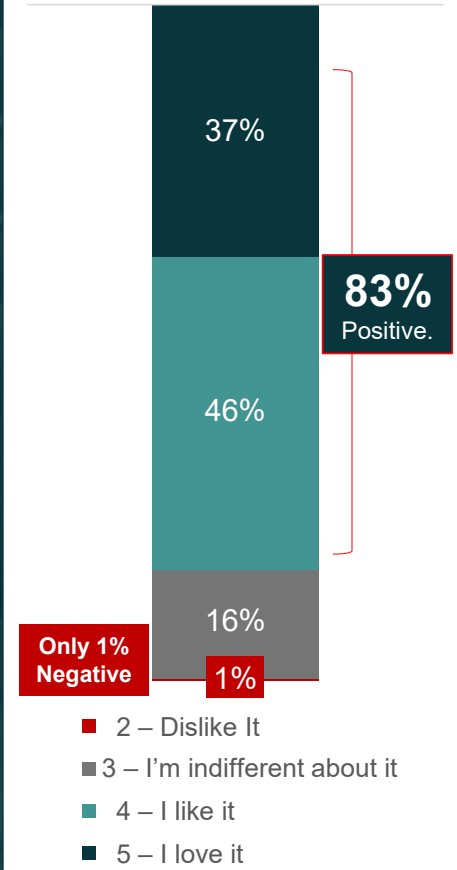
Awareness of R3 (n=1,348)



81% of those aware thought the definition provided matched their own personal definition of R3.

Unaided Open Ended Personal R3 Definition (Themes Above 5%)	%
Hunter recruitment and retention strategies (Net)	35%
New hunter recruitment/retention strategies	27%
Reactivation of lapsed hunters/anglers	9%
Youth engagement and participation (Net)	25%
Youth engagement and participation in hunting programs	17%
Perceptions and awareness of R3 program (Net)	25%
Program awareness/perception and support	8%
Positive perceptions of R3 program/reliability and quality	7%
Responsible hunting practices/safety regulations	14%
Wildlife conservation and support initiatives (Net)	18%
Wildlife conservation support/initiatives	9%
Sustainable hunting and conservation initiatives	7%
Strategies for participation enhancement (Net)	13%

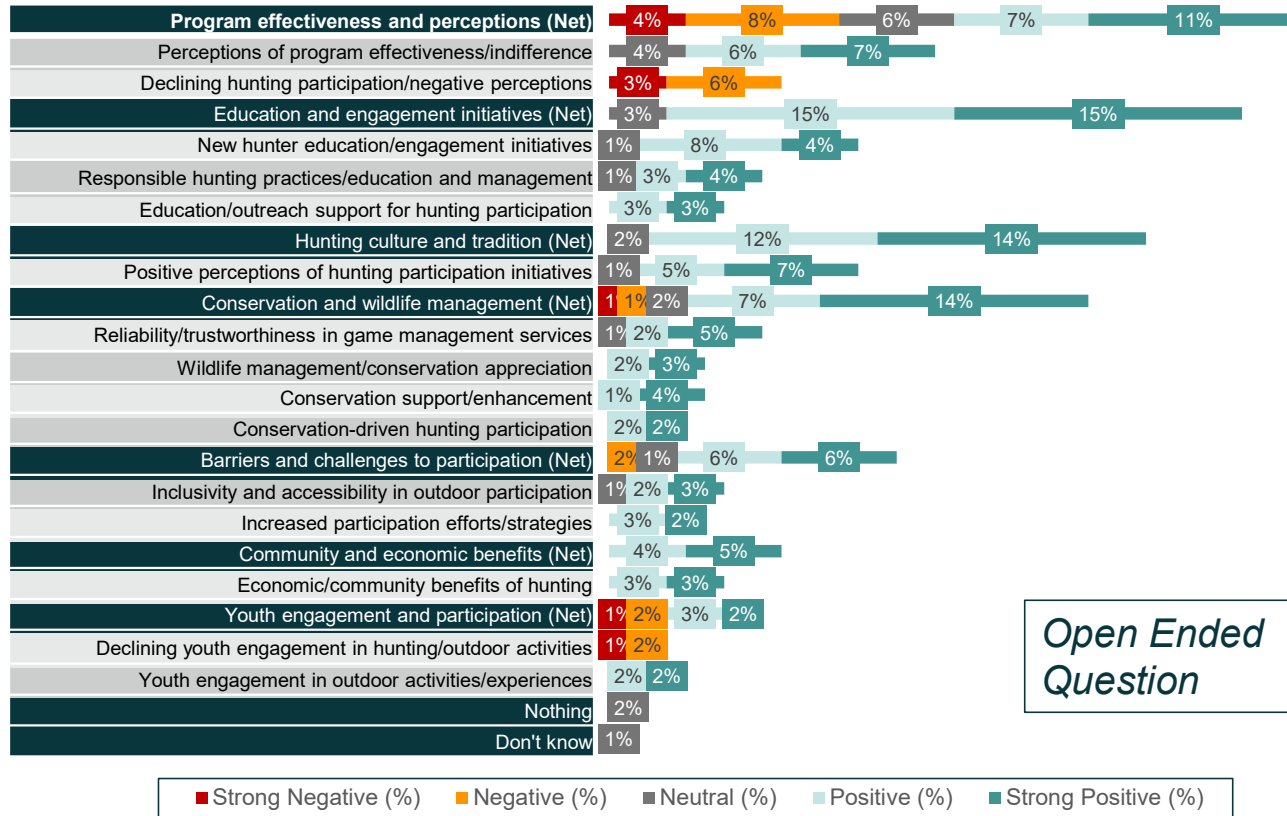
Opinion of R3 Program (n=1,348)



Have you ever heard the term "R3" (Recruitment, Retention and Reactivation) used before?
Based on what you see in the definition above, what do you think about the R3 effort to increase overall participation in hunting?



“Verbatim” Reasons for R3 Rating



Open Ended Question

The main appeal of R3 lies in increasing participation and providing educational opportunities.

Wildlife and land conservation are important motivating factors.

A strong appreciation for tradition also resonates with supporters.

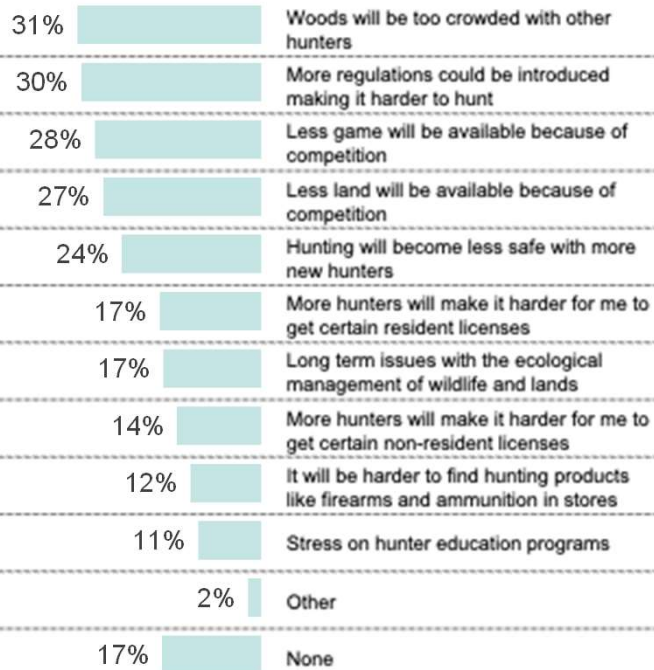
While economic benefits are recognized as positive, they are not the primary factor that drives overall connection to the R3 program.



Please provide some of your reasons for saying [Their Rating About R3 Program Perception] regarding the R3 effort to increase participation in hunting?

US hunters identify multiple R3 benefits and key negative effects driving perceptions.

Negative Effects R3 (n=1,348)

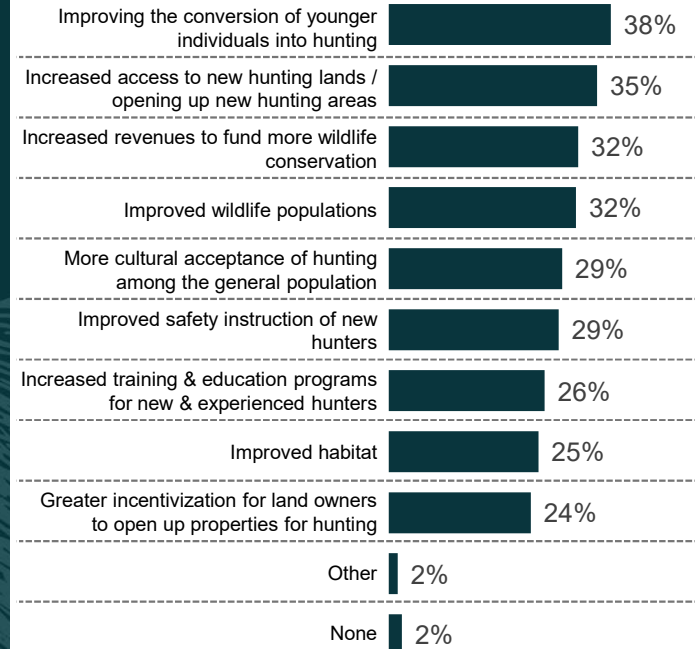


Benefits are diverse and balanced: Hunters are split on R3 benefits, but youth recruitment, access to new lands, and wildlife conservation are most valued, with cultural acceptance and safety also highlighted.

Concerns focus on limitations: Main negatives are crowding, increased regulation, and restricted access to land and wildlife as R3 grows.

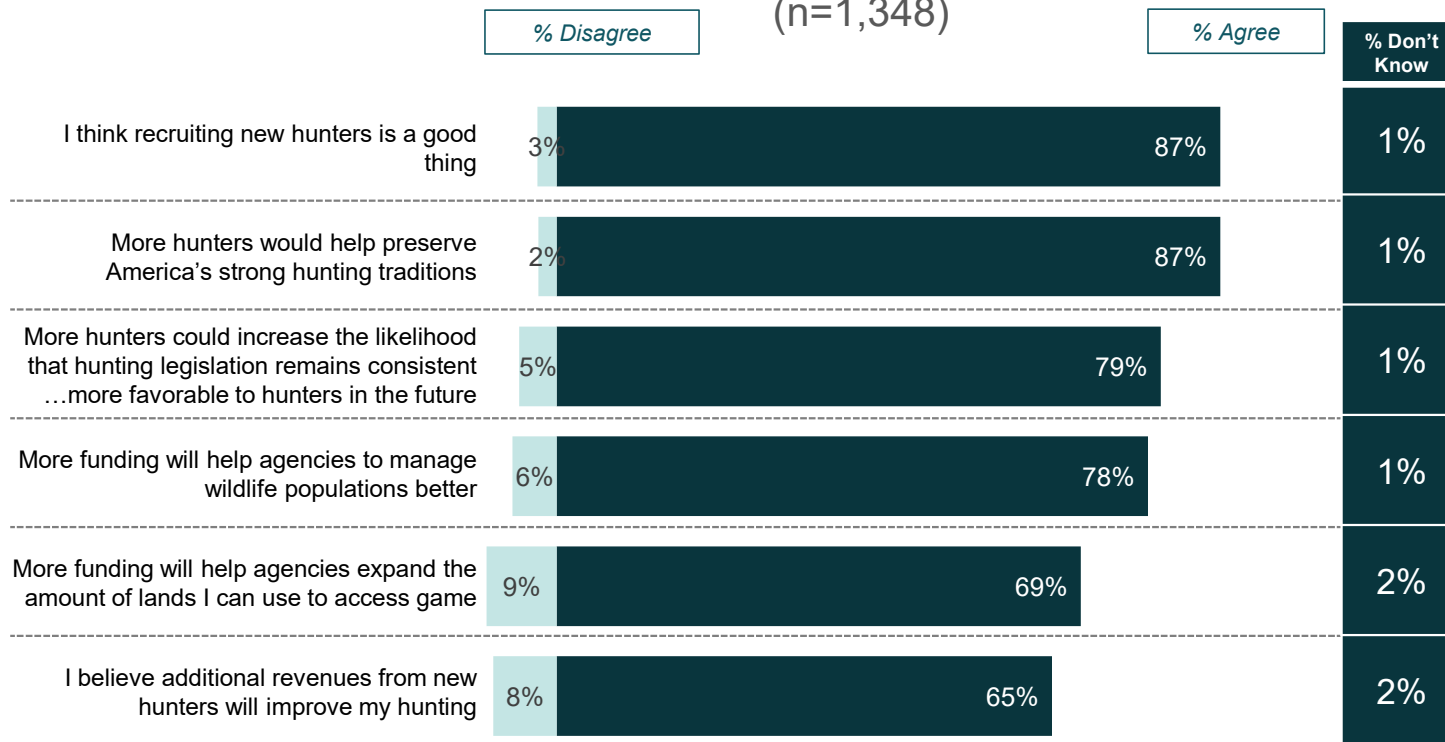
Perspectives are nuanced: Both positive and negative attributes are spread across the hunter base, revealing a complex, multifaceted view of R3 efforts.

Opportunities (n=1,348)



Most hunters view recruiting new hunters and preserving America's strong hunting tradition are the top benefits of R3.

Perceptions on Possible Benefits of R3
(n=1,348)



■ % Agree (Top 2 Box) ■ % Disagree (Bottom 2 Box)

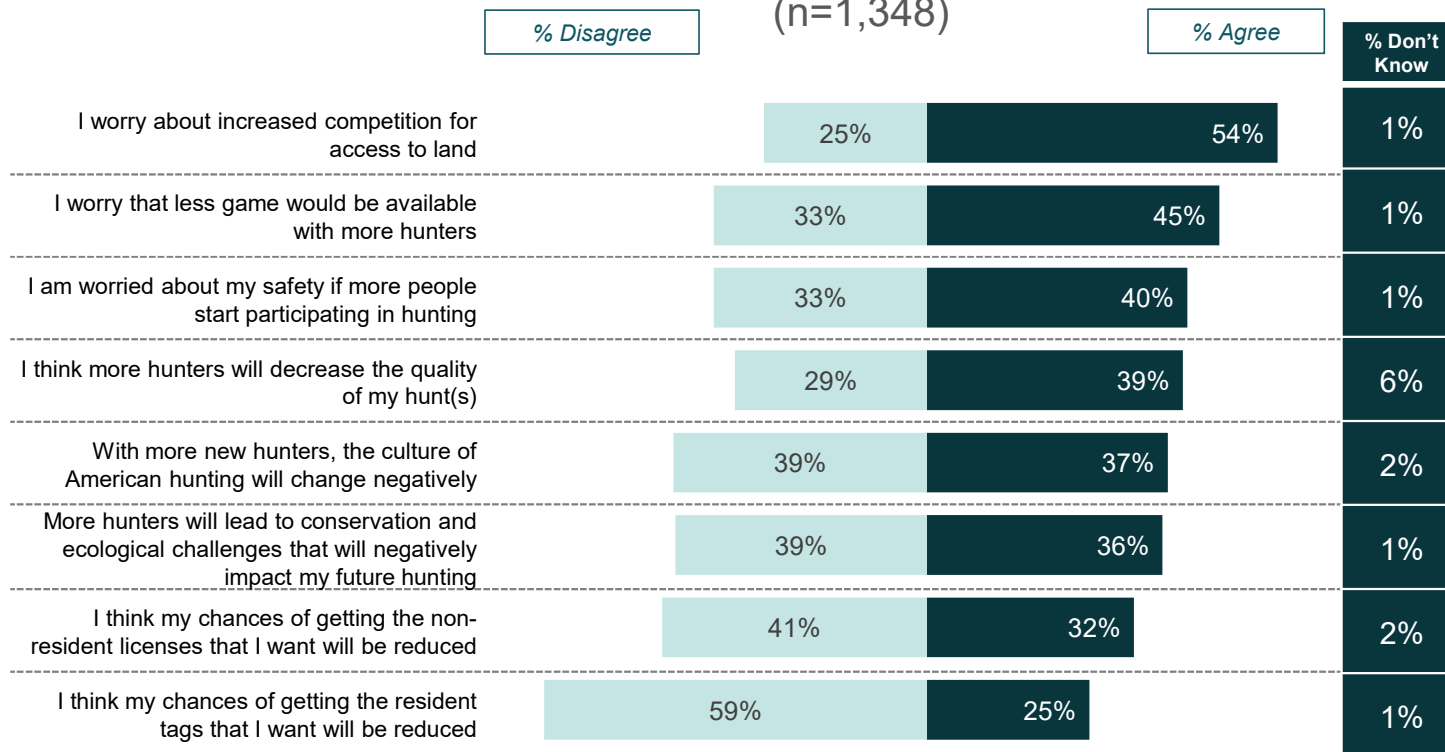


Revenues and funding are seen as positive (65%+), but not top benefits.



The main concerns with R3 initiatives are increased competition for land and game.

Perceptions on Possible Negatives of R3
(n=1,348)



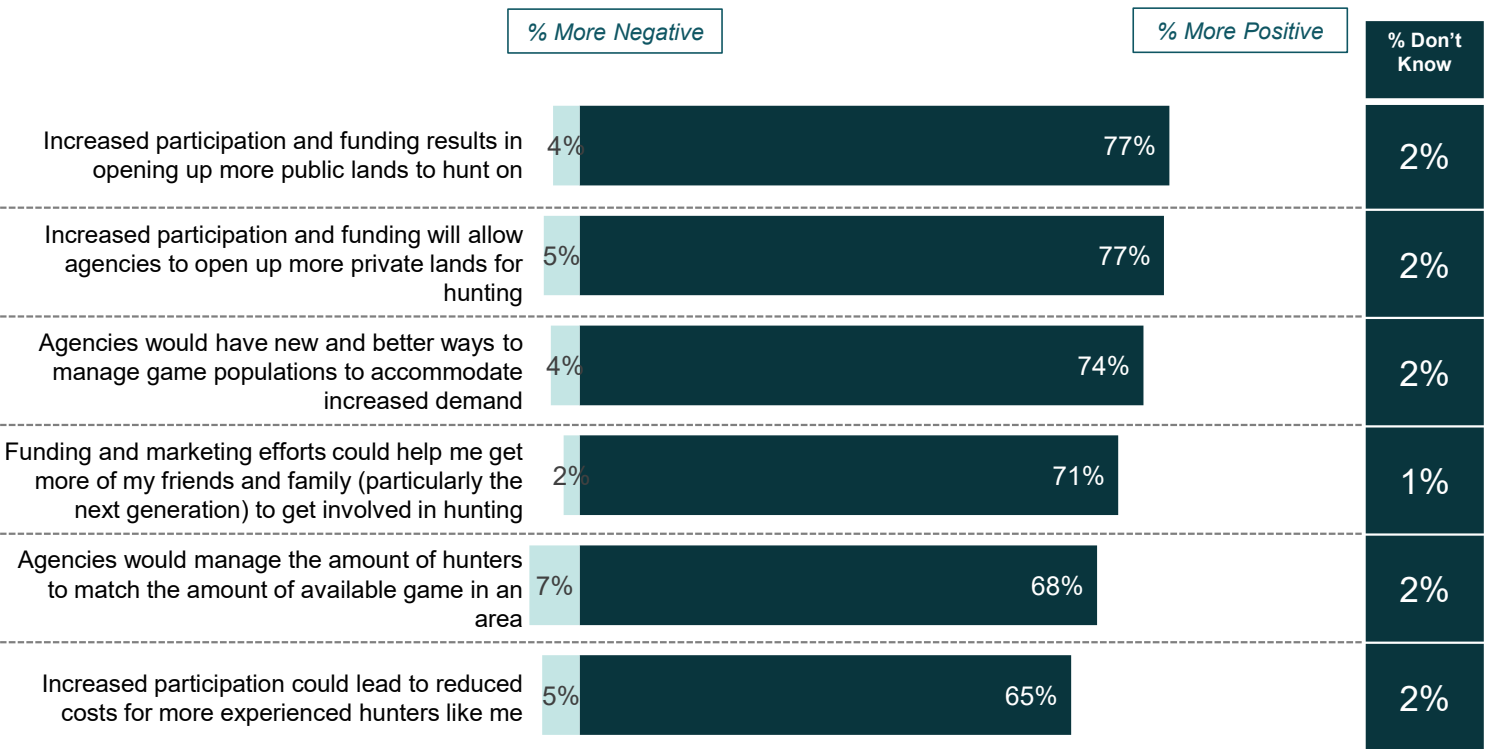
Overall ratings are lower than perceived benefits. Most hunters do not believe increased participation will make it harder to get tags for residents or non-residents.

