

# Small Game Hunting - Encouraging Diversity

## Focus Group Report

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®

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## Executive Summary

DJ Case & Associates (DJ Case) was tasked with understanding the hunting motivations and barriers of Black, Latinx<sup>1</sup>, and female focus group participants. The project sought to inform the development of communication strategies and marketing imagery that attract and retain Black, Latinx, and female individuals within the hunting community, a currently predominantly White and male space. DJ Case recruited 63 participants for 10 focus groups, divided by race and sex (e.g., Black male, Latina). Findings indicate that while hunting motivations amongst these underrepresented groups mirror the typical White hunters, each group faces unique barriers, largely based upon the legacy and current impacts of racism and sexism. These unique barriers are listed below in no particular order:

### Women

1. Fear of gender-based violence or harassment
2. Gender discrimination by male hunters

### Black and Latinx people

1. Finding hunting information in welcoming and accessible locations
2. White society suspicion of hunters of color (particularly for Black hunters)
3. Fear of law enforcement interactions
4. Anti-gun/hunting community sentiment
5. Hunting land access for urbanites
6. Lack of representation in hunting media and activities

When asked about best methods of communication and hosting hunting educational events, participants often suggested communicating through and partnering with gender- and race-centric outdoor recreation organizations and social media groups that matched their identities. Participants stressed the importance of the hosting organization's reputation for promoting activities for their race and/or gender as being paramount for whether they would feel welcome at hunting education events. Generally, participants designated state wildlife agencies as appropriate vehicles of hunting information but felt they would best recruit their identity groups via partnering with outdoor advocacy organizations such as Latino Outdoors or Outdoor Afro.

When asked to examine various hunting ads, a number of themes emerged. Participants preferred the following photo characteristics (listed in no particular order):

1. Seeing people of their own race and gender, with people of color or females garnering greater preference than stereotypical White men.
2. Adults depicted with youth (usually assumed to be family)
3. Depictions of teaching/mentoring actions
4. Depictions of camaraderie/friendship
5. Depictions of "fun" (e.g., smiling, being with others, etc.)
6. Depictions of safety gear (e.g., blaze orange, ear and eye protection)
7. Depictions of multiple people participating together (poignant for safety amongst Black male and mixed female groups)

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<sup>1</sup> We refer to both male and female Latinos together as "Latinx" or "Latinx community", to reflect how this community refers to themselves, avoid confusion when jointly referring to male and female participants, and to be more gender inclusive. Latinx males are referred to as Latino and Latinx females are referred to as Latina.

## Introduction

The *Relevancy Roadmap* identified diversity and inclusion as critical factors to secure the future of conservation. However, agencies continue to be woefully short on diverse images and bilingual resources to use in outreach to broader constituent bases. To alleviate these diversity challenges, DJ Case & Associates conducted focus groups with Black, Latinx, and female individuals to understand their hunting motivations and barriers. These focus groups serve as part of a broader effort to develop a communication toolkit and marketing imagery that will attract underrepresented groups to the hunting community, which is currently a White and male dominated space.

## Methods

### Focus Group Recruiting

DJ Case conducted 10 focus groups, each containing 4-9 participants, for a total of 63 participants. The group breakdown is as follows:

- Latina – April 27
- Latino 1 – May 4
- Latino 2 – May 5
- Latino 3 – May 6
- Black Male 1 – May 11
- Black Male 2 – May 12
- Black Male 3 – May 13
- Black Female – May 18
- Mixed Female 1 (all races) – June 2
- Mixed Female 2 (all races) – June 3

DJ Case recruited participants predominantly via a DJ Case online outdoor recreation survey that has been continuously collecting responses since December 2020. People were asked for their demographic information, level of interest in a variety of outdoor activities, and contact information, provided they were interested in participating in future surveys or online discussions (Appendix C). To increase respondent diversity, DJ Case posted the survey link along with a brief explanatory message (see Appendix D) to outdoor recreation groups on Facebook and Black, Latinx, and female outdoor recreation organization listservs. To fill in any remaining focus group spaces, DJ Case partnered with a chapter leader within the Latino Outdoors ([latinooutdoors.org](http://latinooutdoors.org)) organization as well as the host of the N.onT.ytical Outdoorsman program ([nontypicaloutdoorsman.com](http://nontypicaloutdoorsman.com)) to recruit within their networks.

Participants in the Latina, Latino 1, Latino 2, and Latino 3 groups were offered a \$100 Mastercard gift card for their time. Participants in the Black Male 1, Black Male 2, Black Male 3, Black Female, Mixed Female 1, and Mixed Female 2 groups were offered a \$150 Mastercard gift card to further increase participation.

DJ Case chose participants based on their race, gender, interest in hunting, and availability during the discussion times. To increase anonymity, participants' ages are reported as ranges, which vary from 18-29 to 60-69. Participants' degrees of hunting interest varied within each group.

As a precursor to focus group attendance, each participant took part in a 5-minute Zoom technology check session, during which a DJ Case employee ensured that the participant's video, audio, chat box functionality, and internet connection were functioning adequately for the discussion.

## Participant Demographics

Below, we present each focus group participants' demographic information, state of origin, urbanicity, and hunting interest. Due to some participants being recruited via word of mouth, exact information has yet to be collected for all participants. While we are confident that each participant fit the desired participant profile, we are in the process of collecting survey responses to complete the demographic information in these tables for complete transparency and data trustworthiness.

### April 27 – Latina

Race	Gender	Age	Region	Urbanicity	Hunting Interest
Latinx	F	18-29	Colorado	Urban	I love it.
Latinx	F	30-39	Texas	Suburban	I enjoy it.
Latinx	F	40-49	Texas	Suburban	I love it.
Latinx	F	30-39	Texas	Urban	I would like to try it.
Latinx	F	18-29	Texas	Rural	I enjoy it.
Latinx	F	18-29	Massachusetts	Suburban	I am not interested in this activity.

### May 4 – Latino 1

Race	Gender	Age	Region	Urbanicity	Hunting Interest
Latinx	M	30-39	Texas	Urban	I would like to try it.
Latinx	M	50-59	Texas	Urban	
Latinx	M	18-29	Massachusetts	Suburban	It's OK
Latinx	M	30-39	North Carolina	Suburban	I enjoy it.
Latinx	M	30-39	Illinois	Urban	I enjoy it.
Latinx	M		Illinois		

### May 5 – Latino 2

Race	Gender	Age	Region	Urbanicity	Hunting Interest
Latinx	M	40-49	Victoria	Suburban	I am not interested in this activity.
Latinx	M	40-49	New Mexico	Urban	It's OK.
Latinx	M	18-29	Utah	Suburban	I love it.
Latinx	M		Missouri		

May 6 – Latino 3

Race	Gender	Age	Region	Urbanicity	Hunting Interest
Latinx	M	18-29	Colorado	Suburban	I would like to try it.
Latinx	M	30-39	North Carolina	Urban	I would like to try it.
Latinx	M	30-39	California	Urban	It's OK.
Latinx	M	40-49	Texas	Urban	I would like to try it.

May 11 – Black Male 1

Race	Gender	Age	Region	Urbanicity	Hunting Interest
Black	M	50-59	Michigan	Urban	I love it.
Black	M	40-49	Illinois	Urban	I would like to try it.
Black	M	40-49	Illinois	Suburban	I enjoy it.
Black	M				
Black	M				

May 12 – Black Male 2

Race	Gender	Age	Region	Urbanicity	Hunting Interest
Black	M	40-49	South Dakota	Rural	I enjoy it.
Black	M	50-59	Missouri	Urban	I would like to try it.
Black	M	50-59	Alabama	Rural	I am not interested in this activity.
Black	M	40-49	Oregon	Urban	I love it.
Black	M	40-49	Illinois	Urban	It's OK.
Black	M	30-39	Nebraska	Urban	I love it.
Black	M	30-39	Colorado	Suburban	I love it.
Black	M				

May 13 – Black Male 3

Race	Gender	Age	Region	Urbanicity	Hunting Interest
Black	M	30-39	Georgia	Suburban	I enjoy it.
Black	M	18-29	Massachusetts	Rural	I would like to try it.
Black	M	30-39	New York	Suburban	I love it.
Black	M	18-29	Minnesota	Urban	I love it.
Black	M		Michigan		
Black	M				