■ % Agree (Top 2 Box) ■ % Disagree (Bottom 2 Box)



Demonstrating that R3 initiatives improve land access, wildlife management, and mentorship will boost their perception.

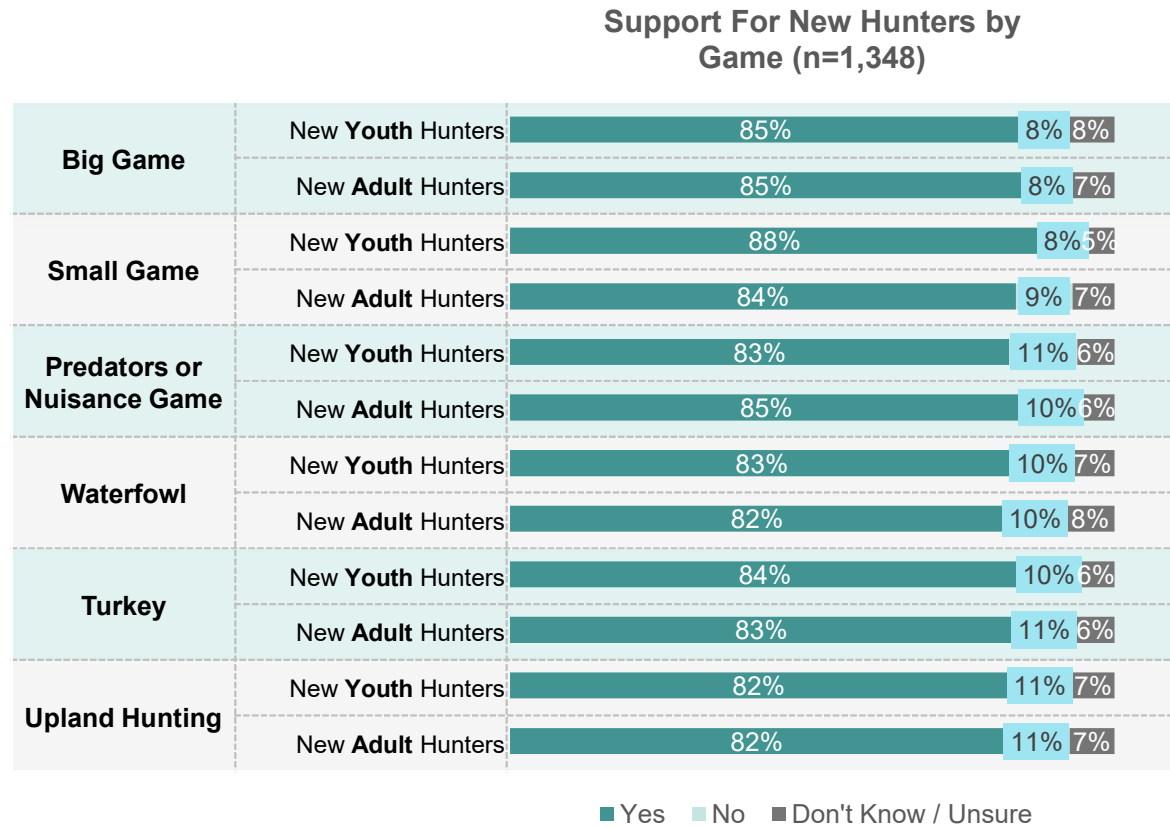
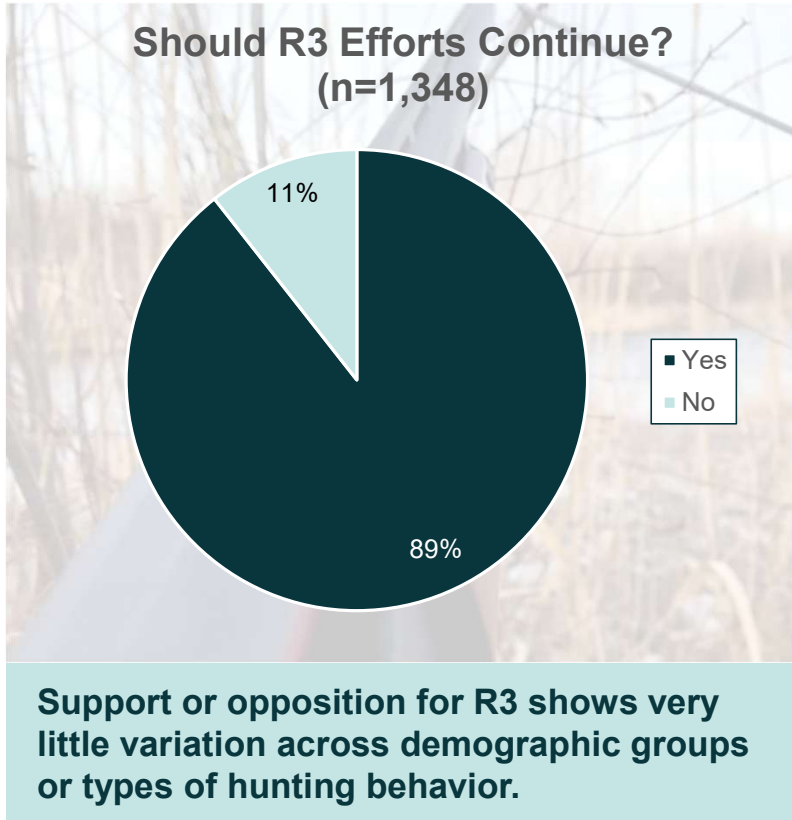
Effect On Opinion of R3 “If”... (n=1,348)



Hunters are likely to support changes if increased participation doesn't affect their current experience.



Nearly 9 in 10 hunters feel R3 efforts should continue – and they support broad new hunter recruitment across species.



Now please tell us whether or not you support the following types of hunter recruitment (by game type)





**Section
Detailed
Findings**



Hunting Behaviors

Activities, Game, Tags and Memberships



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Hunting Behavior Highlights



Hunting Behaviors

01

There is **HIGH** cross over of active hunting with fishing, camping, hiking and target shooting.

02

Demographic and behavioral differences in outdoor activities—such as hiking and camping in the West, and target shooting for upland hunters—could support cross-sport recruitment efforts.

03

Traditional rifles, pump-action shotguns, and compound bows are the leading tools in their respective hunting categories. (Rifle, Bow and Shotgun).

04

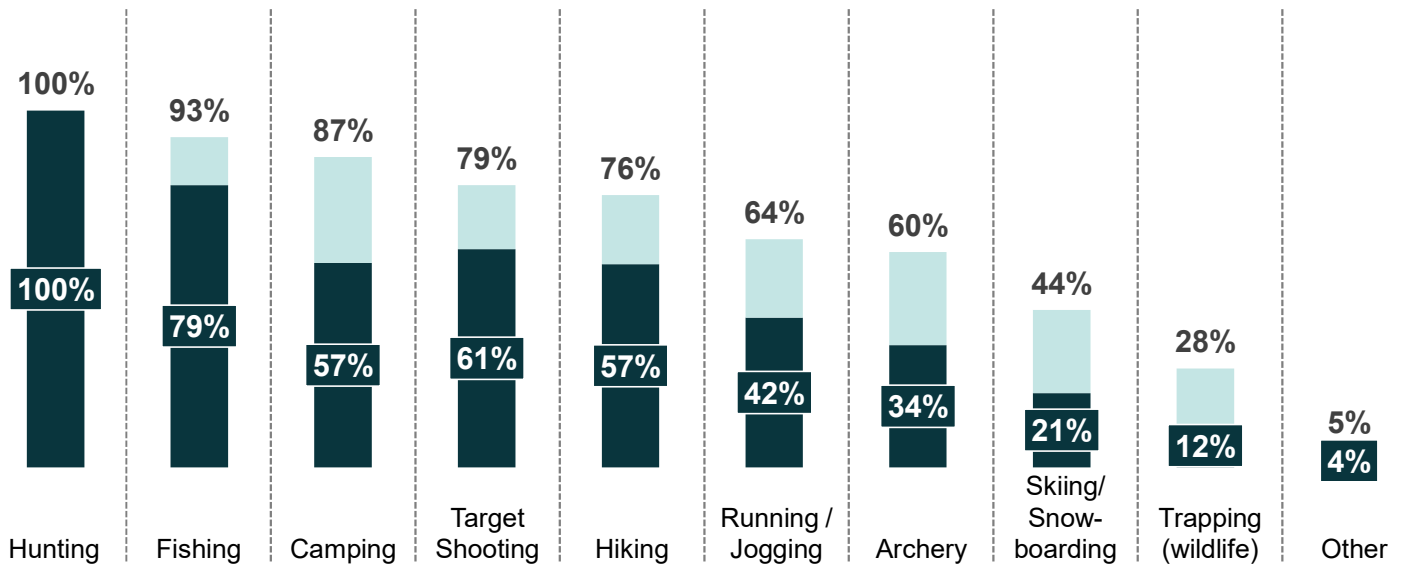
The NRA has the widest reach (38%), but local clubs and organizations still attract about 25% of hunters. Expanding these memberships can aid recruitment and reactivation.



Our hunters are also very likely to be fishers, campers, target shooters and hikers.

Activity Participation (n=1,348)

■ Last 12 Months ■ Ever



Crossover activities can guide recruitment, but interests like archery and snow sports vary by hunter type and region (e.g., bow hunters or Northeastern/Western states).



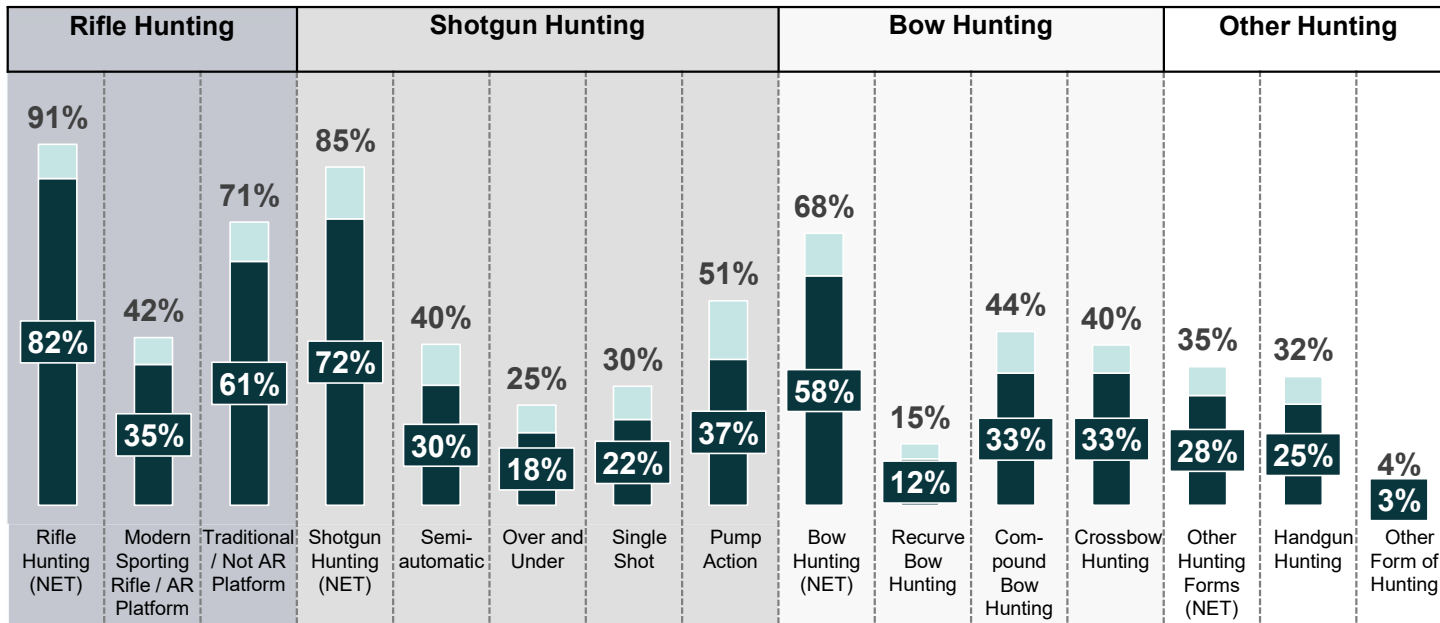
Which of the following sporting and outdoor activities have you EVER done / done in last 12 months? (Select all that apply)

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Traditional rifle hunting remains the most popular, shotgun use is mixed, and recurve bow trails other bow hunting types.

Hunting Participation (n=1,348)

■ Last 12 Months ■ Ever



Just as with broader activity groups, detailed hunting categories show nuance—such as younger hunters favoring modern sporting rifles.



Which of the following kinds of hunting activities have you participated in / participated within the last 12 months? (Select all that apply)

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Activity Participation Last 12 Months

Reference Point(s):

Activities in Last 12 Months	Total (n=1,348)
Hunting	100%
Fishing	79%
Target Shooting	61%
Camping	57%
Hiking	57%
Running / Jogging	42%
Archery	34%
Skiing/Snowboarding	21%
Trapping (wildlife)	12%
Other	4%

DATA CONSIDERATIONS

Notable Differences on Activities Last 12 Months:

- Younger individuals skew higher on Camping. <35 Years 76% have camped in the last 12 months versus 57% in total.
- West are more likely to hike and camp (71% and 77%, respectively) than the total for each activity (57%).
- Northeast has a higher proclivity for archery, at 42% versus 34% nationwide.
- Target shooting is more common among those 45 and older (65%–72%) compared to those 44 and under (48%–49%).
- Bow hunters are naturally the most likely to have participated in archery (53% versus 34% overall), and they are also the most likely to have camped (66% versus 57% overall).
- Those who participate in “Other Hunting” are the most likely to have participated in target shooting (76% versus 61% overall).
- Upland Hunters and Predator/Nuisance Hunters are also the most likely to have participated in target shooting (73% and 71%, respectively).
- NEAFWA and WAFWA are more likely to have engaged in skiing and snowboarding (35% and 30% respectively) compared to our overall sample (21%).
- WAFWA skews highest on camping (77%) and hiking (71%).





Specific Hunting Behavior



Reference Point(s):

Type of Hunting Ever Done (n=1,348)

Rifle Hunting (NET)	91%	Bow Hunting (NET)	68%
Modern Sporting Rifle / AR Platform	42%	Recurve Bow Hunting	15%
Traditional / Not AR Platform	71%	Compound Bow Hunting	44%
Shotgun Hunting (NET)	85%	Crossbow Hunting	40%
Semi-automatic	40%	Other Hunting Forms (NET)	35%
Over and Under	25%	Handgun Hunting	32%
Single Shot	30%	Other Form of Hunting	4%
Pump Action	51%		

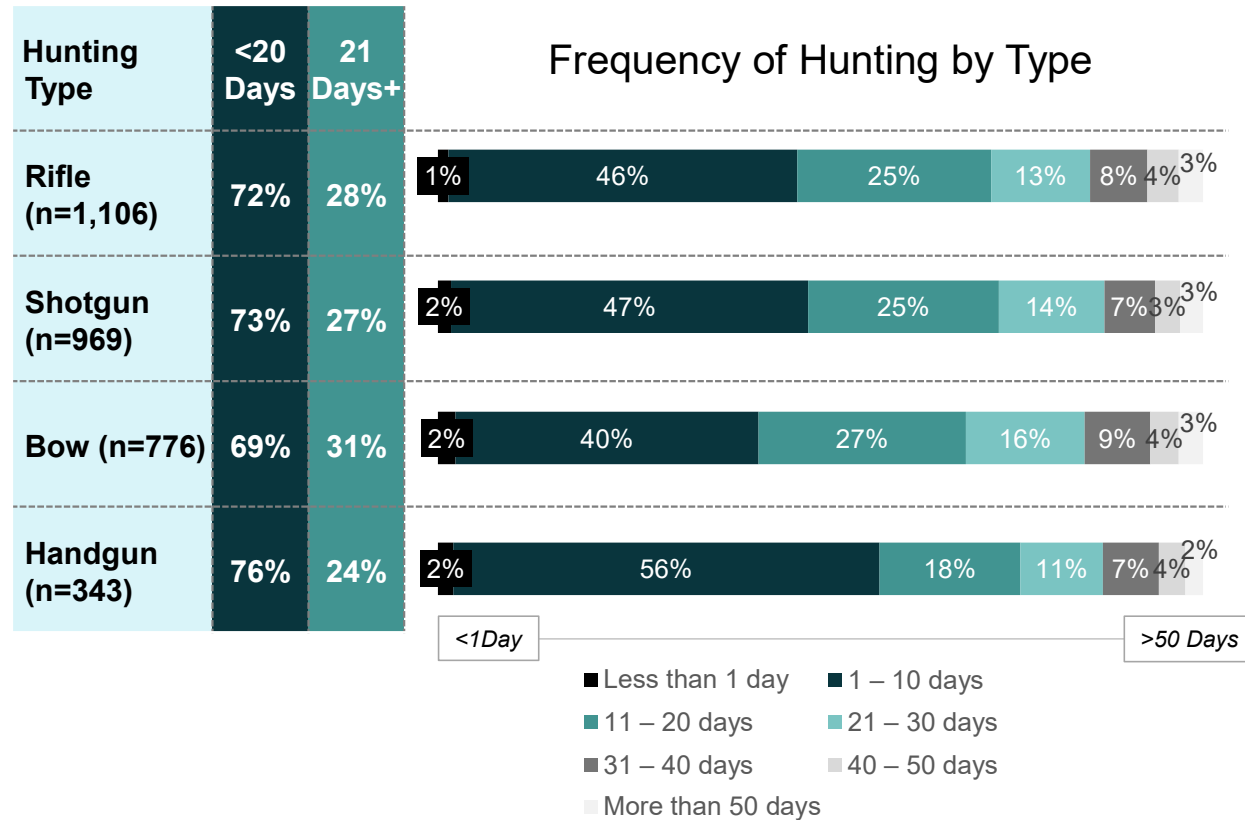
DATA CONSIDERATIONS

Specific Hunting Activities Participated Ever:

- Bow Hunting is overall more popular with younger individuals [less than 35 years old at 79% and 35-44 years old at 83%]. 55-64 was 62% and 65+ years was 48%.
- Females are more likely to have done Bow Hunting - 82% versus 64% of males. Also, they are more likely to do crossbow hunting (58% versus 35%).
- Rifle hunting is fairly consistent across age groups, totaling 91%. The differences emerge with age, as older respondents are much more likely to use traditional or non-AR platforms (83% of those over 65) rather than modern rifles (27%). In contrast, younger hunters (<55 years) have a more mixed approach, with 60-68% using traditional rifles and 45-56% also using modern platforms.
- 35-44 year old respondents are more likely to have used crossbows (55% - highest in the age categories)
- Men are more likely to have gone shotgun hunting (88%) than women (75%). Differences by type: women used single-shot at 38% and men at 28%, while men used pump action at 55% and women at 40%.
- Bow hunting is most popular in the Northeast and Midwest, accounting for 79% and 71% respectively. The Northeast also leads in each category of bow hunting tested: Recurve (22%), Compound (50%), and Crossbow (55%). NEAFWA is the most engaged in bow hunting across various types (recurve, compound, and crossbow).
- Understandably, Upland Hunters are most likely to participate in shotgun hunting (96% versus 85% overall).
- Predator Hunters score higher across all firearms hunting platforms (rifle, shotgun, and others) compared to the overall hunter audience.



Hunting frequency is similar for rifle, shotgun, and bow, but handgun hunting is less common.



Big game—especially deer—is most commonly hunted (88%), followed by small game and birds/fowl (55%-57%).