May 18 – Black Female

Race	Gender	Age	Region	Urbanicity	Hunting Interest
Black	F	18-29	California	Suburban	I would like to try it.
Black	F	30-39	New Jersey	Urban	I am not interested in this activity.
Black	F	18-29	Michigan	Urban	I would like to try it.
Black	F	30-39	Wisconsin	Suburban	I would like to try it.
Black	F	50-59	Michigan	Suburban	I am not interested in this activity.
Black	F	60-69	Michigan	Urban	I would like to try it.
Black	F	60-69	Michigan	Urban	I enjoy it.
Black	F				
Black	F				

June 2 – Mixed Female 1

Race	Gender	Age	Region	Urbanicity	Hunting Interest
White	F	30-39	Illinois	Rural	I love it.
White	F	40-49	Illinois	Suburban	I am not interested in this activity.
White	F	30-39	Minnesota	Rural	I love it.
White/Latina	F	18-29	Texas	Rural	I love it.
White	F	50-59	New Mexico	Suburban	I love it.
White	F	30-39	Maryland	Rural	I am not interested in this activity.
Black	F		Michigan		
Black	F		Illinois		
Black	F		Oregon		

June 3 – Mixed Female 2

Race	Gender	Age	Region	Urbanicity	Hunting Interest
White	F	18-29	Missouri	Suburban	It's OK.
Latina	F	18-29	Texas	Urban	I am not interested in this activity.
White	F	40-49	Massachusetts	Urban	I am not interested in this activity.
White	F	30-39	Minnesota	Rural	I am not interested in this activity.
White	F	40-49	Minnesota	Rural	I love it.
Latina	F	40-49	Washington	Suburban	I would like to try it.

## Focus Group Moderation

The focus groups were facilitated by professional moderators who matched the participants' race and gender to make the conversation as comfortable as possible for discussing sensitive issues, such as racism or sexism.

The moderator asked each group a series of questions about outdoor recreation, including what their favorite outdoor activity was, why they enjoy it, and how they started. Questions then transitioned to thoughts about hunting as outdoor recreation, hunting interest, past hunting experiences, and preferred styles of hunting education.

The discussion concluded with a series of eight photograph pairs. The moderator asked participants which photo in each pair would best attract their attention to an advertisement and why. In addition to eliciting photo preferences, the photo discussions served as another way to discover hunting motivations and barriers. The focus group guide and the images shown to each group can be found in Appendices B-C. Following is a summary of the findings from the 10 focus groups.

## Motivations & Barriers

Given that some participants did not hunt or know much about the activity, we extrapolated participants' motivations about their favorite outdoor recreation activity to hunting wherever appropriate, in addition to recording when participants specifically addressed hunting motivations.

### Motivations

Participants' main motivations to hunt are similar across race and gender (listed in no particular order):

- To be in the outdoors (relax in nature, be close to wildlife, etc.)
- For the food (health, food security, ethical sourcing, etc.)
- For the challenge/to learn new skills
- To spend time with friends and family

### Shared Barriers

Those who did not grow up in hunting families face many of the same barriers we already understand (presented in no particular order):

- Comfort/skill with firearms or bows
- Understanding regulations, licensing, and seasons
- Knowing how to place an ethical shot
- Knowing how to process and store their harvest
- Knowing where to hunt (and easy access to those locations)
- Understanding their prey and hunting techniques
- Finding mentors/teachers
- Finding someone to hunt with
- Knowing what gear to purchase and being able to afford it

## Additional Barriers for Women

### Gender-based violence or harassment

Female participants of all races stressed the importance of personal safety stemming from fears of gender-based violence or harassment. Participants wanted to be aware of their surroundings and took precautions when being alone. As stated by one participant when discussing going on walks,

*“I personally don’t feel safe when I go by myself. I like to go with at least one other person. When I have gone by myself, I always feel like I have to look over my shoulder or have my boyfriend’s number ready to go in case.” [Latina]*

Women’s safety concerns are magnified when thinking about being in a remote location where they might come in contact with armed men. Thus, women desire to hunt with people they know and trust and are cautious about mentorship situations that combine hunting in the woods with relative strangers, especially men.