	Big Game (deer, elk, bear, etc.)		Small Game (squirrel, racoon, rabbit, etc.)		Birds/Fowl (turkey, ducks, geese, brant, etc.)		Upland hunting (pheasants, grouse, quail, etc.)		Predators or Nuisance Game (coyote, feral hogs, nutria, racoons, etc.)	
Game hunted in last 12 months	88%		55%		57%		41%		40%	
Breakout of Animals Within Categories	Deer: Whitetail	74%	Squirrel	39%	Turkey	39%	Pheasants	30%	Coyote	30%
	Deer: Mule	24%	Racoon	18%	Duck	30%	Grouse	18%	Feral hogs	18%
	Deer: Other	9%	Rabbit	41%	Geese	20%	Quail	22%	Nutria	5%
	Elk	19%	Other	1%	Other	6%			Racoons	14%
	Black Bear	17%							Other	3%
	Moose	10%								
	Other	2%								



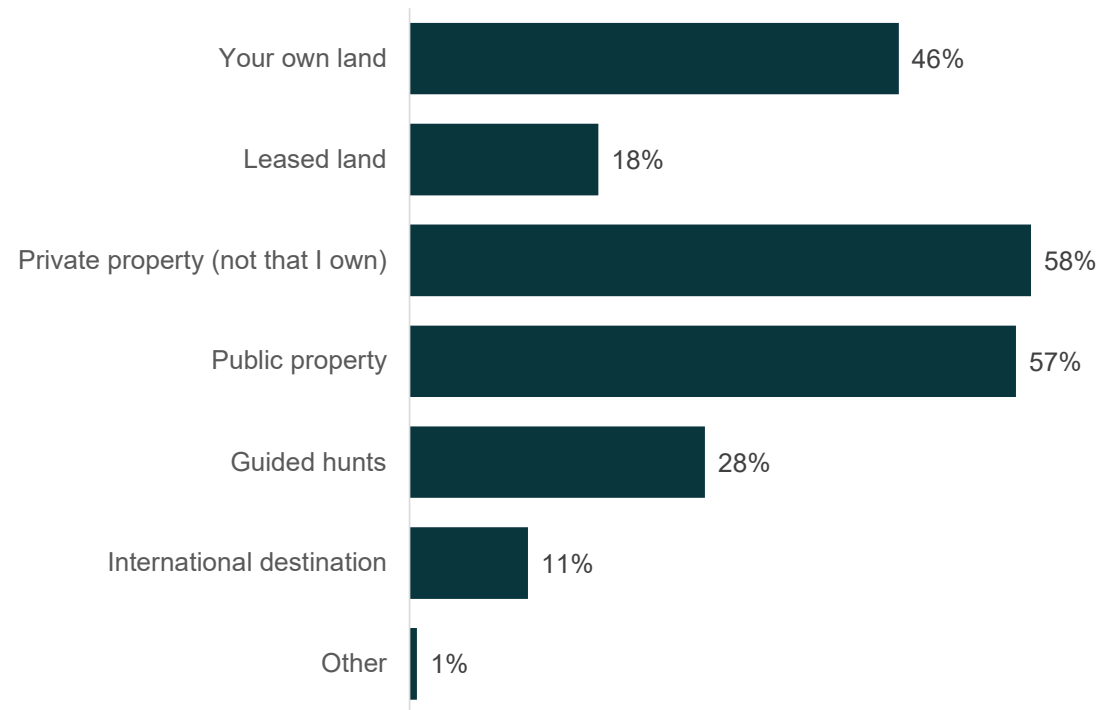
The top five ranked species reported are Whitetail deer (74%), Rabbits (41%), Turkey (39%), Pheasant (30%), Duck (30%), and Coyote (30%).



Hunters pursue game in various locations, using both public and private lands—including their own property.



Where They Hunt (n=1,348)



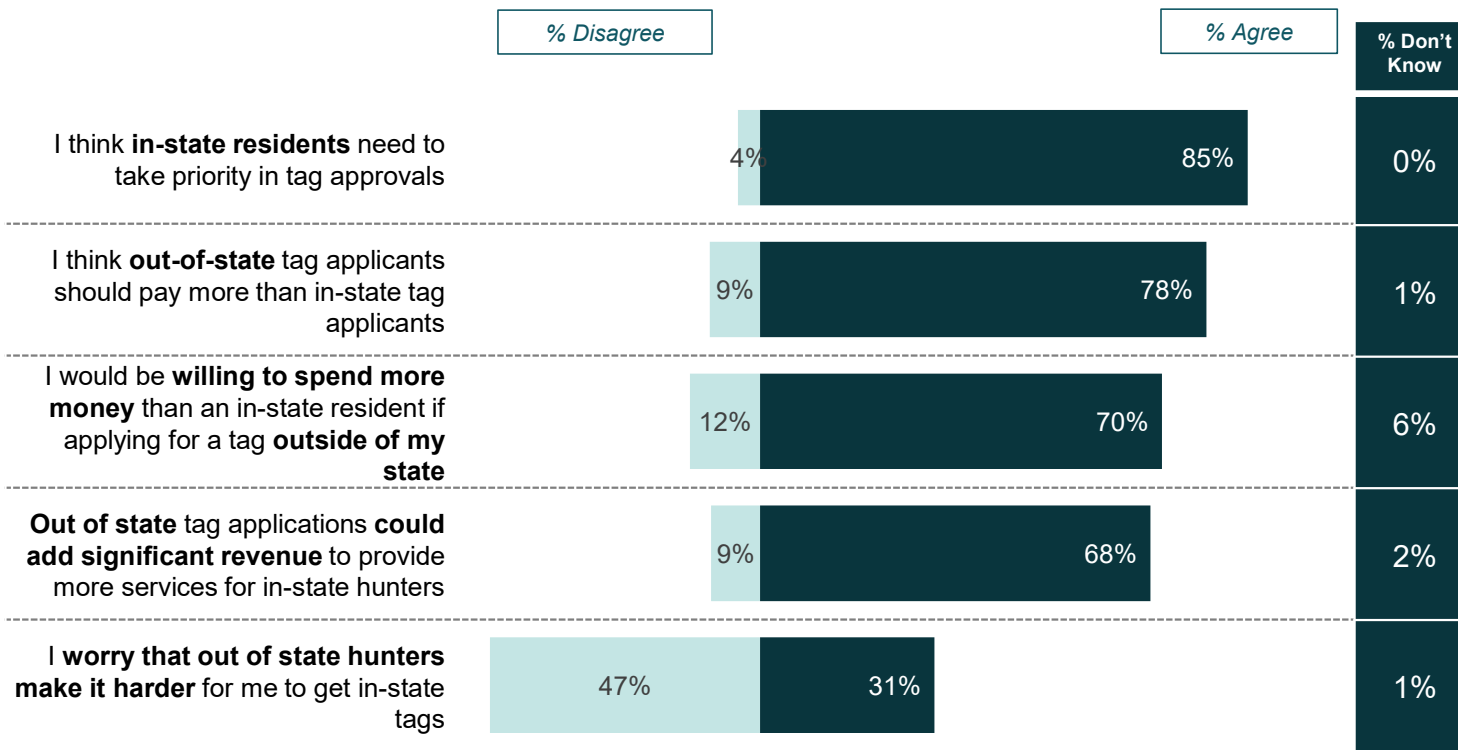
Hunters with higher incomes, children at home, and those from the Northeast or West are more likely to hold out-of-state tags, which frequently overlap with their home region.

	Total (n=1348)	Income			Children Under 21 at Home		Geographic Region			
		< \$75K (n=375)	\$75K - \$149K (n=553)	>=\$150K (n=361)	Children @ Home (n=636)	No Children @ Home (n=712)	Northeast (n=253)	Midwest (n=361)	South (n=452)	West (n=281)
	A	I	J	K	L	M	R	S	T	U
License in Home State										
Yes	93%	92%	94%	95% I	98% M	90%	95%	92%	93%	94%
No	7%	9% K	6%	5%	2%	11% L	5%	8%	7%	6%
Median \$ for Licenses	\$74	\$49	\$73	\$103	\$98	\$57	\$97	\$60	\$50	\$141
License Out of Home State										
Yes	36%	25%	31% I	59% IJ	51% M	23%	48% ST	29%	32%	43% ST
No	64%	76%	69% K	41%	49%	77% L	52%	71% RU	68% RU	57%
Median \$ for Licenses	\$203	\$108	\$211	\$290	\$265	\$143	\$387	\$163	\$145	\$313
Where They Hunted Last 5 Years										
Northeast	23%	17%	21%	32% IJ	29% M	17%	93% STU	5%	8%	6%
Midwest	34%	34%	34%	34%	32%	36%	14%	95% RTU	10%	15% T
South	48%	50%	46%	51%	54%	43%	30%	22%	98% RSU	21%
West	37%	21%	33%	58% I	48% IJ	27%	34%	19%	16%	95% RST



Hunters value home state priority, believing residents should get preference and that out-of-state applicants should pay a premium.

Agreement About Tag Policies (n=1,348)



■ % Agree (Top 2 Box) ■ % Disagree (Bottom 2 Box)

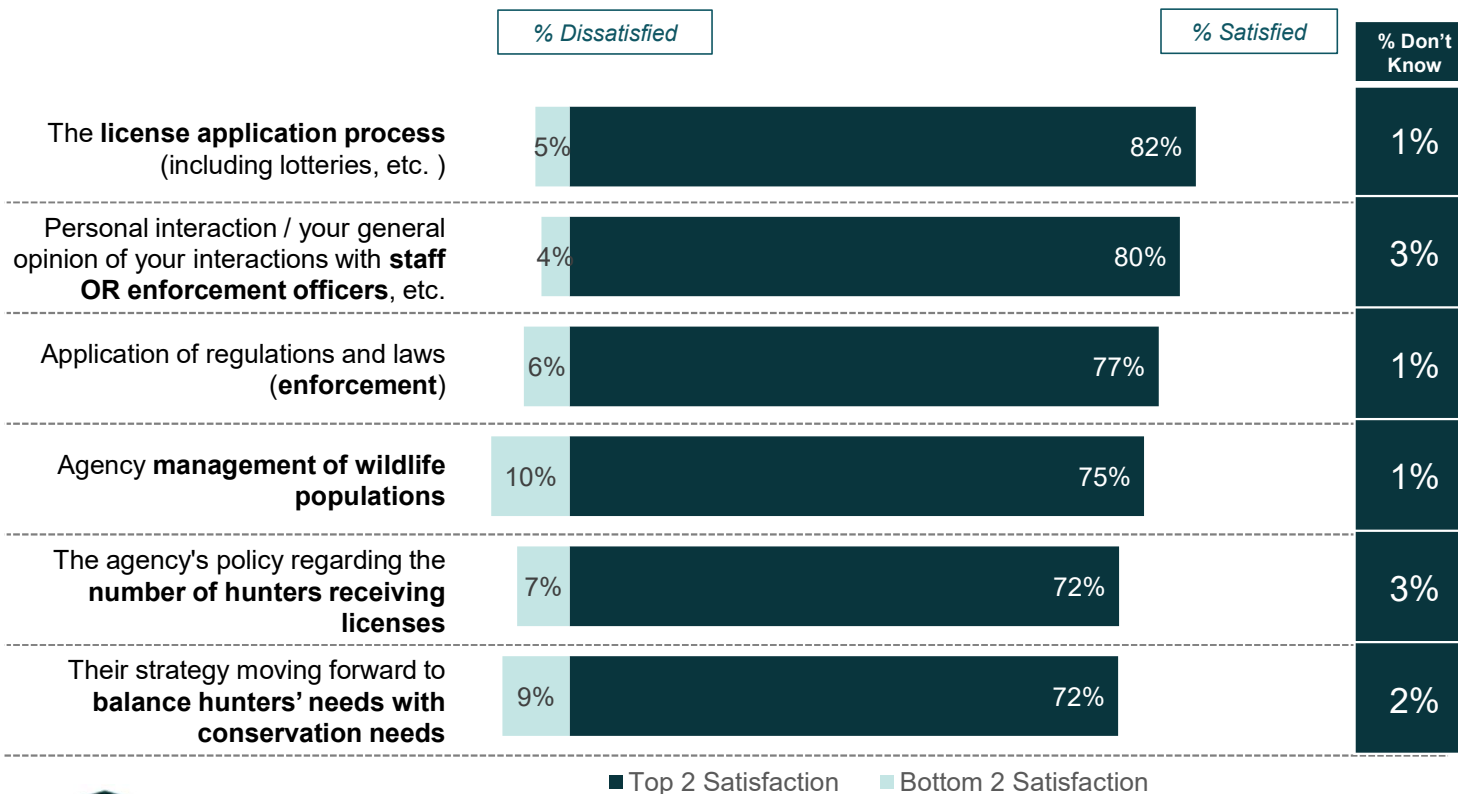


Most hunters are not concerned that out of state hunters would make it harder for them to get in-state tags.



Most hunters are satisfied with the tag process, with 72% or more expressing satisfaction across attributes tested.

Agreement About Tag Policies (n=1,348)

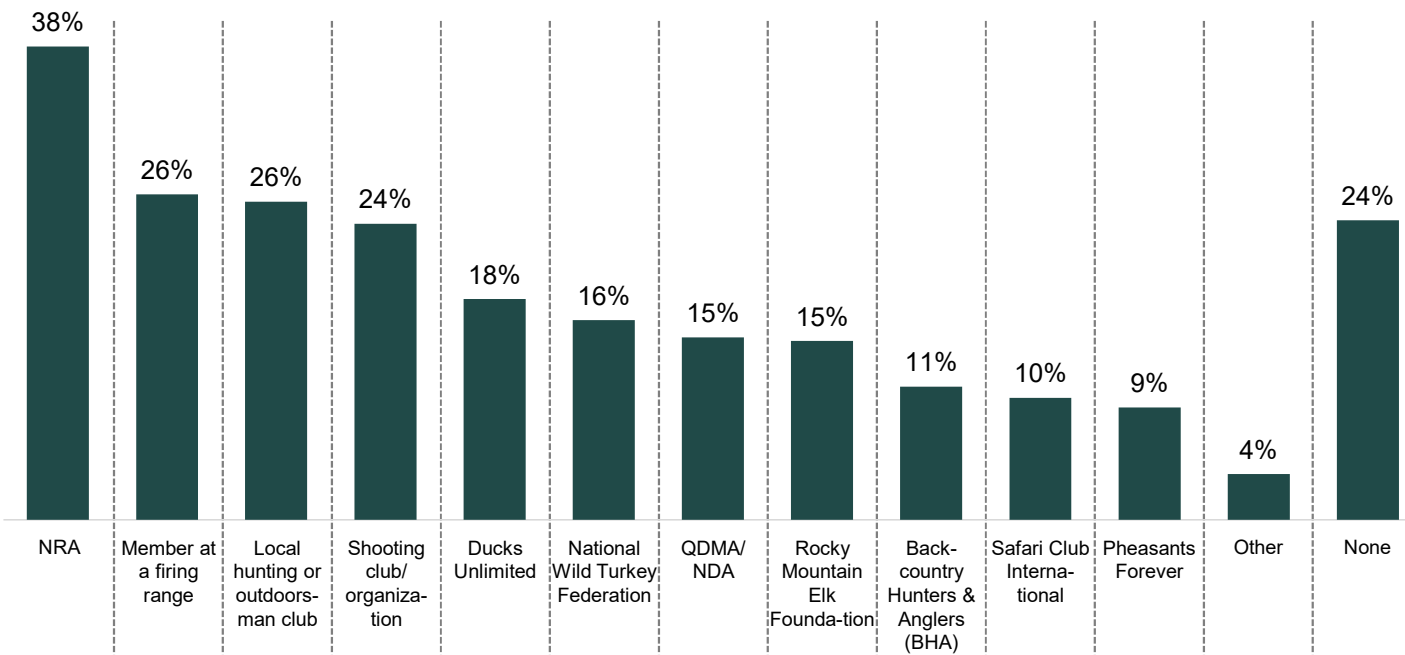


Most interactions are positive; some dissatisfaction with wildlife population and hunter/conservation balance (9–10%).



76% of hunters belong to groups; NRA most common (38%). 24% of hunters don't belong to groups.

Groups, Associations, Clubs They Belong To (n=1,348)



NRA might be best for broad R3 outreach, but local clubs & ranges could be key for recruitment and reactivation.

Which, if any, of the following groups, associations, or clubs do you belong to? (n=1,348)





**Section
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COME WITH!™

R3 Recruitment Opportunities



Outdoor Stewards of Conservation Foundation: R3 Research Study 2025

R3 Recruitment Opportunities



Recruitment Opportunities

01

The importance of family recruitment cannot be understated with over 80% of hunters stating that a family member was the first to invite/mentor them.

02

17% of hunters have invited a child who wasn't their own and 25% of hunters were first mentored by someone who wasn't a family member.

03

74% of those who have invited others to participate did so in the past five years. If the frequency among those inviting in just the past year (currently 32%) increased by a few points, it could significantly help R3 objectives.

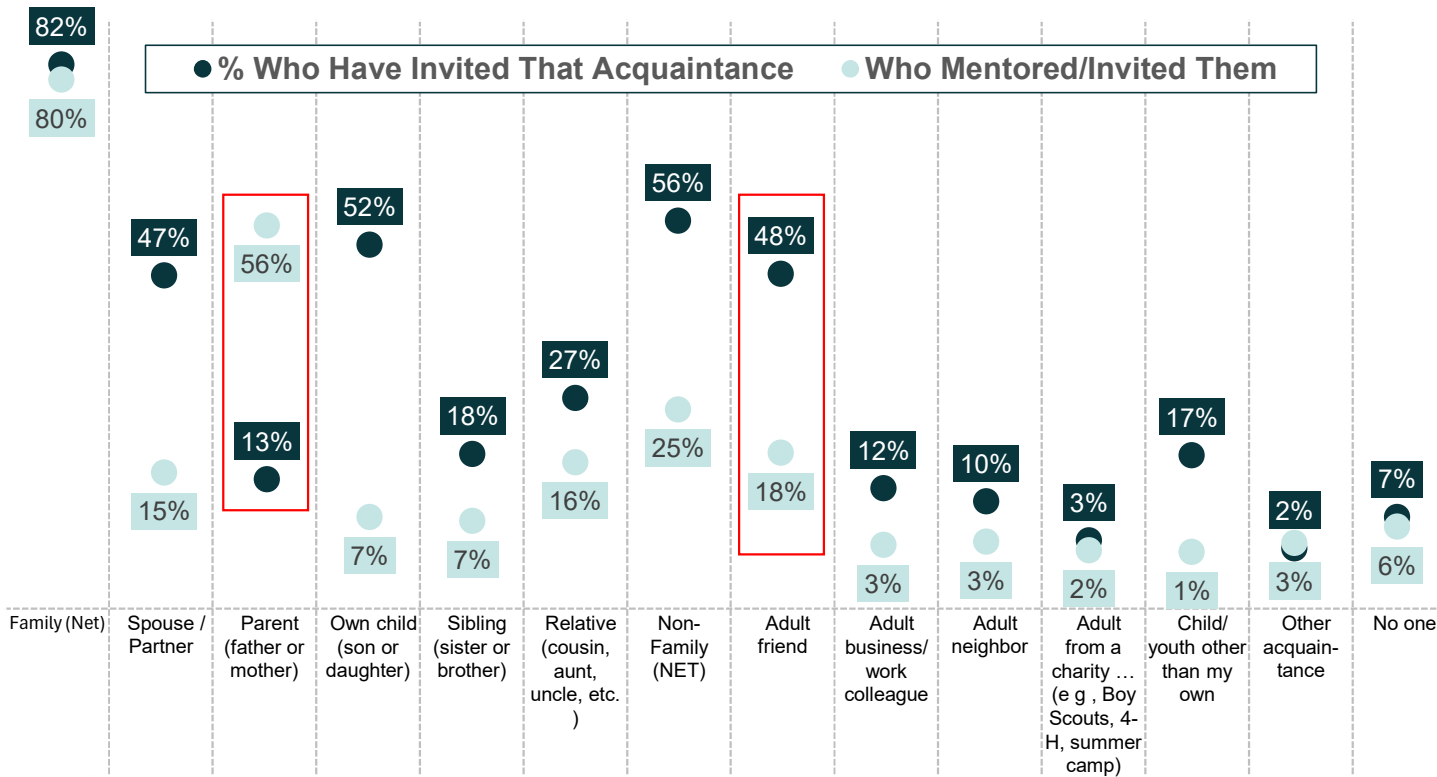
04

Inviting others fosters shared memories, bonding, and safety, but improved hunting etiquette—such as more patience or less noise—could encourage more frequent invitations.



Hunting starts early and in the home. Family members—especially parents—are by far the primary hunting mentors.

Hunting Mentor Summary – (n=1,348)



Spouses and children are frequently invited along with hunters. But at 18%, family friends still play an important part in mentoring new hunters.

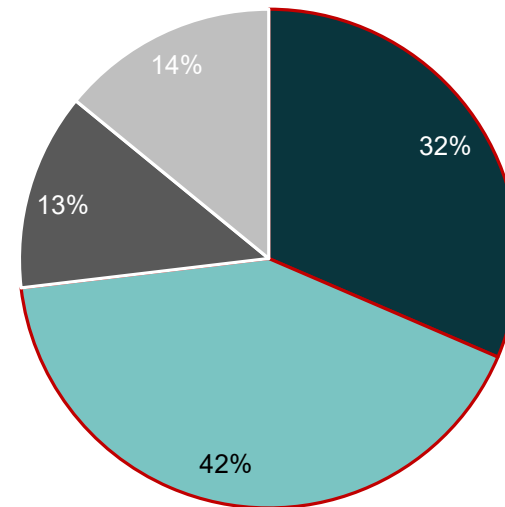


Only 32% of those who have invited people in the past have done so within the last year.



Increasing invite frequency—even slightly—can significantly help recruit new and lapsed hunters.

Last Time Invited Someone (*n=1,245)



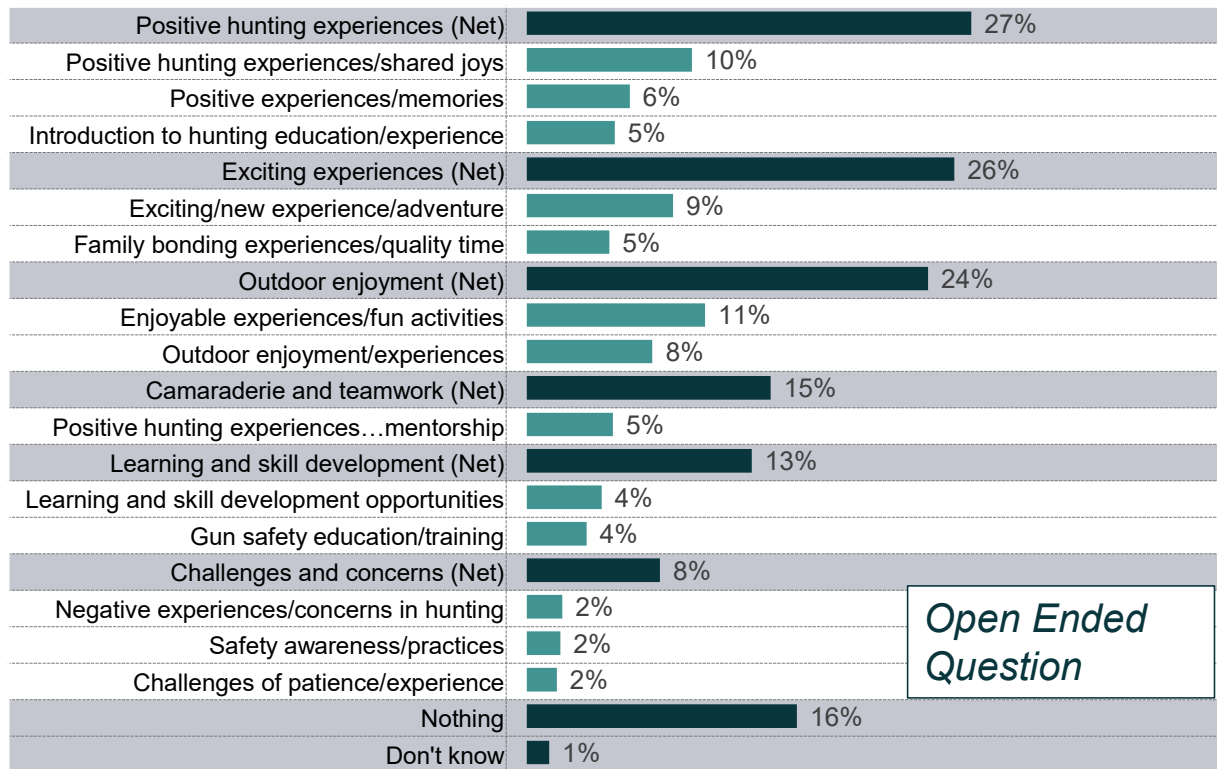
74% of those who have invited someone with them have done so within the last 5 years

- Less than a year ago
- Between 1 – 5 years ago
- Between 6 – 10 years ago
- More than 10 years ago



Hunting offers both solitude and community. Shared experiences and stories strengthen bonds among family and friends.

Positives of Bringing Guests (n=890)



Open Ended Question



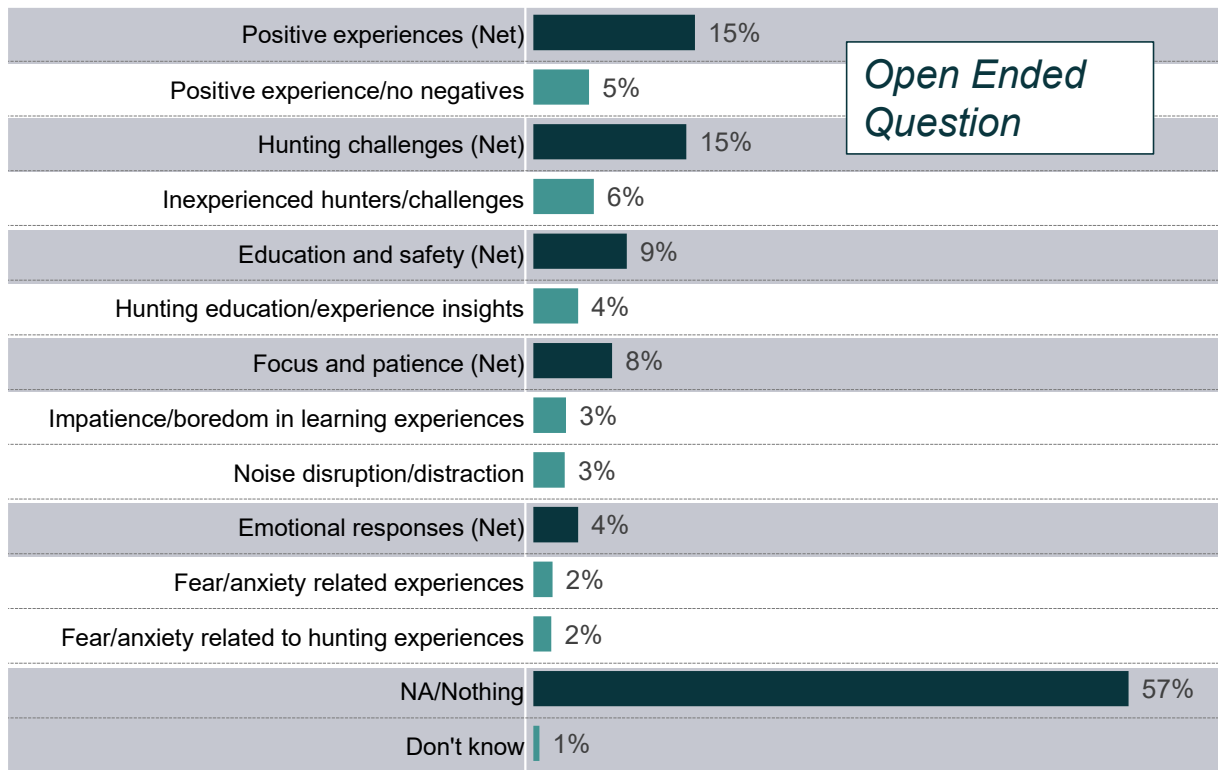
Companionship is valued, but guests should respect hunting etiquette—demonstrating patience and prioritizing safety.

It's great that you brought someone else on a hunt with you. What were some of the positives and negatives of that experience(s)? Please provide your response in the space below. If you do not have an answer, enter 'N/A.'



Most view bringing guests positively; only 43% report any negatives.

Negatives of Bringing Guests (n=862)



Open Ended Question



Despite overall positivity, hunters cite challenges with inexperienced guests who require instruction or may disrupt the hunt.

It's great that you brought someone else on a hunt with you. What were some of the positives and negatives of that experience(s)? Please provide your response in the space below. If you do not have an answer, enter 'N/A.'



Few hunters have never invited someone; those who haven't, value solitude or lack interested contacts.



Choosing solo hunts may limit new recruitment but could help reactivate lapsed hunters (e.g., “Need to get away...”). There’s also potential to connect skilled hunters with others seeking a broader network.

Reasons for Not Inviting Anyone (*n=70)



Open Ended Question

Why haven't you brought someone who was part of your immediate family out with you in the past? Please provide your response in the space below. If you do not have an answer, enter 'N/A.'
**Based to those who never invited anyone.*

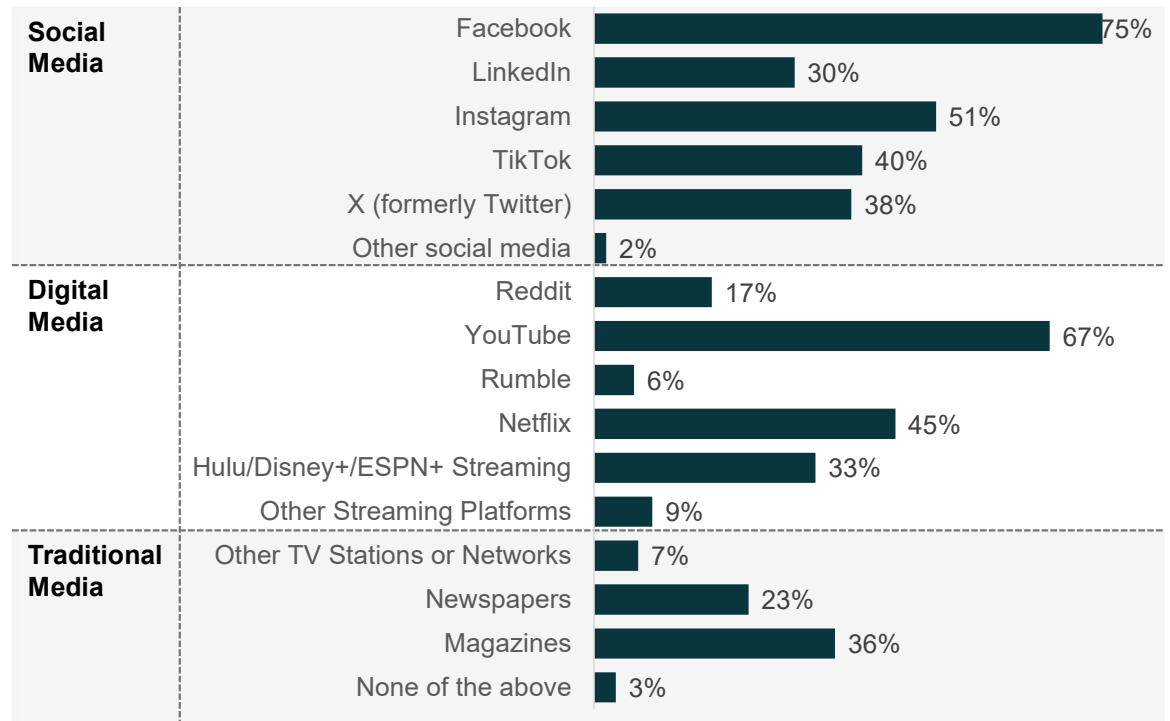


Facebook remains the dominant social media used by hunters on a regular basis. YouTube is also an influential media platform.



See appendix: media usage varies by demo/behavior (e.g., Instagram—higher among women, younger hunters, higher income, families).

Regular Usage of Media/Social Media



Which of the following social media and/or media platforms do you use or consume regularly (at least one time per month or more)?





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Appendix

Detailed Breakouts of Demographics



Outdoor Stewards of Conservation Foundation: R3 Research Study 2025

Demographics of the Sample Set

Ethnicity (n=1,348)		Region of Residence (n=1,348)		Marital Status (n=1,348)		Employment Status (n=1,348)		
Asian	1%	Northeast	19%	Married	77%	Employed (NET)	70%	
Black or African American	4%	Midwest	27%	Divorced	7%	Employed full-time	65%	
Hispanic / Latino	5%	South	34%	Widowed	3%	Employed part-time	5%	
Native American or Pacific Islander	2%	West	21%	Single	13%	Retired / Not employed	29%	
White	91%	WAFWA	21%	Other	1%	Prefer not to answer	1%	
Other	1%	MAFWA	22%	Presence of Children Under 21 Years (n=1,348)		Served Active-Duty US Military (n=1,348)		
Prefer not to say	1%	NEAFWA	20%	Yes	47%	Yes	20%	
Gender (n=1,348)		SEAFWA	18%	No	53%	No	80%	
Male	77%	Income (n=1,348)		Education (n=1,348)				
Female	22%	Under \$25,000 (\$12.5K)	4%	< Bachelors (NET)				36%
Prefer Not To Answer	1%	\$25,000 - \$49,999 (\$37.5K)	9%	Less than a high school diploma	1%			
Age (n=1,348)		\$50,000 - \$74,999 (\$62.5K)	14%	High school diploma or equivalent degree	22%			
Under 45 (NET)	34%	\$75,000 - \$99,999 (\$87.5K)	17%	No degree	13%			
18-24	1%	\$100,000 - \$149,999 (\$125K)	24%	Bachelors and More (NET)				62%
25-34	9%	\$150,000 - \$199,999 (\$175K)	15%	Bachelor's degree	35%			
35-44	24%	\$200,000 or more (\$250K)	12%	Master's degree	23%			
Over 45 (NET)	66%	Prefer not to answer	4%	PHD, MD, etc.	5%			
45-54	21%	Mean (IN THOU \$)	\$118.8K	Prefer not to answer	2%			
55-64	21%	Median	\$100K-\$149K					
65 or older	24%							





Demographics

Reference Point(s):

Residential Region: Northeast 19%, Midwest 27%, South 34%, West 21%

Gender: Male 77%, Female 22%, Prefer Not To Answer 1%.

Age: Under 45 Years Old 34%, 45 and Older 66%.

DATA CONSIDERATIONS

Region Code:

- Upland hunting is somewhat more common in the West, with 25% of upland hunters coming from that region compared to 21% overall.
- People in the Northeast were more represented among non-resident tag holders (25% of non-resident Tagholders versus 19% of resident tag holders).
- Midwest has a higher representation of resident tag holders, 26% versus non-resident tag holders at 21%.

Age:

- Female Hunters are skew younger than their male counterparts. 22% of the overall sample, but 31% of those less than 35 years old and 38% of those 45 - 54 years old
- NEAFWA Skews somewhat younger with 42% under 45 years old (driven by 33% in the 35-44 year old category) compared to 34% in total.





Demographics



Reference Point(s):

- **Marital Status:** 77% Married.
- **Income:** Under \$75K 28%, \$75K-\$149K 41%, \$150K+ 27%, Prefer Not To Answer 4%.
- **Kids Under 21 @ Home:** 47% Have Children under 21.

DATA CONSIDERATIONS

Marital Status:

- WAFWA and NEAFWA are more likely to be married in our sample.
- Upland hunters are also more likely to be married.

Income:

- WAFWA and NEAFWA are slightly higher in income.
- Upland Hunters and, to a lesser extent, Bow Hunters tend to have higher incomes.

Kids at Home:

- Female Hunters are nearly twice as likely to have kids under 21 at home (76% compared to 39% for males)
- As age increases, the likelihood of having kids at home decreases.
- Higher education also correlates with the presence of children
- Those in the Northeast (62%) and West (50%) were more likely than those in the Midwest (41%) and South (42%) to have kids at home.
- Children are more often present for those who have non-resident tags.
- Bow Hunters are more likely to have children at home.





Demographics

Reference Point(s):

Education: <Bachelor's Degree 36%,
>=Bachelor's Degree 62%, Prefer Not to
Answer (2%).

Employment: Employed 70%.

US Military Service: Served 20%, Did
Not Serve 80%.

DATA CONSIDERATIONS

Education:

- Females are more likely to hold a Bachelor's degree or higher education (73% compared to 60% for males).
- NEAFWA and WAFWA show higher education levels, with 74% and 67% holding Bachelor's degrees or higher, compared to 62% overall.

Employment:

- Retirement trends reflect age: Male hunters more likely retired (32% vs. 20% for females); *note: women skew younger, resulting in higher employment rates among female hunters.*
- Those hunting birds and fowl are more likely to be employed (77% versus 70% overall).
- Non-resident tag holders are also more likely to be employed (83% versus 72% of resident tag holders).
- NEAFWA and WAFWA also skew higher on employment (80% and 75% respectively).

Veteran Status:

- Males are more likely to be veterans. And age plays a role, with more hunters aged 55+ having served in the military (22% of those 55-64 and 30% of those 65+). Those under 35 had 11% claiming veteran status, and those 45-54 had 13%.
- Northeast and South hunters had the highest likelihood of being vets, at 24% and 22%, respectively.



Activities in Last 12 Months by Demographic Breaks – Highlights Depict Level of Activity Across Groups

Activities in the last 12 Months	Gender			Age					Income			Children Under 21 at Home		Education		Veteran Status		Geographic Region				
	Total (n=1348)	Male (n=1039)	Female (n=301)	< 35 Years (n=134)	35 - 44 Years (n=328)	45 - 54 Years (n=281)	55 - 64 Years (n=278)	65+ Years (n=327)	< \$75K (n=375)	\$75K - \$149K (n=553)	>=\$150K (n=361)	Children @ Home (n=636)	No Children @ Home (n=712)	<Bachelors (n=485)	>=Bachelors (n=841)	Veterans (n=270)	Non-Veterans (n=1078)	Northeast (n=253)	Midwest (n=361)	South (n=452)	West (n=281)	
Hunting	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Archery	34%	36%	30%	46%	32%	39%	33%	28%	27%	35%	39%	39%	30%	35%	34%	32%	35%	42%	32%	31%	35%	
Camping	57%	56%	61%	76%	67%	66%	51%	38%	57%	58%	59%	67%	49%	57%	58%	53%	59%	57%	49%	52%	77%	
Fishing	79%	80%	76%	82%	77%	80%	82%	76%	84%	80%	74%	80%	78%	83%	77%	76%	80%	78%	78%	81%	78%	
Hiking	57%	56%	59%	64%	59%	66%	59%	43%	50%	57%	63%	62%	52%	53%	59%	52%	58%	59%	54%	50%	71%	
Target Shooting	61%	66%	45%	48%	49%	66%	72%	65%	54%	60%	66%	56%	65%	64%	59%	66%	60%	61%	62%	59%	63%	
Trapping (wildlife)	12%	12%	14%	17%	17%	15%	9%	6%	8%	11%	19%	18%	7%	7%	15%	15%	11%	23%	9%	9%	10%	
Skiing/Snowboarding	21%	19%	29%	25%	31%	27%	18%	5%	9%	18%	40%	34%	9%	7%	29%	22%	21%	36%	13%	13%	30%	
Running / Jogging	42%	37%	58%	67%	60%	54%	32%	11%	32%	42%	55%	62%	24%	26%	51%	36%	43%	51%	31%	41%	50%	
Other	4%	4%	1%	1%	1%	2%	5%	8%	3%	4%	3%	1%	6%	4%	4%	4%	4%	2%	4%	4%	5%	



■ Deeper Green is Higher Percentage
 White Is Lower Percentage

Activities in Last 12 Months by Demographic Breaks – Highlights Depict Level of Activity Across Groups

Activities in the last 12 Months	Total (n=1348)	Agency Geography				Hunting Types				Kinds of Game						Tag Status	
		WAFWA (n=281)	MAFWA (n=296)	NEAFWA (n=265)	SEAFWA (n=248)	Bow Hunter (n=776)	Rifle Hunting (n=1106)	Shotgun Hunting (n=969)	Other Hunting (n=371)	Big Game (n=1184)	Small Game (n=770)	Birds/Fowl (n=766)	Turkey (n=525)	Upland Hunting (n=558)	Predators/ Nuisance (n=575)	Tag In-State (n=1259)	Tag Out-of- State (n=490)
Hunting	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Archery	34%	35%	33%	42%	31%	53%	35%	36%	40%	37%	40%	38%	43%	39%	40%	35%	38%
Camping	57%	77%	51%	57%	54%	66%	57%	59%	57%	59%	60%	65%	65%	62%	61%	59%	63%
Fishing	79%	78%	77%	78%	84%	82%	79%	82%	75%	80%	81%	84%	85%	81%	78%	80%	80%
Hiking	57%	71%	52%	59%	48%	62%	58%	59%	59%	58%	61%	63%	63%	64%	61%	58%	63%
Target Shooting	61%	63%	61%	61%	59%	62%	64%	67%	76%	62%	66%	66%	68%	73%	72%	61%	58%
Trapping (wildlife)	12%	10%	9%	22%	10%	18%	13%	14%	22%	12%	18%	16%	17%	17%	19%	12%	19%
Skiing/Snowboarding	21%	30%	15%	36%	13%	30%	21%	23%	27%	21%	26%	28%	26%	31%	25%	22%	35%
Running / Jogging	42%	50%	31%	50%	46%	52%	42%	44%	42%	43%	45%	51%	48%	48%	44%	44%	56%
Other	4%	5%	4%	2%	2%	2%	4%	4%	4%	3%	3%	2%	3%	3%	3%	3%	2%