Secondly, female participants noted experiencing sexism, such as from family members who refused to teach them or insults from male hunters, making them feel that they don’t belong in the hunting community. One participant highlighted the sexism she experienced hunting in Wisconsin,

*“Hunting and fishing in the great outdoors is the good ol’ boys club. And the good ol’ boys club is full of a bunch of 50, 60, 70, 80-year-old White guys that really have no desire to see women in the outdoors. And I can’t even tell you how many times I have been screamed at, almost spit on, and told that I do not belong.” [White female]*

Below we present how these additional concerns (in red) fit into the associated shared general hunting barriers.

- Comfort/skills with firearms (or archery)
- Understanding regulations, licensing, and seasons
- Knowing how to place an ethical shot
- Knowing how to process and store their harvest
- Knowing where to hunt (and easy access to those locations)
  - Finding a place that a woman can feel safe (e.g., has cell service, close enough to a friend to hunt with, etc.)
- Understanding their prey and hunting techniques
- Finding someone to show them the ropes
  - Prefer someone they know very well (friend or family)
  - Prefer female
  - May be turned down by men
- Finding someone to hunt with
  - Prefer someone they know very well (friend or family)
  - Prefer female
  - May be turned down by men
- Knowing what gear to purchase and being able to afford it/try it out

## Additional Barriers for Black and Latinx People

We would be remiss without prefacing this section with the following statement – people of color are not a monolith. People of color as a group encompasses numerous races and ethnicities, each with their own cultural differences. However, for the purposes of our report and the ease of reading for our audience, we have lumped together the common concerns amongst the Black and Latinx groups (male and female) since they significantly overlapped.

Black and Latinx participants were clear: racism and the specter of racially motivated violence shaped their hunting perceptions and participation. Black participants spoke strongest about racism's impact. Latinx participants appeared less affected overall by racism, though individual participants' experiences varied.

Additional barriers Black and Latinx people face when hunting include:

### Finding Fellow Black and Latinx Hunters

Black participants particularly stressed the importance of hunting with other Black people to safeguard against racial violence. At the same time, Black participants have difficulty finding other Black hunters due to their small numbers, creating a vicious cycle in which hunting becomes rarer amongst the Black populace.

Black and Latinx participants preferred to go hunting with people of their own race, followed by other people of color, finally being least comfortable with a White person. Though some will consider hunting with White people they've come to trust over time.

*"If I were looking for a group, I would definitely be hoping to find one that was majority Black . . . especially when hunting. In general, I don't feel comfortable in the woods with weapons with White folks." [Black female]*

*"I can be a little on edge [with White people outdoors], especially [when comparing] being in groups of White hikers and groups of Black hikers, my body feels tense and that's not why I go outdoors. I go to relax and have peace of mind. I don't have any peace of mind when there's not a lot of Black folks. . . I would not want to hunt with White folks. I'd just feel like I'm a sitting duck, like are they going to hunt me?" [Black female]*

### Using Public Hunting Land

Many Black participants and some Latinx participants saw public hunting land as too risky for encountering racial violence or harassment, often limiting their hunting locations to private land owned by themselves, their family, or a trusted friend.

*"I think people have a lot of similar stories where there's a lot of hunting going [on] for generations, but we grew up in urban and suburban areas and you have to tell someone in a situation like North Carolina, 'Let's wake up at three o'clock in the morning. Let's drive an hour to pass 1000 confederate flags, go out here on public land, knowing that*

*we're going to be the only two people here with these guns in the car, just in case some policemen stop us and search. I can't really sell people on that idea, that all of that is to be done for an ungulate."* [Black male]

*"People are just raised the way they are. Some of these people have generations on some of this land and they don't typically see other types of people on that land, even at the county parks. Some of those county parks are Caucasian-run and you get some guys like me, a young, Hispanic male. [If I] come in there and say "Hey I got very limited equipment. I'd like to find some land to hunt on," they're going to look at me and probably laugh and tell me to go hunting some crazy ass place and it'll be a laugh for those guys."* [Latino]

### Finding Hunting Information in Welcoming and Accessible Locations

Participants struggled to find hunting communities and forums where they could gather information and not feel discriminated or unwelcome.

Participants struggled to access state-offered hunting education events due to the locations predominantly existing in suburbs or rural areas a far drive away from the urban areas where many participants lived.