■ Deeper Green is Higher Percentage
 White Is Lower Percentage

Media Usage in Last Month By Demographics

	Demographics																				
	Gender			Age					Income			Children @Home		Education		Veteran Status		Geographic Region			
	Total	Male	Female	< 35 Years	35 - 44 Years	45 - 54 Years	55 - 64 Years	65+ Years	< \$75K	\$75K - \$149K	>=\$150K	Children @ Home	No Children @ Home	<Bach- elors	>=Bach- elors	Veterans	Non- Veterans	Northeast	Midwest	South	West
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
Base: Total Respondents	1348	1039	301	134	328	281	278	327	375	553	361	636	712	485	841	270	1078	253	361	452	281
Facebook	75%	71%	92%	81%	87%	78%	70%	62%	76%	76%	78%	85%	66%	72%	78%	75%	75%	81%	70%	75%	75%
			B	GH	dFGH	GH	h				M			N			Stu				
LinkedIn	30%	28%	36%	26%	41%	36%	25%	19%	21%	26%	45%	39%	21%	17%	37%	33%	29%	44%	26%	24%	30%
			B	h	DGH	dGH	h			i	IJ	M			N		STU				t
Instagram	51%	43%	75%	75%	75%	59%	38%	19%	42%	48%	66%	71%	32%	34%	60%	42%	53%	61%	38%	50%	58%
			B	FGH	FGH	GH	H			i	IJ	M			N		P	ST		S	ST
TikTok	40%	31%	71%	63%	64%	49%	26%	10%	36%	35%	55%	63%	19%	33%	44%	36%	41%	53%	31%	38%	42%
			B	FGH	FGH	GH	H				IJ	M			N		STU		s	S	S
X (formerly Twitter)	38%	35%	50%	44%	55%	40%	33%	21%	27%	38%	54%	52%	26%	26%	45%	39%	38%	52%	32%	33%	42%
			B	GH	DFGH	H	H			I	IJ	M			N		STU				ST
Other social media	2%	2%	1%	2%	0%	2%	3%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	3%
			c			E	E	E					I								
Reddit	17%	17%	21%	20%	33%	15%	18%	3%	15%	16%	24%	25%	11%	12%	21%	13%	19%	23%	17%	16%	16%
			b	H	DFGH	H	H				IJ	M			N		P	sTu			
YouTube	67%	69%	61%	73%	71%	73%	68%	55%	67%	65%	72%	72%	63%	67%	67%	66%	68%	63%	66%	71%	67%
			C	H	H	H	H				J	M					R				
Rumble	6%	7%	4%	6%	6%	8%	4%	6%	3%	7%	7%	7%	5%	5%	7%	8%	6%	8%	5%	6%	5%
			c			g				I	I	M					s				
Netflix	45%	43%	52%	55%	57%	49%	44%	25%	37%	44%	56%	56%	35%	38%	48%	44%	45%	49%	39%	41%	53%
			B	GH	FGH	H	H			I	IJ	M			N		ST				ST
Hulu/Disney+/ESPN+ Streaming	33%	31%	40%	42%	48%	38%	27%	15%	29%	32%	40%	46%	21%	29%	35%	30%	33%	38%	26%	33%	37%
			B	GH	FGH	GH	H				IJ	M			N		S			S	S
Other Streaming Platforms	9%	9%	6%	2%	5%	9%	12%	12%	10%	8%	7%	5%	12%	10%	8%	9%	9%	5%	8%	11%	8%
			c			d	DE	DE	k				L	o						R	
Other TV Stations or Networks	7%	8%	2%	-	2%	3%	10%	15%	6%	9%	3%	1%	11%	7%	6%	10%	6%	4%	7%	8%	6%
			C			D	DEF	DEFg	iK				L		Q					r	
Newspapers	23%	22%	25%	15%	30%	17%	24%	23%	20%	24%	26%	26%	20%	17%	27%	23%	33%	23%	18%	21%	21%
					DFgH		DF	df	i	i	M				N		STU	T			
Magazines	36%	38%	29%	17%	34%	29%	44%	44%	34%	34%	37%	32%	39%	33%	37%	36%	35%	38%	37%	31%	38%
			C		D	D	DEF	DEF					L				t	t		t	t
None of the above	3%	4%	1%	1%	2%	2%	3%	7%	3%	4%	2%	2%	5%	4%	3%	3%	3%	2%	4%	4%	2%
			C					DEFG					L								



Media Usage in Last Month By Hunting Behaviors

	Agency Geography									Hunting Types				Kinds of Game					Tag Status	
	Total	WAFWA	MAFWA	NEAFWA	SEAFWA	Bow Hunter	Rifle Hunting	Shotgun Hunting	Other Hunting	Big Game	Small Game	Birds/Fowl	Turkey	Upland Hunting	Predators/ Nuisance	Tag In-State	Tag Out-of-State			
	A	B	C	D	E	J	K	L	M	N	O	P	Q	R	S	T	U			
Base: Total Respondents	1348	281	296	265	248	776	1106	969	371	1184	770	766	525	558	575	1259	490			
Facebook	75%	75%	72%	80%	77%	79%	75%	75%	78%	75%	77%	79%	78%	75%	79%	76%	81%			
				Ch		kl					Nr		nr		T					
LinkedIn	30%	30%	27%	44%	25%	36%	32%	32%	43%	30%	34%	36%	33%	41%	35%	31%	43%			
		GH	GH	BCEGHI	Gh	I			JKL		N	N		NOPqs	N		T			
Instagram	51%	58%	40%	60%	48%	61%	52%	52%	53%	52%	55%	60%	58%	57%	56%	52%	69%			
		CEH		CEH	CH	KLM						NOs	N	N			T			
TikTok	40%	42%	34%	51%	43%	51%	41%	41%	47%	41%	46%	48%	45%	46%	45%	41%	60%			
		CgH	h	BCeGHI	CGH	KL			KI		n	N	n	N			T			
X (formerly Twitter)	38%	42%	36%	51%	35%	47%	39%	41%	49%	38%	44%	46%	42%	47%	47%	39%	53%			
		eGH	gH	BCEGHI	gH	KL			KL		N	N		N	N		T			
Other social media	2%	3%	2%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%			
Reddit	17%	16%	19%	23%	16%	23%	18%	19%	24%	19%	22%	20%	19%	21%	20%	18%	26%			
		h	H	beGH	h	KL			KL		n						T			
YouTube	67%	67%	66%	63%	72%	69%	70%	70%	73%	68%	72%	72%	73%	73%	74%	67%	71%			
					D						N	N	N	N	N					
Rumble	6%	5%	5%	9%	4%	8%	6%	7%	11%	6%	7%	7%	8%	8%	9%	6%	8%			
				E					jKL						N					
Netflix	45%	53%	40%	49%	39%	49%	46%	46%	48%	45%	47%	48%	47%	47%	49%	45%	54%			
		CEH		CEh													T			
Hulu/Disney+/ESPN+ Streaming	33%	37%	26%	37%	31%	39%	34%	36%	37%	34%	37%	39%	38%	39%	39%	34%	41%			
		C		C		K						N	n	N	N		T			
Other Streaming Platforms	9%	8%	8%	5%	11%	6%	9%	9%	9%	9%	8%	7%	8%	7%	10%	8%	4%			
					D		J	J							r		U			
Other TV Stations or Networks	7%	6%	7%	4%	4%	4%	7%	6%	9%	6%	5%	5%	6%	7%	7%	7%	4%			
							J	J	Jl						p		U			
Newspapers	23%	21%	25%	32%	19%	25%	24%	26%	34%	22%	27%	27%	26%	31%	26%	24%	30%			
			e	BcEGHI					JKL		N	N	n	Nqs	n		T			
Magazines	36%	38%	35%	37%	28%	35%	37%	40%	49%	35%	39%	39%	40%	43%	46%	36%	40%			
		E	e	E			J	J	JKL		n	N	N	N	NOPq		t			
None of the above	3%	2%	4%	3%	4%	2%	3%	2%	3%	3%	3%	2%	2%	2%	2%	3%	3%			





**Section
Detailed
Findings**



Appendix

Detailed Breakouts of Hunting Behaviors





Frequency and Game

Reference Point(s):

Frequency of Hunting: Average Days Hunting 14 – 16 days depending on hunting type (rifle, bow, etc.).

Types of Game:

Game Sought (n=1,348)	
Big Game (deer, elk, bear, etc.)	88%
Small Game (squirrel, racoon, rabbit, etc.)	57%
Birds/Fowl (turkey, ducks, geese, brant, etc.)	57%
Upland hunting (pheasants, grouse, quail, etc.)	41%
Predators or Nuisance Game (coyote, feral hogs, nutria, racoons, etc.)	43%
Other	1%

DATA CONSIDERATIONS

Frequency of Hunting:

- As income rises, participation in non-resident hunting and hunting for more days increases.
- When children are present in the house, the time spent hunting also increases.
- WAFWA hunters report somewhat more days annually spent hunting.

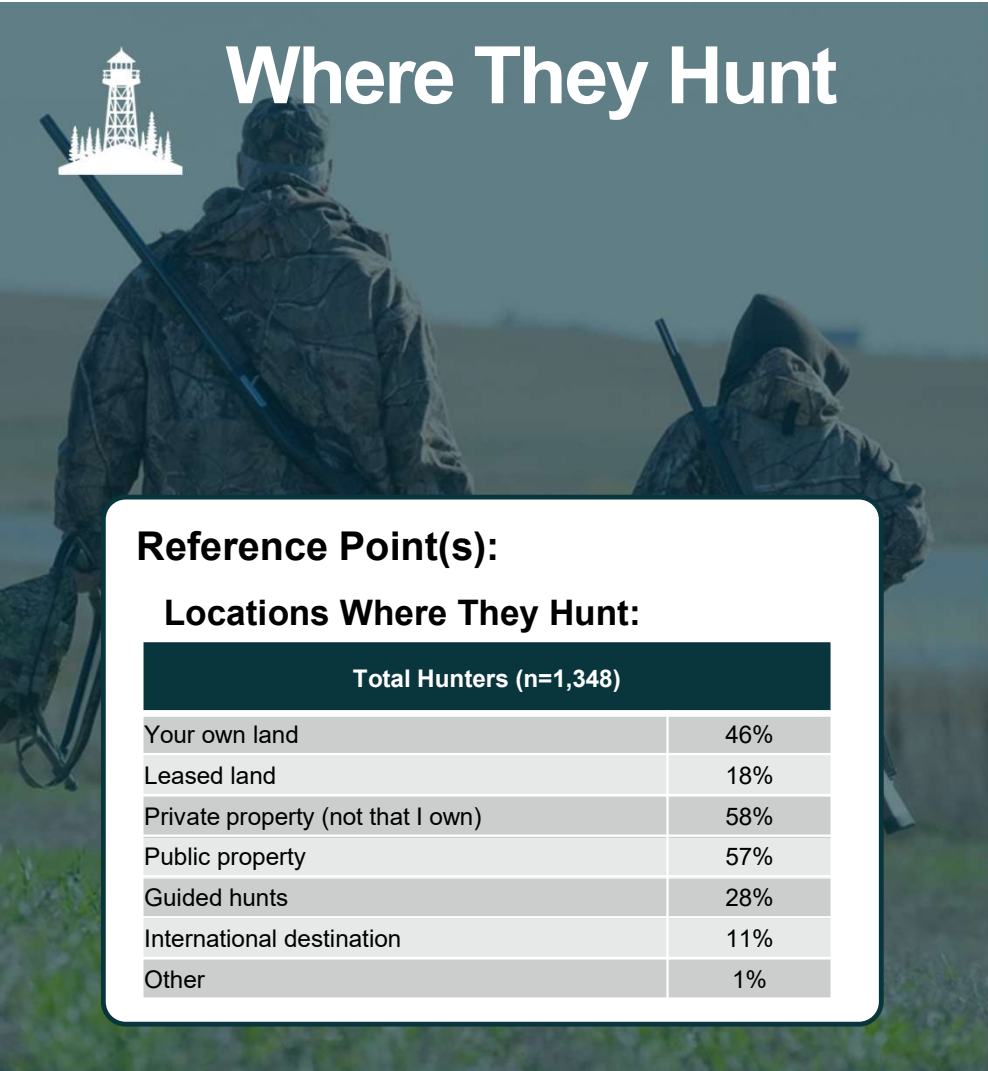
Types of Game:

- 88% of hunters reported hunting big game, but those aged 35 -54 were higher at 92% and 93%, respectively.
- Younger individuals also skewed higher on Birds/Fowl at 66% each (less than 35 years and 35-44 years) versus 49%-58% for older age breaks.
- Female hunters were slightly higher in Birds/Fowl at 62% compared to 55% for males.
- Racoons are most popular in the Northeast (22%).
- WAFWA and NEAFWA are the most likely Upland Hunters - 50% and 51% respectively - compared to 41% overall.
- 78% of “Other Hunters” report pursuing small game, compared to 57% overall.
- Non-resident tag holders generally have higher interest in Birds/Fowl, Upland Hunting, and Predators compared to in state tag holders.





Where They Hunt



Reference Point(s):

Locations Where They Hunt:

Total Hunters (n=1,348)	
Your own land	46%
Leased land	18%
Private property (not that I own)	58%
Public property	57%
Guided hunts	28%
International destination	11%
Other	1%

DATA CONSIDERATIONS

Where They Are Hunting:

- Females are more likely than males to hunt on their own land (63% versus 41%), leased land (26% versus 15%), and guided hunts (46% versus 22%). However, males are more likely than females to hunt on private property they don't own (61% versus 50%).
- NEAFWA and SEAFWA are more likely to hunt on leased land (20% and 23%, respectively, compared to 18% overall).
- Non-resident tag holders were more likely to hunt on all types of land tested in the survey.





Clubs & Associations

Reference Point(s):

Associations and Clubs (n=1,348)			
Local hunting or outdoorsman club	26%	National Wild Turkey Federation	16%
Shooting club/organization	24%	Pheasants Forever	9%
Member at a firing range	26%	Quality Deer Management Association (QDMA)	15%
A state conservation and sportsmen's clubs	-	Rocky Mountain Elk Foundation	15%
NRA	38%	Safari Club International	10%
Backcountry Hunters & Anglers (BHA)	11%	Other	4%
Ducks Unlimited	18%	None – I don't belong to any hunting groups, associations or other entities	24%

DATA CONSIDERATIONS

Where can you find people?

- Men are much more likely than women to belong to the NRA - 43% to 24%.
- Individuals aged 45+ are also more likely to be in the NRA. The 55+ group ranges from 49-54%, compared to younger counterparts who range from 25-32%.
- In general, higher-income individuals are also more likely to belong to various organizations.
- Hunters in the Northeast are also more likely to belong to more of the organizations mentioned in the survey.
- In general, hunters from the 35-44 year old break were more likely to belong to other associations than the other age breaks.
- Survey results follow what would be expected regarding membership in groups based on game or interests - Turkey Hunters are more likely to be members of the National Wild Turkey Federation and those hunting other birds and fowl are more likely to be members of Ducks Unlimited.
- "Other Hunter" respondents are most likely to be members of the NRA (52% versus 38% overall).





Tags



Reference Point(s):

Tag Holder Information (n=1,348)	% Yes	Median \$
Resident Tag Holders	93%	\$75
Non-Resident Tag Holders	36%	\$210

DATA CONSIDERATIONS

Tags:

- Higher income (\geq \$150K at 59%) is more likely to have non-resident tags, as are hunters from the Northeast (48%) and the West (43%).
- Younger individuals (Less than 55 Years) also appear more likely to have tags (resident, 95%-97%, and non-resident, 39%-54%).
- Bow Hunters and “Other Hunters” are the most likely hunters to have non-resident tags (46-47% compared to 36% overall).
- WAFWA and NEAFWA tend to spend more on resident and non-resident tags overall.

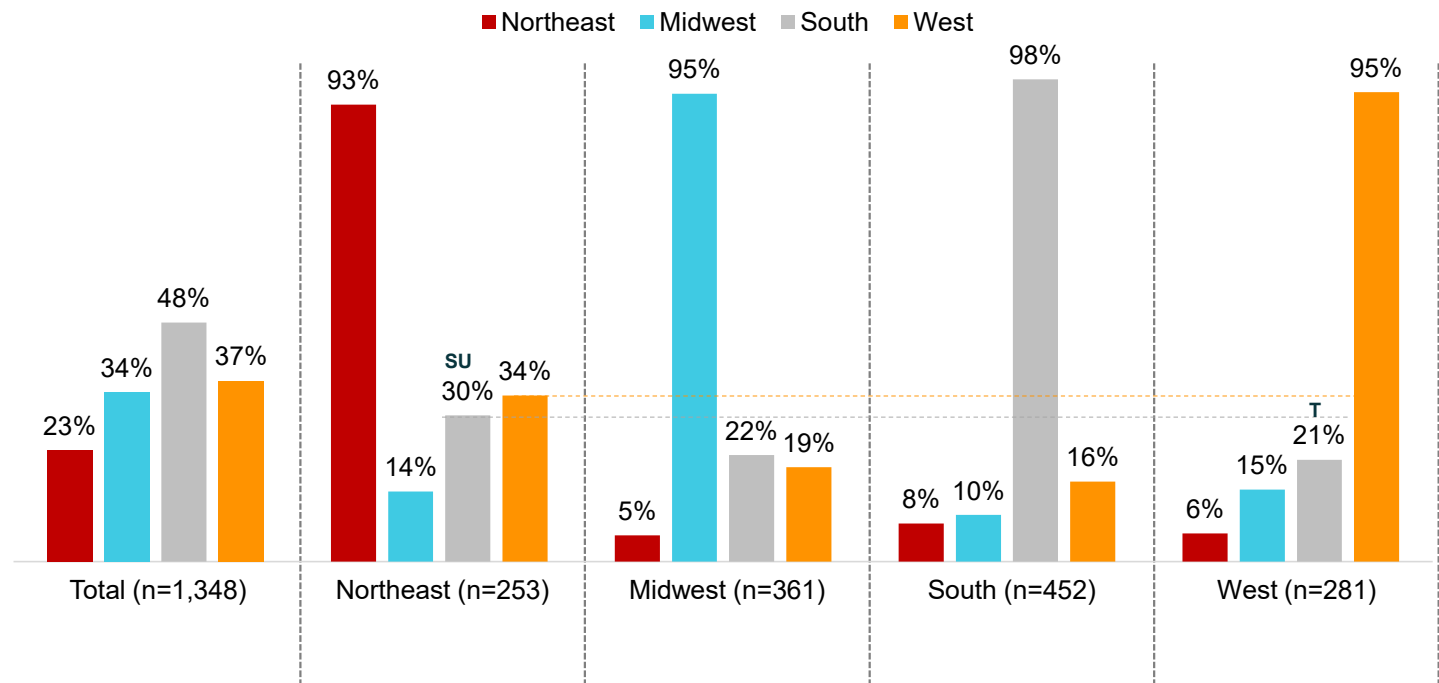


Northeast hunters are more likely to obtain out-of-region tags (34% in West, 30% in South).



48% of hunters have hunted in at least one Southern state in the past 5 years.

Geographic Regions - Regions Hunted Last 5 Years





Invite & Mentorship



Reference Point(s):

Invite and Mentorship Questions (n=1,348)	Have Personally Invited	Invited/ Mentored By...
Family (NET)	82%	80%
Spouse / Partner (husband, wife, girl/boyfriend)	47%	15%
Parent (father or mother)	13%	56%
Own child (son or daughter)	52%	7%
Sibling (sister or brother)	18%	7%
Relative (cousin, aunt, uncle, niece, nephew, etc.)	27%	16%
Non-Family (NET)	56%	25%
Adult friend	48%	18%
Adult business/work colleague	12%	3%
Adult neighbor	10%	3%
Adult from a charity or mentor organization (e.g., Boy Scouts, 4-H, summer camp)	3%	2%
Child/youth other than my own	17%	1%
Other acquaintance	2%	3%
No one - I have never invited anyone else to hunt with me	7%	6%

DATA CONSIDERATIONS

Recruitment of Family, Friends and Acquaintances:

- Age groups show the biggest differences in who hunters bring along — older hunters are more likely to invite others compared to their younger counterparts, with a few exceptions like bringing a parent or spouse, which is most common among those under 45.
- West was more likely to invite a spouse (59% versus 47% overall). South and Midwest show slightly more willingness to hunt with “other relatives.” WAFWA follows the same pattern.
- Older hunters are less likely to have invited someone out in the last 5 years. Younger hunters and female hunters are the most likely to have invited someone to hunt in that period.
- Turkey hunters and Upland Hunters might be slightly more likely to invite their own children (58% for both versus 52% overall).
- Predator and Nuisance hunters may be somewhat more likely to invite others.
- 24% of NEAFWA hunters say they were first invited by or mentored by a spouse.
- Non-resident tag holders are more likely to have been invited or mentored by family than in-state tag holders 85% to 81% respectively.





**Section
Detailed
Findings**



Appendix

Detailed Breakouts of Opinions by Demos



Outdoor Stewards of Conservation Foundation: R3 Research Study 2025



R3 Opinions

Reference Point(s):

R3 Quick Summary (n=1,348)	
Aware of R3 (Heard of the term)	38%
Believe It Matches Personal Definition (top 2 box) (n=518)	81%
% Like it/Love it (top 2 box)	83%



DATA CONSIDERATIONS

Awareness of R3:

- Females report higher awareness of R3 - 50% compared to 35% of males.
- Those under 55 tend to have greater awareness of R3 (45-50%), while awareness decreases for those 55 and below (22-34%).
- Awareness rises with income, from 28% for those earning less than \$75K to 56% for those earning \$150K or more.
- The Northeast region exhibits the highest awareness of R3. NEAFWA follows suit with 52% compared to 38% overall.

Definitional Clarity - Among Those Who Say They Are Aware of R3:

- Nearly everyone aware of the R3 term believed our description aligned well with their own definition, with 81% feeling it matched nicely and only 4% feeling it did not. Additionally, individuals aged 35-54, females, those with higher incomes, and residents of the Northeast and West regions all feel the definition they read positively reflects their understanding of the R3 concept.
- Overall, reactions to the concept were mostly positive, with 83% of all respondents indicating they liked or loved it as written. Similar patterns appeared among those already familiar with it, with certain groups showing even more favorable responses—females, ages 35-54, higher income individuals, and residents of the Northeast—all tended to respond even more positively (86% to 90%).
- There is little difference based on hunting style or game hunted. Those who obtain non-resident tags are slightly more positive, at 90%.



R3 Opinions



Reference Point(s):

Positive Aspects of R3 Averaged 30% overall.

Negative Effects of R3 Averaged 21%.

89% of Hunters believe R3 efforts should continue.

DATA CONSIDERATIONS

Positives and Negatives about R3 Concepts to Increase Hunting Participation:

- Generally, perceptions of positives regarding the R3 program objectives showed little real difference across demographic and hunting behavior groups in the data.
- NEAFWA demonstrates greater concern about safety as a barrier compared to other regions (33% versus 24% overall).
- WAFWA has concerns about getting tags within the state (30%) and outside the state (20%).
- As with the positive elements, there is little differentiation across demographic breaks on the potential negative effects of R3 objectives.

Desire to Continue R3 Efforts to Increase Participation:

- 89% of hunters want R3 efforts to continue. That number remains consistent across demographic breaks with 85%-94% in favor of continuing R3 efforts.

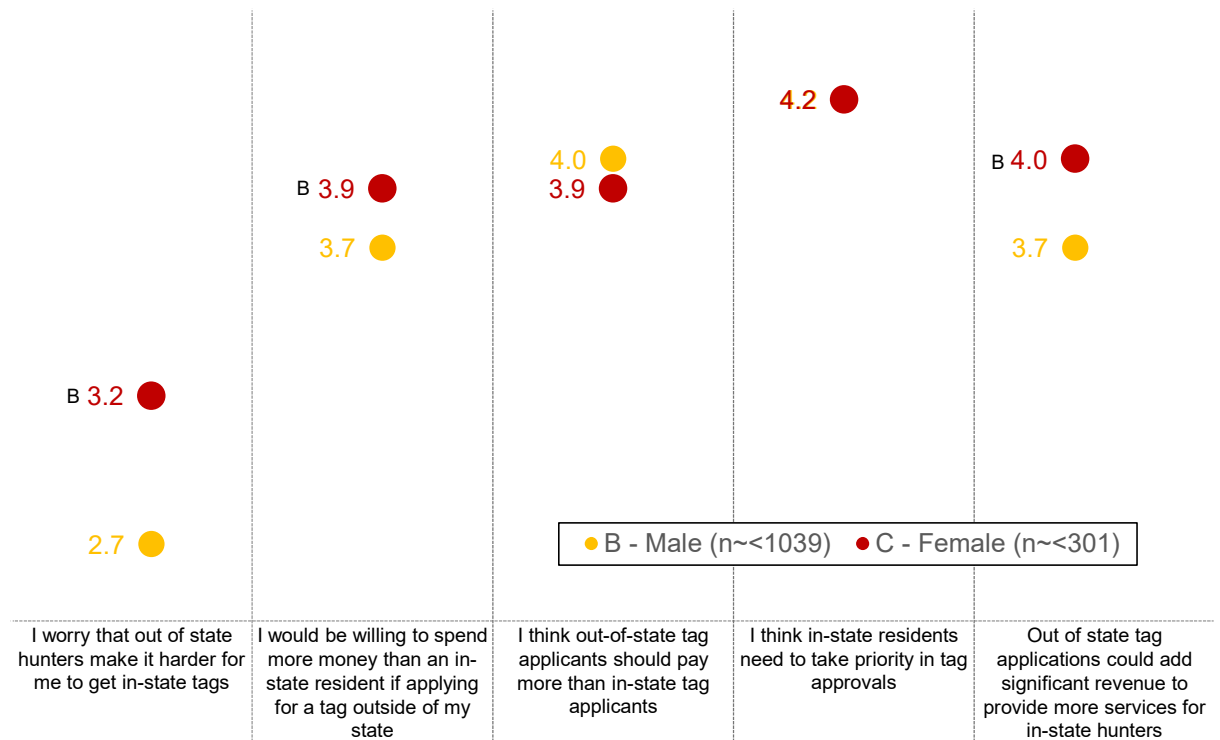


Women hunters are more concerned about non-resident competition for in-state tags and are somewhat more open to paying extra for out-of-state tags.



Gender

Agreement With Tag Policies By Demographics



Please state how much you agree or disagree with the following statements about in and out of state tag policies in your state.

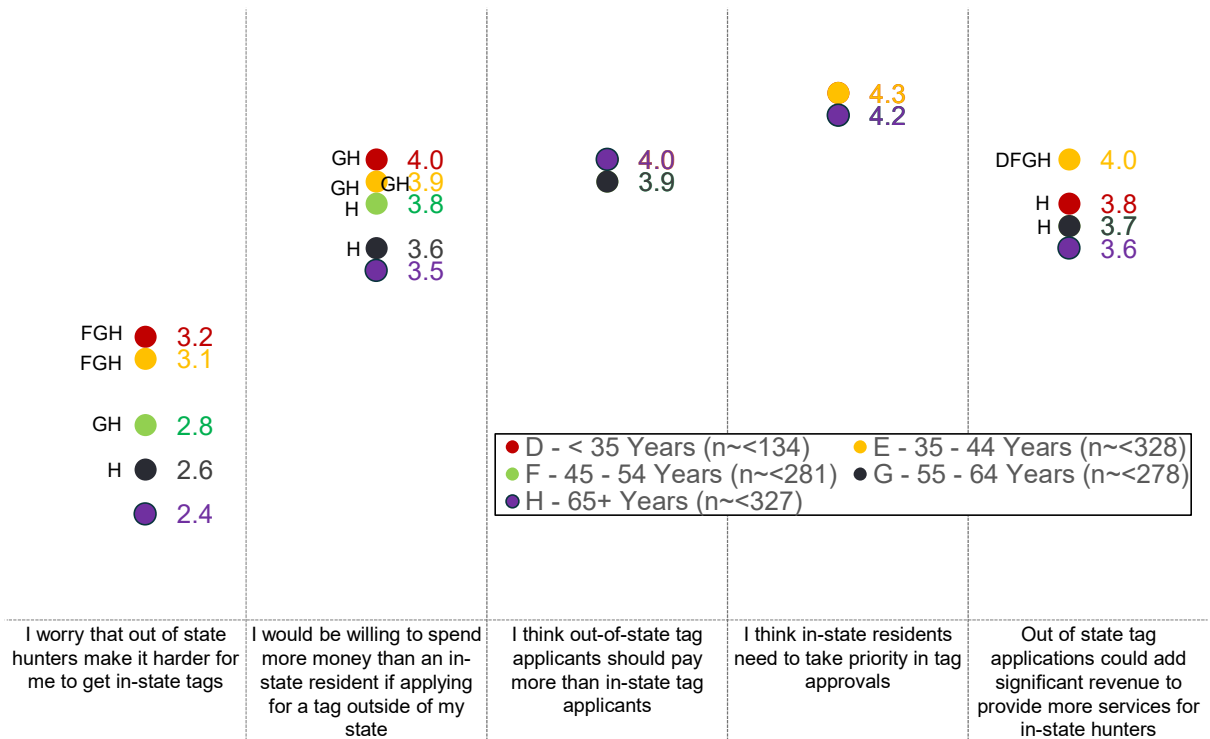


Older hunters are more skeptical of tag policies, rating 4 of 5 tag attributes lowest across age breaks.



Age

Agreement With Tag Policies By Demographics

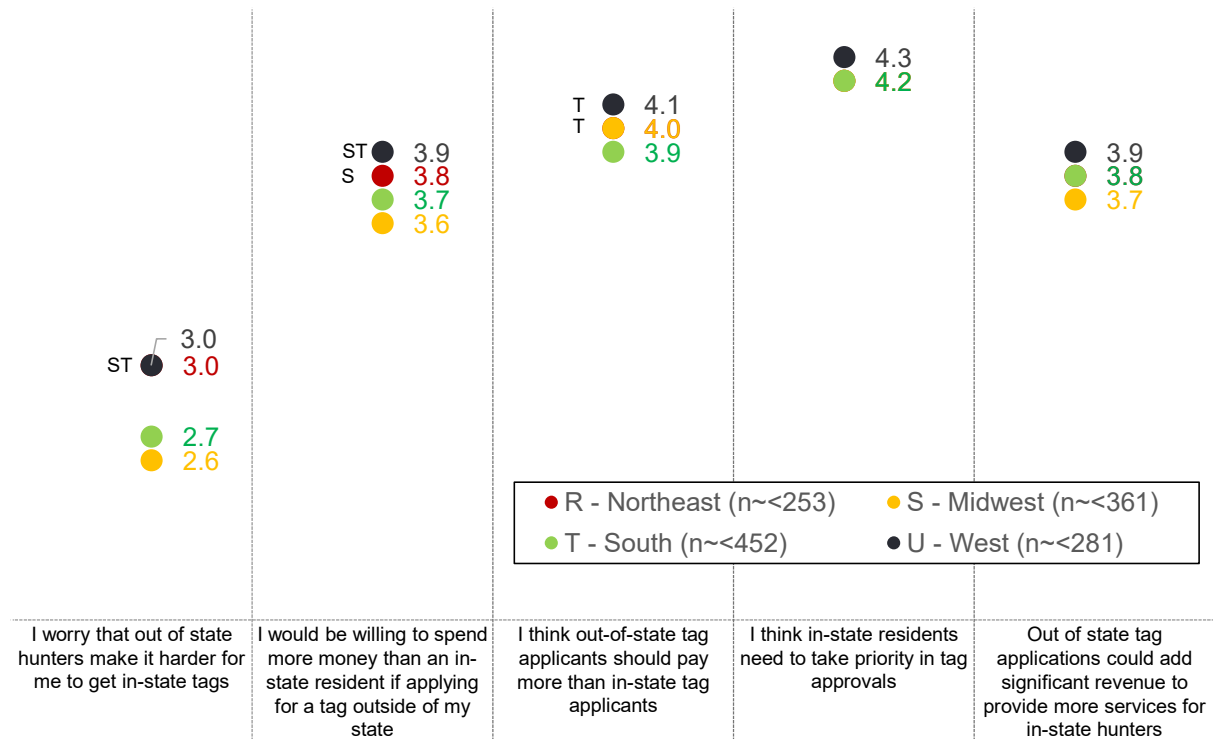


Tag policy perceptions are consistent by region, except the Northeast and West are more willing to pay extra for out-of-state tags.

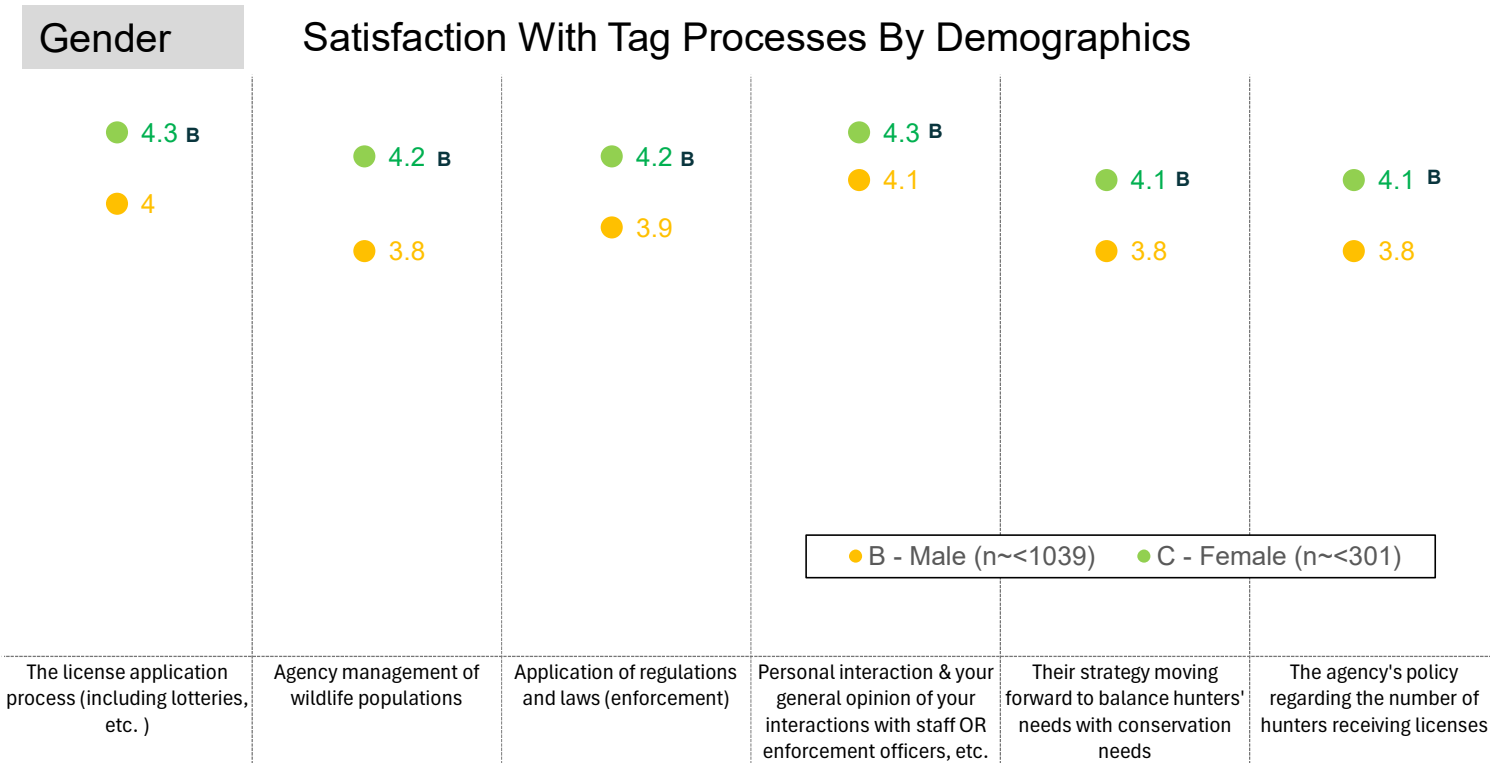


Region

Agreement With Tag Policies By Demographics



Women are more satisfied with local and regional wildlife agency interactions.

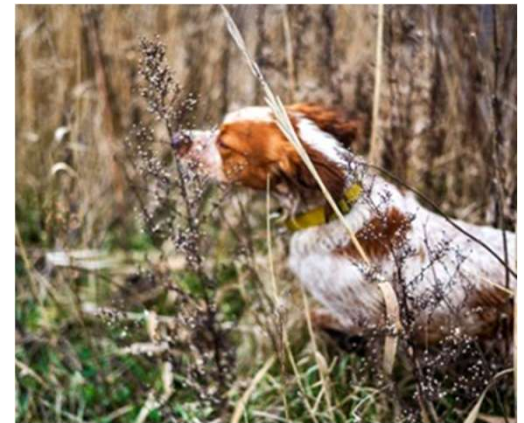
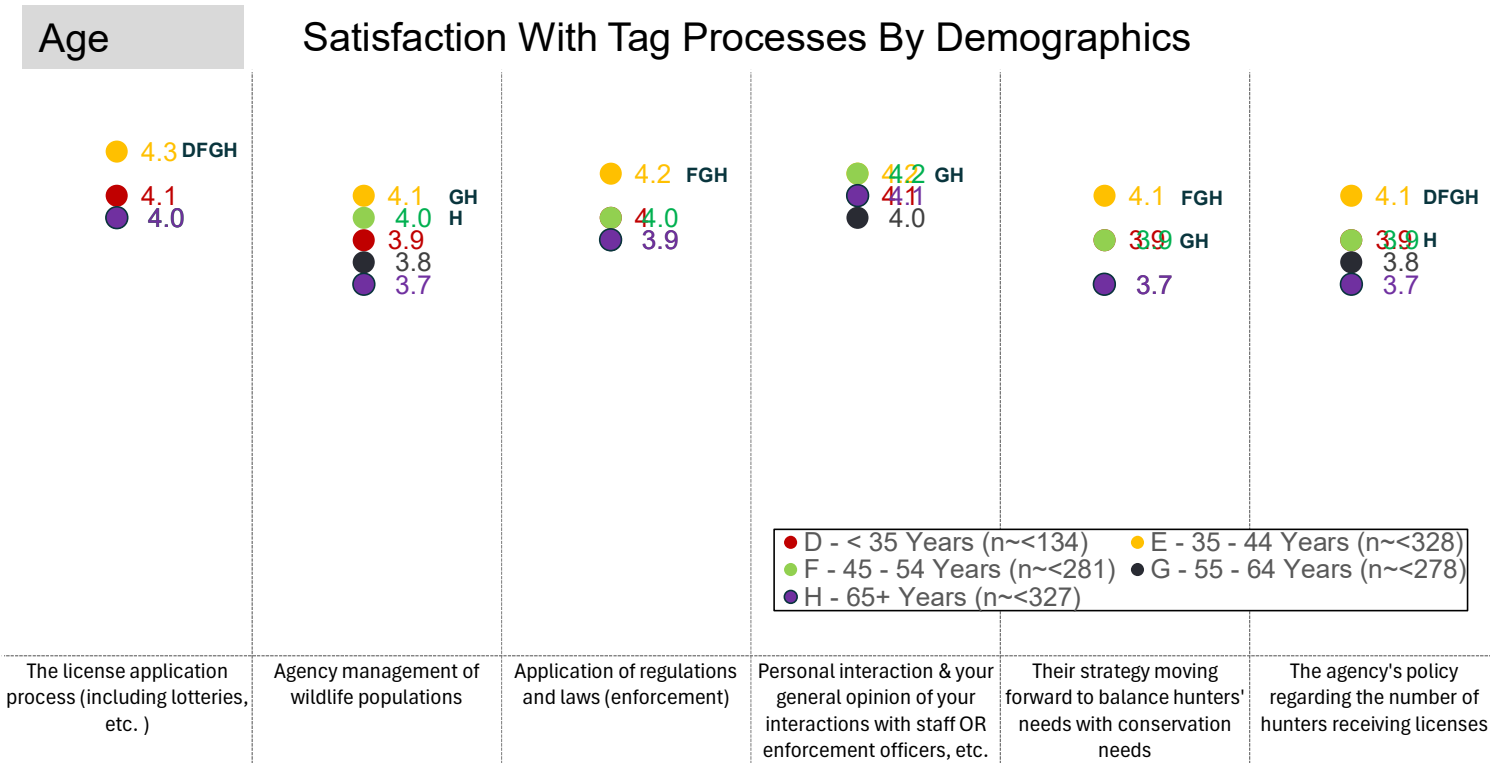


Although women tend to be more positive overall, both men and women share the same satisfaction patterns across attributes—both are most satisfied with the same areas and least satisfied with balancing hunter vs. conservation goals and the number of licenses granted.