Participants spoke of the difficulty in finding mentors of color who understand necessary racism precautions, such as leaving a hunting area well before sunset or knowing how to interact with apprehensive or fearful White hunters and/or nearby landowners.

*"I joined a forum on our North Carolina Wildlife [agency] and I found that all the conversations that may have started in hunting, they went and digressed into a whole bunch of other stuff – and this was at the moment of the George Floyd stuff and everything else so the last thing I wanted to hear was some of those dudes' comments on something like that –But that's what happened. It turned into all this other stuff and I was like, "I thought we were talking about deer." And it went to a whole bunch of unpleasant conversation. And unfortunately, these dudes are allegedly the face of hunting and I think that needs to change."* [Black male]

*"In central Illinois, let's put it this way. If a guy like me tries to go out there and I had no experience or I didn't have my dad or anything and [I] tried to get some help . . . you take a young Hispanic out there, it's not going to happen. You got to know somebody and they're usually not going to [mentor me]. They got their own family, and most of them are Caucasian, let's be real about it. You're not going to see any Blacks and Mexicans out there hunting at all in central Illinois period. And that is due to basically accessibility and you don't have mentorship."* [Latino]

### White Society Suspicion of Hunters of Color

Participants spoke of White fear and suspicion of people of color (especially Black individuals) with guns, and how White people were quick to call the police instead of engaging in dialogue – for example, if one accidentally trespassed onto private land. These situations often escalate into situations most White people don't need to worry about. As a result, participants stressed needing to know the regulations

and laws extremely well in addition to planning hunts to avoid potential interactions with White bystanders that could lead to fearful and racially escalated law enforcement interactions.

*“Breaking the law as a Black man can look like anything [to White people]. If you have a gun in your hand and you’re standing in the woods next to Joe blow landowner, wherever, they’re gonna be intimidated and they’re going to be 100% more likely to just call the DNR instead of come over here and talk to you about that land. They’re going to 100% be more likely to involve you in a situation that you didn’t need to be in because you didn’t necessarily understand the laws.” [Black male]*

*“You can’t even birdwatch while being Black without having someone call the police on you so being Black and now with a gun, you’re pretty much asking for trouble or someone to question why you’re there. . . they always think you’re automatically up to no good.” [Black male]*

### Fear of Law Enforcement Interactions

In addition to feeling more likely to encounter law enforcement due to White society suspicion, participants feared that if an officer stopped them, they would receive a maximum or inflated penalty for an infraction (e.g., exceeding a bag limit) or experience harsh police brutality, when compared to the average (White) hunter due to law enforcement racial bias. To minimize the risk of law enforcement interaction and citation, participants stressed the importance of memorizing regulations top to bottom. Black participants even described their plans for interacting with law enforcement, to ensure their own safety, such as clearly stating to an officer that they were hunting, and guns were in their vehicle.

*“Nobody wants to be in the woods alone while Black, doing something against the law that you didn’t even know was against the law. That’s not a safe situation to be in.” [Black male]*

### Anti-gun/Hunting Community Sentiment

Numerous participants spoke of the association between guns and gun-violence in Black and Latinx communities, particularly in urban areas. In addition to personal gun ownership resistance, this association creates strong anti-gun sentiment amongst participants’ social networks, with friends and family urging them to eschew any form of gun use. Many participants mentioned their friends’ and families’ concern for their well-being when they announced they were going hunting. Their friends and family might admonish them for their foolish choice, encourage caution, or attempt to convince them not to hunt. Even after a hunt, participants reported receiving good-natured ribbing from friends and colleagues.

*“Growing up in the city, hunting was completely out of the picture. It wasn’t something that we even considered. I mean it was to the extreme, where guns weren’t allowed in the home. Anything that looked remotely close to a firearm was not allowed in the home, just because guns kill people. That was it.” [Latino]*

*“So, I’m a teacher. I do parent-teach conferences. I see a lot of single moms. They’re asking questions about their kids and if I told them, “Hey here’s a brochure, we want to*

*teach your kids how to go hunting using a gun or any weapon, I think that they would say, “Hell no. What are you talking about? We’re indoctrinated with, “Stay away from guns. Guns are bad. Don’t touch them.” [Black male]*

### Hunting Land Access for Urbanites

Participants spoke of the difficulty accessing hunting land due to the land typically being in suburban or rural areas, far away from urban centers where many participants and their communities are located.