To obtain your hunting license and tags, you need to interact with local and regional wildlife agencies. How would you rate your satisfaction with these agencies and their staff on the following elements?



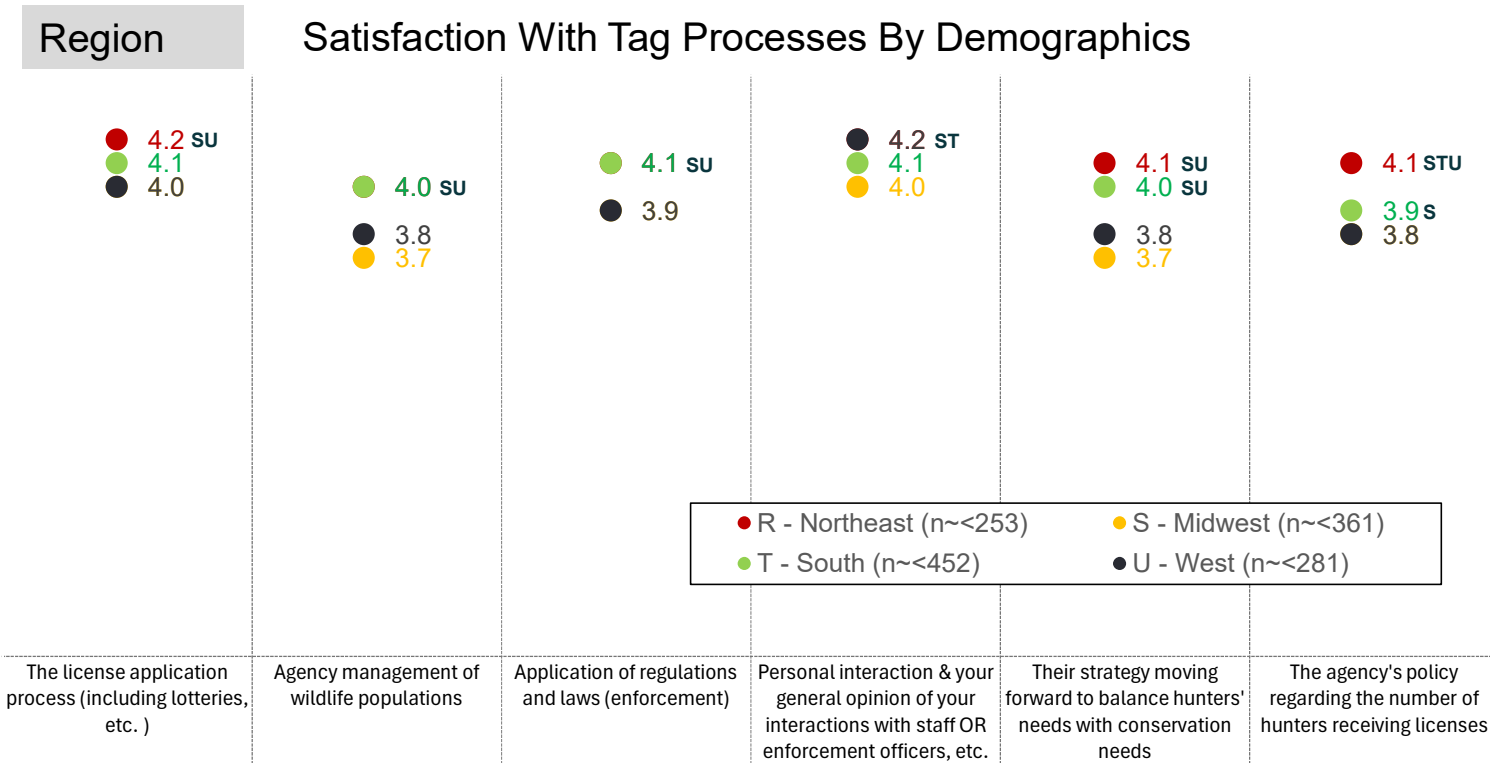
Older hunters rate agency interactions least positively; those aged 35–44 are most satisfied.



Hunters aged 45–54 are most positive about their personal interactions with agency staff.



Agency satisfaction trends slightly lower in the Midwest and West.

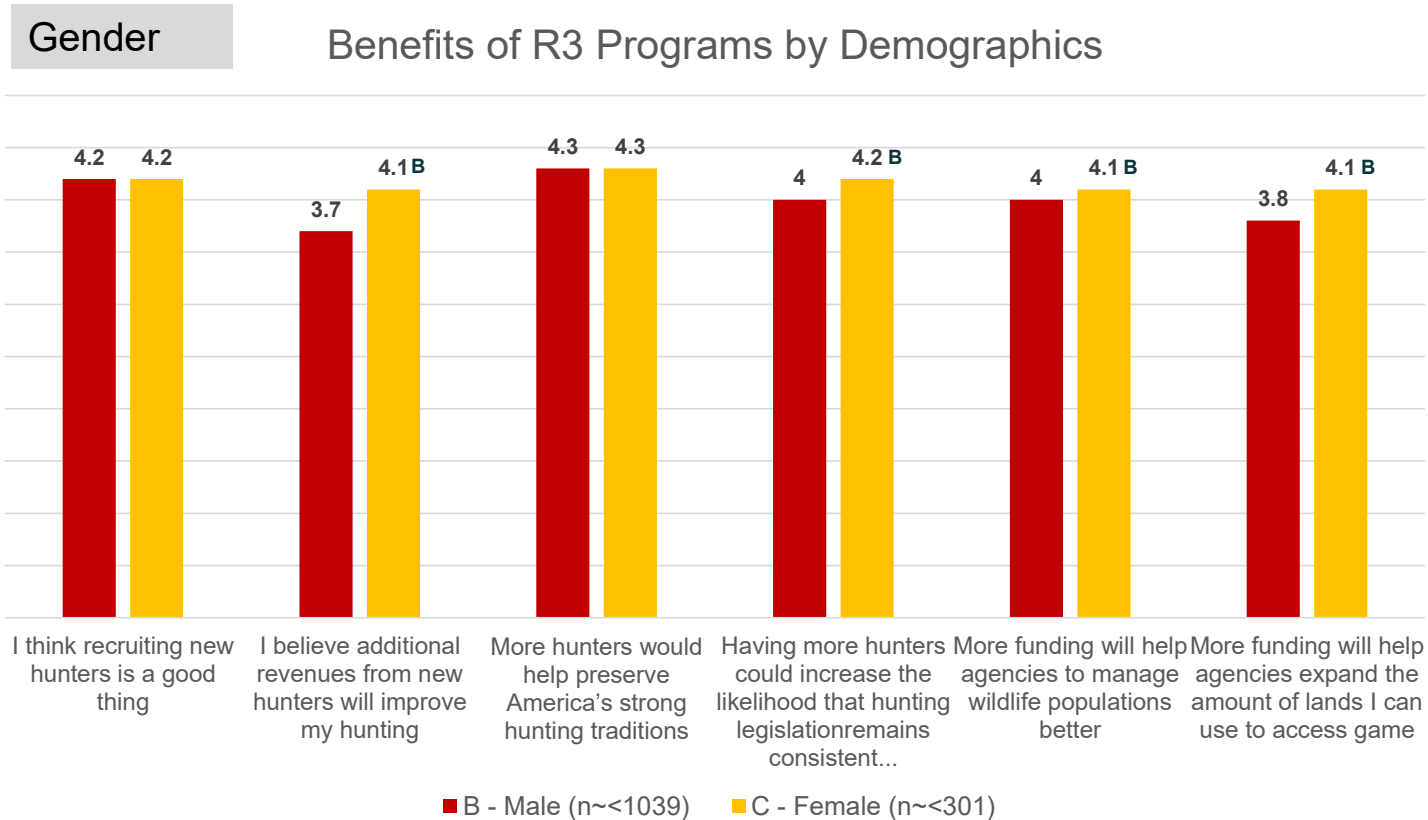


Hunters in the West rate most attributes lower, but give high marks for staff interactions.

To obtain your hunting license and tags, you need to interact with local and regional wildlife agencies. How would you rate your satisfaction with these agencies and their staff on the following elements?



Both men and women agree that recruiting hunters and preserving America's hunting traditions are R3 benefits.



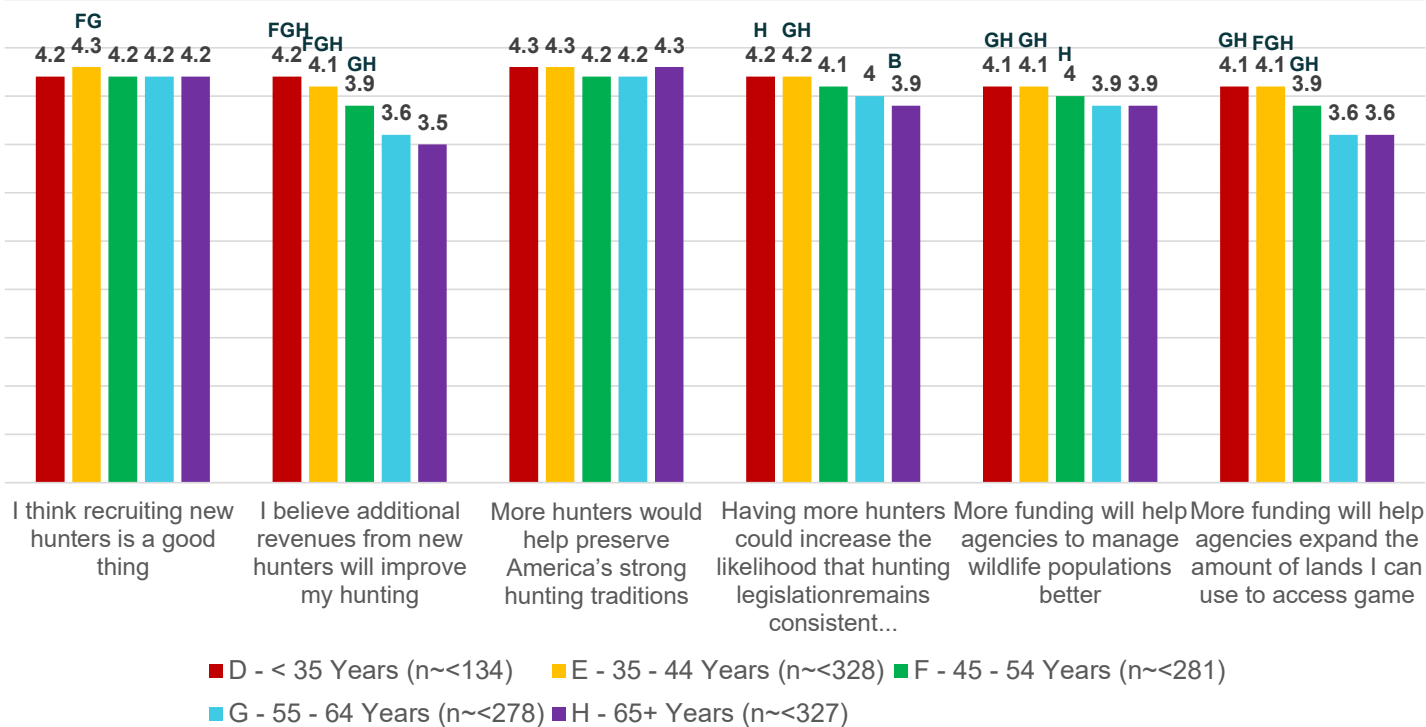
Women are somewhat more positive about R3 benefits.



Younger hunters are generally more positive about the benefits of R3 programs.

Age

Benefits of R3 Programs by Demographics

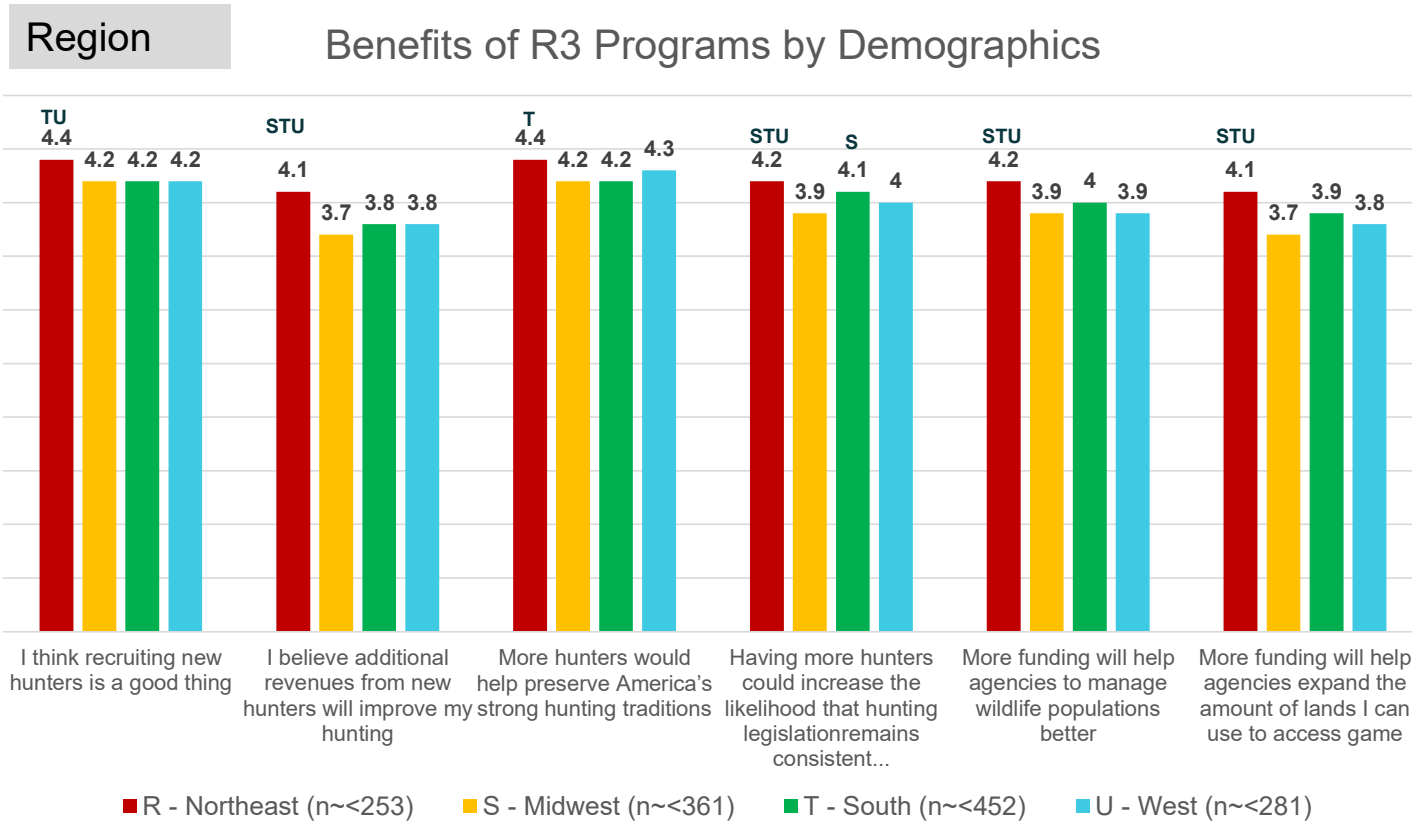


Largest differences: beliefs that R3 revenues will improve hunting and that increased funding will expand land access.

Please provide your feedback on the following ideas that could be seen as benefits of an R3 program that brings more hunters into the mix. Do you agree or disagree that...?



Northeast hunters are most positive about R3 benefits, with average scores from 4.1 to 4.4.



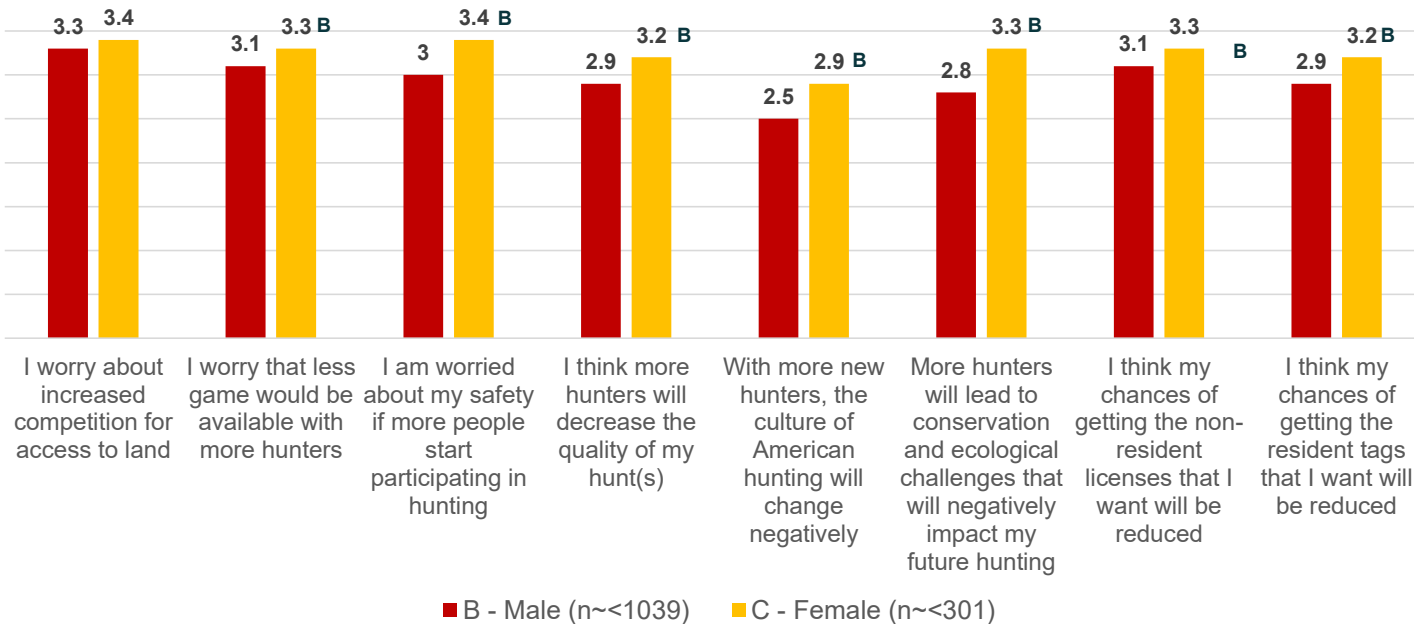
For hunters in the West, preserving America's hunting traditions is seen as the top R3 benefit.

Please provide your feedback on the following ideas that could be seen as benefits of an R3 program that brings more hunters into the mix. Do you agree or disagree that...?



Similar to R3 benefits, women's ratings are higher about concerns too.

Gender Negative Effects of R3 Programs by Demographics



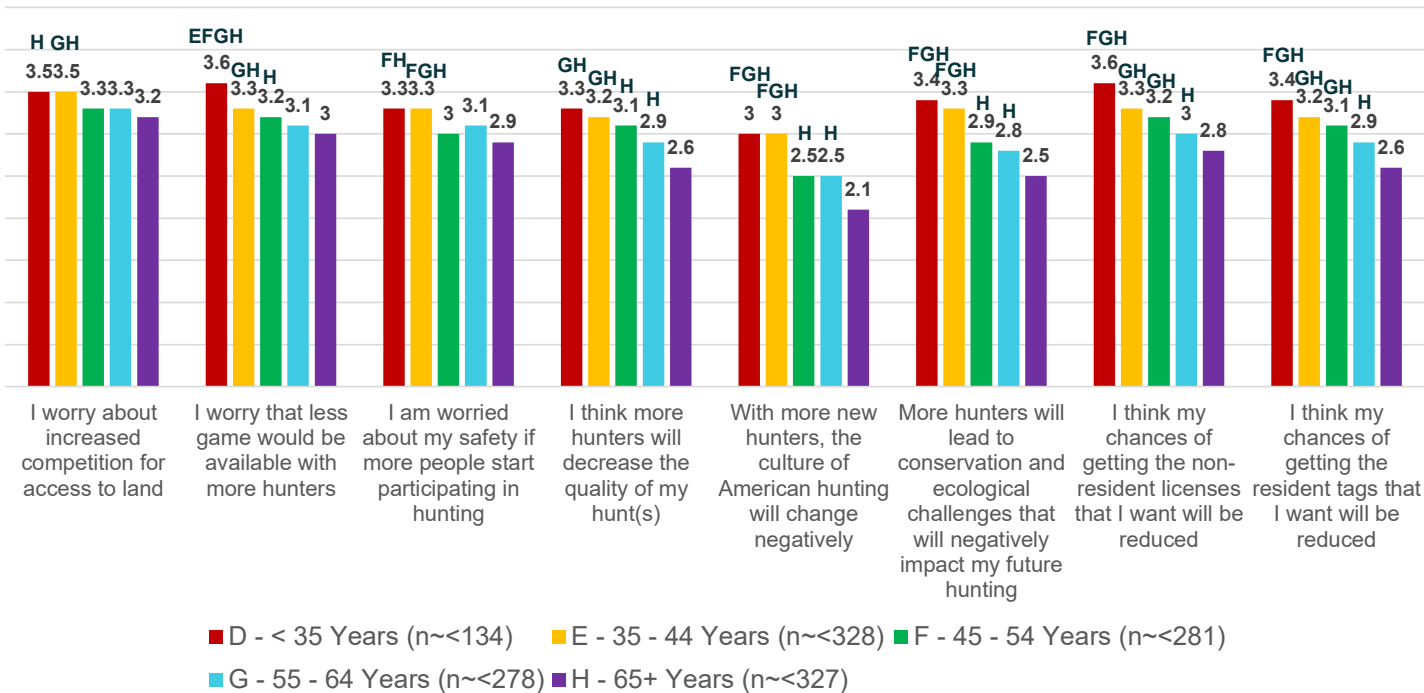
Males and females agree their top negative aspect deals with increased competition for land access.

Please provide your feedback on the following ideas that could be seen as negatives of an R3 program that brings more hunters into the mix. Do you agree or disagree that...?



Younger hunters are more likely to believe R3 could have negative effects.

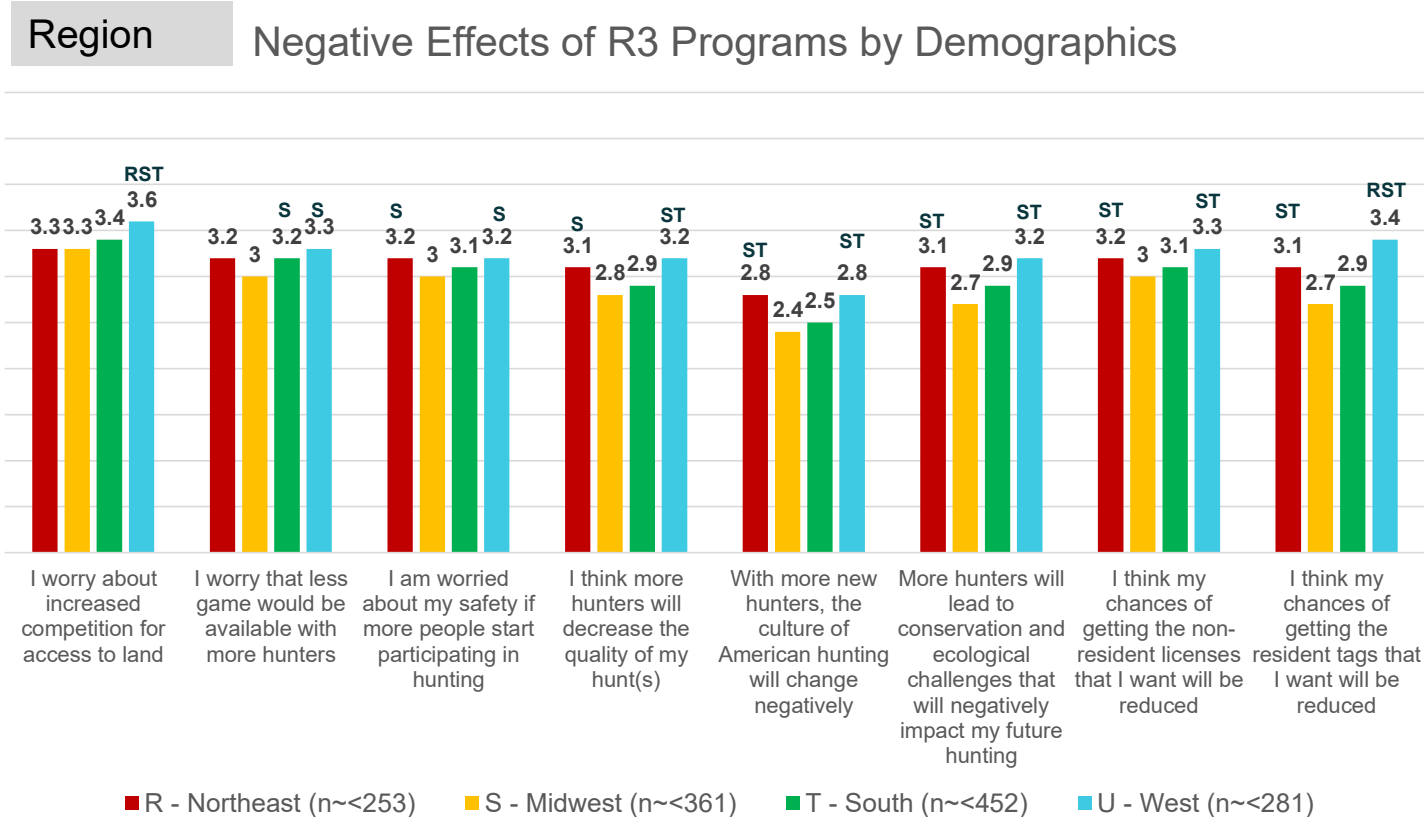
Age Negative Effects of R3 Programs by Demographics



Concern about R3 decreases steadily with age—higher among younger hunters, lower among older hunters.



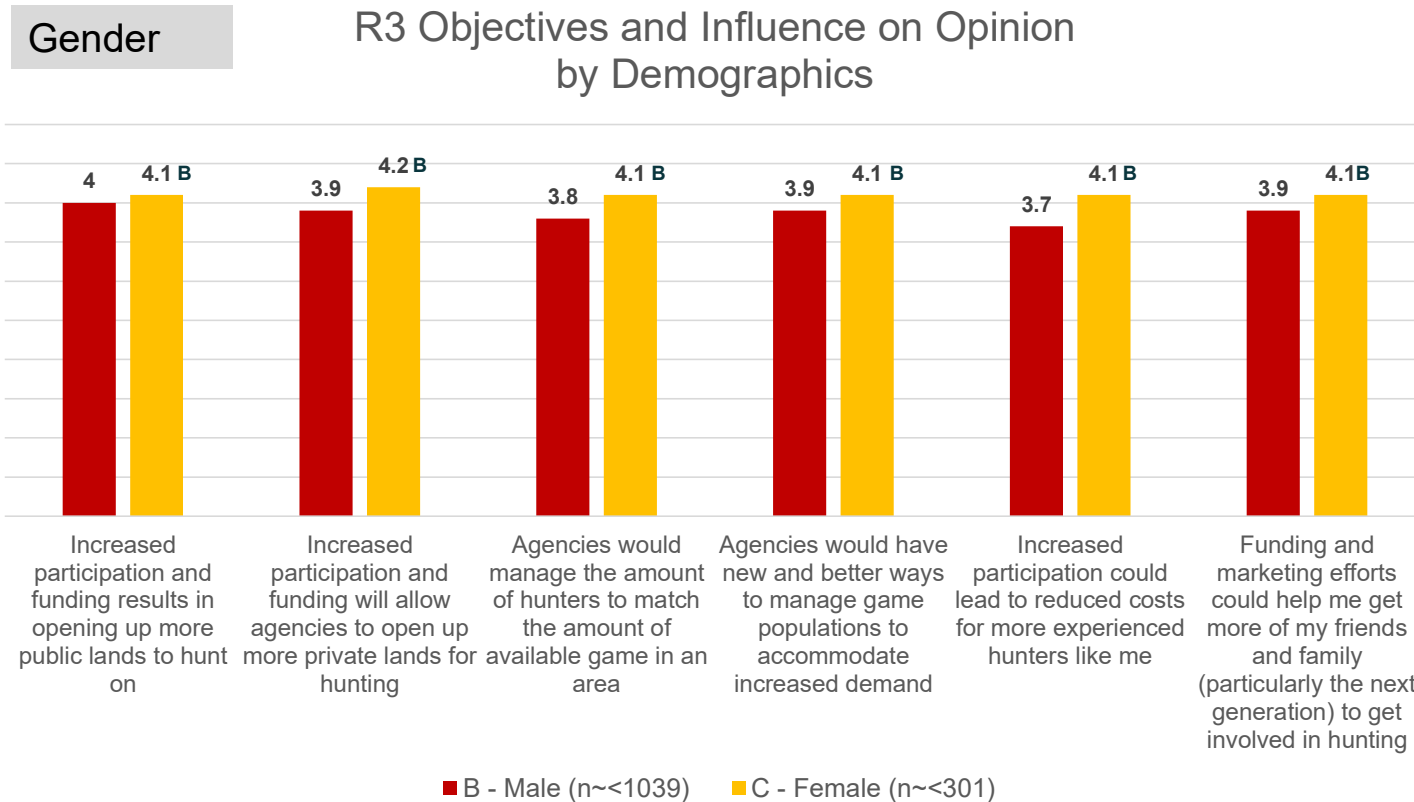
Concern about R3's negative effects is highest in the West, followed by the Northeast.



Hunters in the Midwest are least concerned about potential R3 issues.



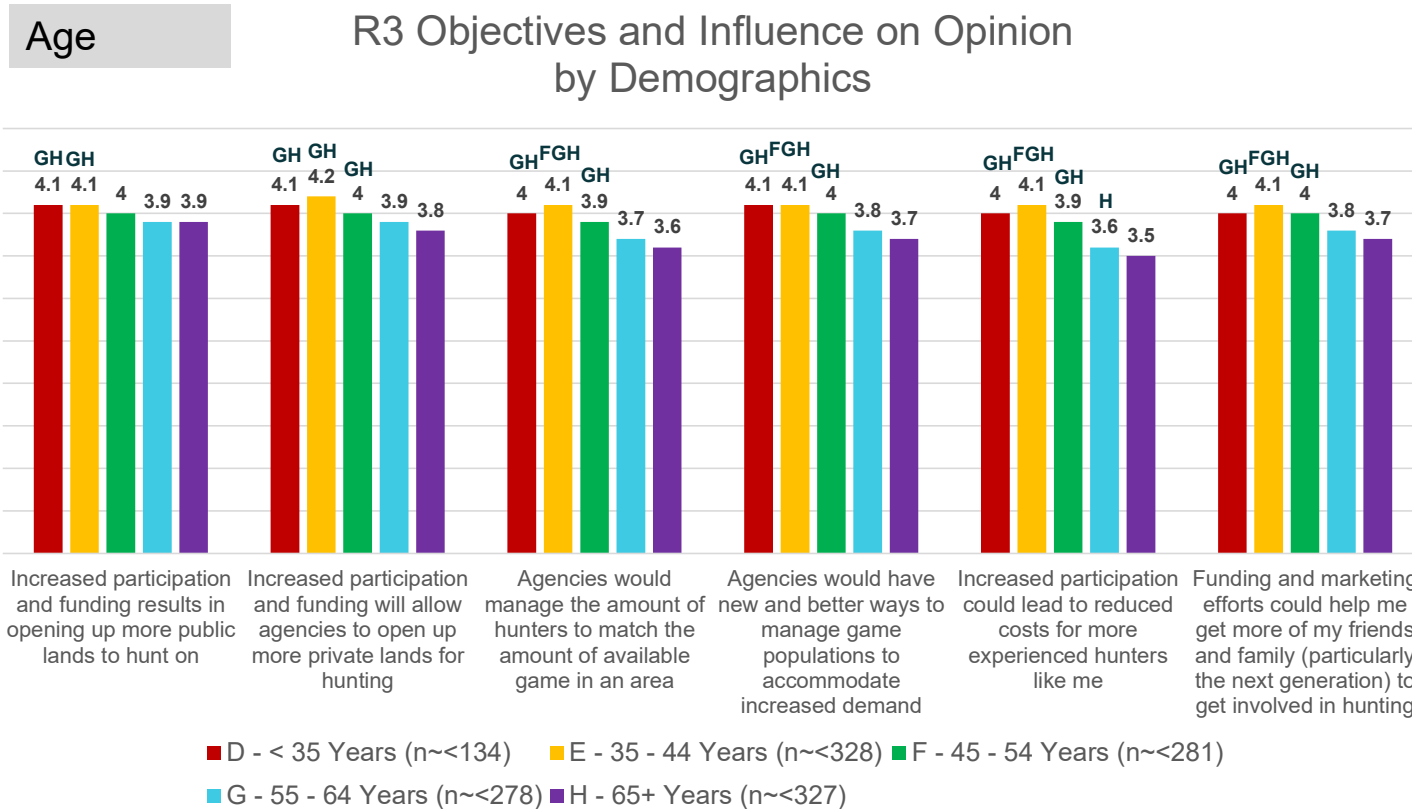
Women will be more positive than men if R3 programs deliver on promises, but both agree that increased land access would be the most impactful benefit.



Few differences between genders: men's attribute ratings range from 3.7–4.0, women's from 4.1–4.2.



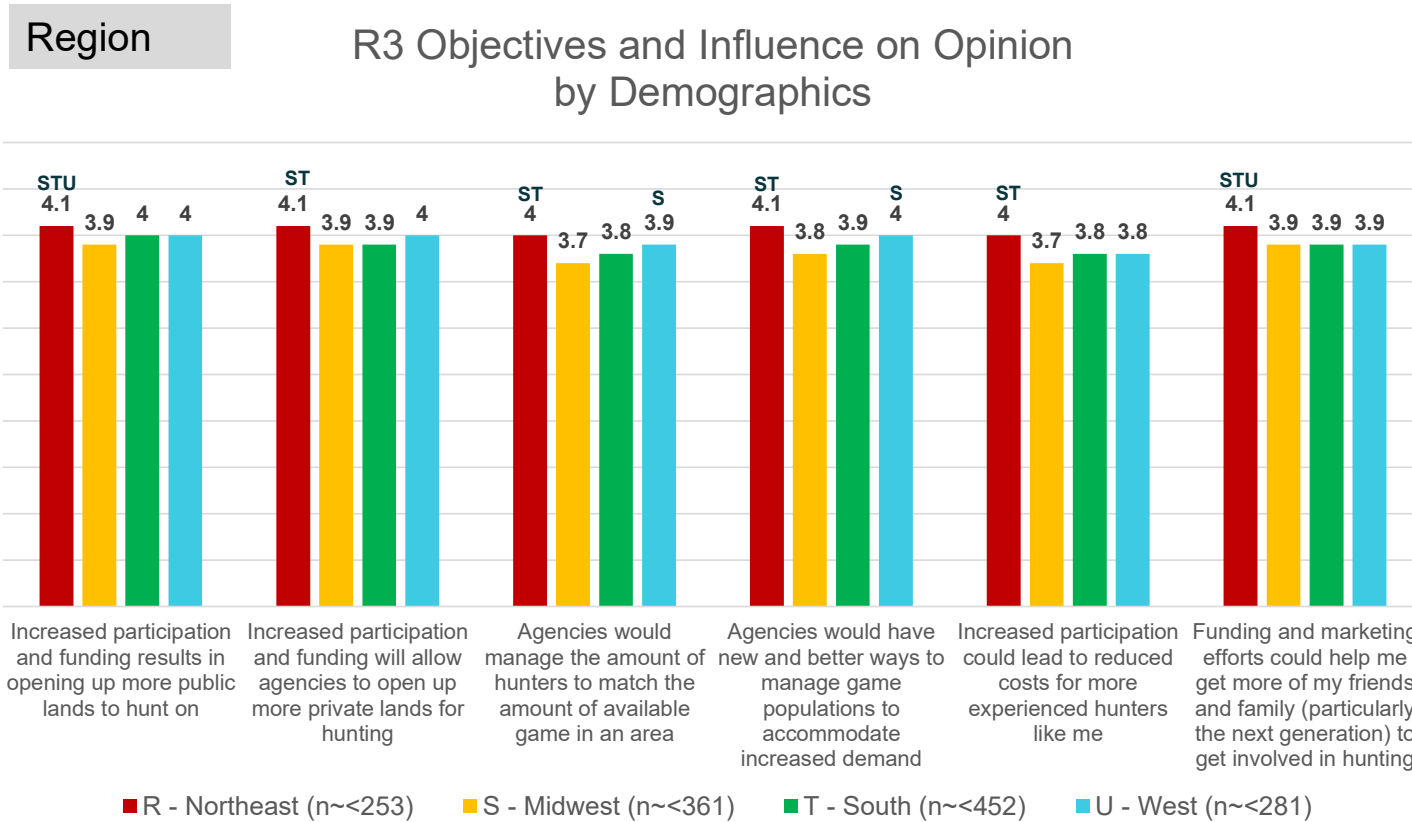
Positivity about R3 objectives declines with age—youngest hunters most positive, oldest most skeptical.



R3 ratings are very consistent across all age groups.



Northeast hunters are most positive about R3 goals; ratings in other regions are fairly consistent.



Attribute and regional averages are highly consistent, differing by only 0.2 mean points within regions.





**Section
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Findings**



Methodology and Analytic Notes



Outdoor Stewards of Conservation Foundation: R3 Research Study 2025



Outdoor Stewards of Conservation: Team Members On This Project

*Thank you for your
time today!*



Jim Curcuruto

*Executive Director
Outdoor Stewards of
Conservation*



Brian Sherwood

*Founder
Sherwood
Enterprises*



Methodology



Online survey using sample from [Dynata](#) as well as a few outside services providing access to their databases.



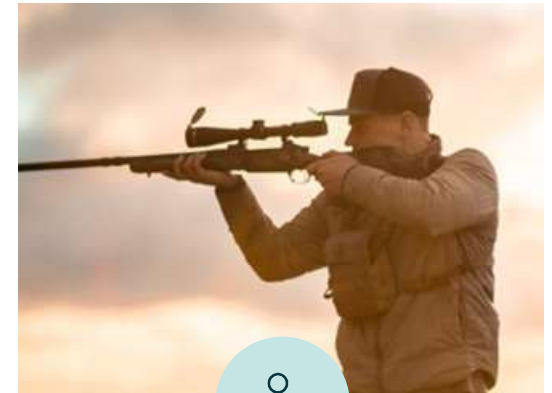
Respondents were screened to ensure they had hunted within the previous 12 months; only these *active hunters* were eligible. Of the 2,859 individuals who initiated the survey, 1,348 met this requirement and completed the full instrument.



Recruitment was actively monitored to ensure that completed interviews reflected a broad cross-section of regions and demographic segments. Because the true demographic distribution of active hunters is not firmly established in publicly available data, no quotas or weighting were applied. This decision preserves the natural composition of the sample and supports cleaner, assumption-free analysis.

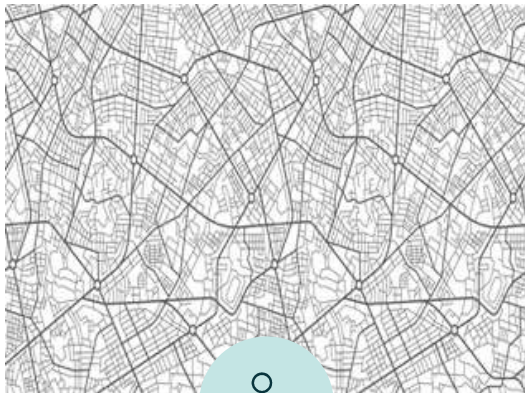


Outdoor Stewards of Conservation Foundation: R3 Research Study 2025



Methodology

Analytic Notes



Analytic Considerations



Screening of Active Hunters in our sample.

- Respondents needed to be 18 years or older and had to self report that they had hunted within the last 12 months in order to qualify for the survey.



Margin of Error:

- With a completed sample of **1,348 active hunters**, the survey results carry a **margin of error of approximately $\pm 3\%$ at the 95% confidence level**. This reflects the precision of estimates for the total sample under standard assumptions of maximum variance.



Stat testing:

- Where indicated, **statistical significance** in this report reflects differences tested at the 95% confidence level.



Rounding:

- Some scalar and other single-select questions may total slightly above or below 100% due to rounding.





Outdoor Stewards of Conservation Foundation, Inc.

Thank You!



Don't forget, this is just one of the many research projects available from OSCF. Check out a slew of other research **on our website** [HERE](#).



Our website is also chock full of great resources for the HATS public and the companies and agencies that serve them. [Click here](#) to see what else OSCF has available for you!

<https://OutdoorStewards.org/>