*“I don’t really experience a whole lot of black people around here doing that. I think a lot of our black population is concentrated around the cities and so once you kind of go up into the suburbs and farther up into northern Minnesota, you’re not really finding a whole lot of Black people that are doing hunting.” [Black male]*

### Lack of Representation in Hunting Media and Activities

Black and Latinx participants rarely see hunters of color portrayed in hunting materials and advertising or attending hunter education events. Failing to see people like themselves reinforces the idea that they are not welcome in the hunting community.

*“Being in a group of folks that don’t look like you, you then start to be in your head about whether you belong. And you may not be paying attention to the activity, and it does make your memory of the activity not a good one, even though it had nothing to do with the activity itself.” [Black female]*

*“Some memory came back into my mind of watching a documentary about Bo Jackson, one of the greatest athletes of all time and an avid hunter. And I think that was one of my first times ever seeing a Black man, especially a very prominent celebrity, that was advocating hunting and things like that...We don’t have that face. It’s a matter of representation.” [Black male]*

Below we present how these additional concerns (in red) fit into associated general hunting barriers.

- Comfort/skills with firearms (or archery)
  - Extremely apprehensive about firearms due to associations with gun violence in urban areas and how Black and Latinx gun-owners are perceived by White society
- Understanding regulations, licensing, and seasons
  - Needing to understand regulations extremely well to avoid negative law enforcement and landowner interactions
  - Finding mentors or welcoming educational events/communities
- Knowing how to place an ethical shot
  - Have trouble finding mentors of color and may feel they don’t belong in typical hunting education events
  - Finding mentors or welcoming educational events/communities
- Knowing how to process and store their harvest
  - Have trouble finding mentors of color and may feel they don’t belong in typical hunting education events
  - Finding mentors or welcoming educational events/communities

- Knowing where to hunt (and easy access to those locations)
  - Need to find places that aren't far from urban areas
  - Need to find places that one feels like they won't be accosted for their presence by White people (potentially limiting them to private land)
  - Finding mentors or welcoming educational events/communities
- Understanding their prey and hunting techniques
  - Accessing hunting education events far from urban areas
  - Finding mentors or welcoming educational events/communities
- Finding someone to show them the ropes
  - Prefer someone they know very well (friend or family)
  - Prefer a person of the same race or a Person of Color
- Finding someone to hunt with
  - Prefer someone they know very well (friend or family)
  - Prefer a person of the same race or a Person of Color, who are uncommon
- Knowing what gear to purchase and being able to afford it/try it out
  - Have trouble finding mentors of color and may feel they don't belong in typical hunting education events

We should note that while Black and Latinx participants voiced racism and race-based violence concerns, they were much more pronounced and consistent among Black participants. We believe this difference may be a result of some Latinx participants living in areas with large Latinx populations, having a skin color that could be perceived as White by society and/or possessing Anglo-Saxon first names, as voiced by one Cuban participant of a lighter complexion when talking about experiencing racism:

*"I think there's definitely differences in areas . . . I grew up in Florida until I was 25, where there's a large Hispanic influence and I never experienced anything like that, in part because it's Florida, and in part, because of my first name and my general [lighter] appearance. Anyone who saw me on the street would think I'm a White guy." [Latino]*

However, further research should examine Latinx participants on a finer scale to determine the validity and generalization of the above observations.

## Preferred Learning Sources/Educational Events

When asked how they preferred to research hunting information, responses varied widely. We list the most common sources across race and gender below (listed in no order):

- Web Research (Googling mainly)
- Hunting Family or Friends
- Social Media/Online Forum
- Outdoor Retailers (Cabela's, Academy Sports + Outdoors, Bass Pro Shop, etc.)
- Race or Ethno-Centric Outdoor Advocacy Organizations (e.g., Latino Outdoors, Outdoor Afro)
- State wildlife and fisheries management agency
  - Website
  - E-Newsletters

- Offices
- Local areas of community
  - Churches
  - Flea markets
  - City parks
  - Library

When learning about hunting, participants (particularly Black and Latinx) often suggested they would be more comfortable learning from outdoor advocacy groups specific to their race and/or gender. Below we list some of those groups mentioned, organized by participant identity:

- Black
  - Outdoor Afro
  - GirlTrek
  - Black to the Land
  - Social Media
    - Hunters of Color (Instagram)
    - Black American Outdoors LLC (Facebook)
  - National African American Gun Association (NAAGA)
  - Huey P. Newton Gun Club
- Latinx
  - Latino Outdoors
  - Black to the Land
- Women
  - Social Media
    - She Huntress (Instagram)
    - Girls Who Hike (Facebook)

When thinking about hunting educational events, participants generally felt that state natural resource management agencies, and to a lesser extent, conservation non-profits, were best equipped to deliver educational programming, though Black and Latinx participants stressed partnering with race or ethno-centric outdoor groups (e.g., Outdoor Afro, Latino Outdoors) to create a more welcoming and trustworthy environment. One participant summed up the importance of state agencies or well-known non-profits (e.g., National Wild Turkey Federation) partnering with an ethno-centric outdoor advocacy group when deciding to attend a hunting education event:

*“I’d feel that it depends on who they’re partnering with. If it was just them, I probably wouldn’t go to that event.” [Latina]*

When asked where an educational event should be hosted to best reach them, Black and Latinx participants suggested events within or very near urban areas and inside Black and Latinx communities.

Distances participants would travel for an educational event varied, often ranging from 30 minutes to 3 hours for events as brief as half a day (for shorter drives) and as lengthy as multiple days (for longer drives).

## Photo Attributes

Below we present a summary of preferred photo attributes from the results of our photograph A/B pair testing in the focus groups. We clustered photo preferences into the topic areas of Race, Age & Gender, Composition of People, Actions & Emotions, Gear & Clothing, and Other.

### 1. Race

- Black and Latinx
  - Preference: Everyone matches the viewer's race
 

*"It would have been more relatable for me to see somebody that looked like me out in the field doing that."*  
[Latino]

*"I like to see representation of Black folks" [Black female]*
  - More Acceptable: One person of viewer's race with other people of color
  - Acceptable: All people of color, but who do not match the viewer's race
  - Less acceptable: Mix of people of color and White people
    - Note: A photo of a White person with a person of color runs the risk of being interpreted as a fake image generated by a well-meaning organization, potentially signaling that people of color *need* to hunt with White people (furthering the narrative that hunting is a White person's activity). This concern lessens if photos come from an appropriate race- or ethno-centric outdoor advocacy group.
  - Least acceptable: All White people
- White Female
  - Preferred: Person(s) matching viewer's race and gender
  - More Acceptable: Women of multiple races
  - Acceptable: Women of any race with male person(s) of color
  - Less Acceptable: Male people of color
  - Least Acceptable: White males
  - White female participants saw diversity of race, ethnicity, or gender as a sign that the hunting community wasn't the typical White man's club they perceived it to be, which made them feel more welcomed and less intimidated.

### 2. Age & Gender

- Women
  - Men and women (but especially women) liked photos of women.
  - Multiple women also mentioned their desire to see a diversity of female body types.
- Men hunting with women
  - Men and women liked photos of men hunting with women. Some assumed them to be couples, others did not.
- Young Adults
  - Both male and female participants liked images of young adults hunting regardless of the depicted hunter's gender.

- Adults hunting with children were largely seen as positive but did not appeal as strongly to young women who did not have children.
  - Older men
    - Older men were the least attention-grabbing images, but if the older man matched a Person of Color's race, the image was still seen as attractive and positive.
- 3. Composition of People (all are positive)
  - Single individual if he/she appears happy or focused on a clear action (e.g., aiming, rattling antlers)
  - Groups of individuals (especially important for Black males and Mixed females for safety purposes)
    - Pairs of same-sex friends
    - Male/Female couples
    - Families/parents with children
- 4. Actions & Emotions
  - Positive
    - Clear signs of teaching/mentoring (adults or adults and children)
    - Smiling/happy people (gives a sense of fun)
    - Depicting a subject's focus/concentration on something
  - Mixed
    - "Taking a selfie" while out hunting
      - Some were OK with it and even saw it as cute or relatable
      - Others saw as not taking hunting seriously or spoiling nature with technology
    - Smiling while holding a dead animal ("grip and grin")
      - Some saw as hunting pride (mostly those with hunting experience)
      - Others saw as strange and creepy
  - Negative
    - Apprehension, sadness, or loneliness (particularly if depicted alone)
    - Men teaching women (some women found this annoyingly stereotypical)
    - Men touching women in a teaching environment
      - One image depicted a man guiding a woman's hand with his own on her rifle while teaching her to shoot, which some female participants disliked.
- 5. Gear & Clothing
  - Positive
    - Beginner gear (e.g. jeans)
      - Seemed obtainable and portrayed a lower financial barrier.
    - Archery
      - Interested many participants, either personally or as something they enjoyed seeing associated with a person of color.
    - Safety gear (e.g. blaze orange, eye and ear protection)
      - Novice hunters appreciated the safety emphasis

- Negative
    - Gear not understood by novices (like a turkey call) tended to create confusion.
    - Images conjuring ideas of a violent shooter
      - Characteristics (usually requires a combination)
        - Unknown target of person depicted with gun
        - Lack of traditional hunting clothing and gear
        - Obscured or angry face
        - Person shooting at unknown target from high vantage point not clearly located in a natural setting (e.g. forest or grassland)
  - Mixed
    - Nice gear or clothing was seen in multiple ways:
      - As aspirational
      - As a cost barrier
      - Women mentioned the desirability of a “cute outfit” when referring to pairs of people with matching camo.
    - Technical accuracy of locations, poses, gear, safety precautions, etc.
      - Needed for experienced hunters
      - Not very important/noticeable for novice hunters
6. Other
- Mixed
    - Camera focused on subject (blurring other parts of photo)
  - Negative
    - Dead or dormant vegetation

## Photo Observations

To better illustrate the photograph preferences, below are the 8 photo pairs that were shared with the focus groups along with the question “What image would attract you to an ad?” Photographs outlined in red were the most preferred across focus groups. Beneath each photo pair is a summary of the positive and negative attributes stated by focus group participants. To see the full list of positive and negative attributes broken out by photo, please see Appendix A.

# Which image would attract you to an ad?



**A**



**B**

### Most participants strongly preferred B over A.

**Summary:** Most participants strongly preferred photo B over A. Participants enjoyed the family aspect of the father and daughter as well as the teaching and passing down of tradition they represented. Lastly, all appreciated the safety aspects of the blaze orange clothing and the harnesses in the tree stand. Interestingly, Black male and Mixed-race female participants commented on their appreciation of the people depicted being Black and people of color, respectively, while Latino participants felt B could be improved if the people were Hispanic. The top negative attributes for photo A included dead vegetation in the background and an aggressive/threatening gun posture combined with an unclear target. In photo B, some participants felt the tree stand height was not comfortable and that the picture wasn't an active hunting shot.

Which image would attract you to an ad?



**A**



**B**

**Nearly all participants preferred A over B.**

**Summary:** Nearly all participants preferred photo A over B. Top positive characteristics for photo A include companionship and camaraderie (and the safety that brings), having fun with friends/family, matching clothing, and a clear activity. Top negative characteristics for both photos include a lack of racial and gender diversity (which made some participants of color feel unsafe) and an unclear activity that could be construed as a violent shooter situation in photo B.

Which image would attract you to an ad?



**A**



**B**

**Most participants preferred A over B.**

**Summary:** More participants preferred photo A over B. Top positive characteristics for both photos include racial and gender diversity, family/parenting, teaching/mentoring, including a hunting dog, and brighter, livelier photo colors. Top negative characteristics include gear that felt unapproachable for newcomers, the depicted individuals not matching the race/gender of the participants, and not having a clear idea of what activity the photo depicted. Of note, female participants (with the exception of Latinas, who appeared swayed by the family depiction) slightly preferred photo B – due to appreciating the independent woman hunter.

Which image would attract you to an ad?



**A**



**B**

**Most participants strongly preferred B over A.**

**Summary:** Most participants overwhelmingly preferred photo B over A, with the only exception being Black men, who still preferred B but were more evenly split. Top positive characteristics included racial diversity, a hunting action shot (holding/rattling antlers) with a focused expression, archery skill, bright photo colors, and fun with friend/camaraderie. Top negative characteristics included confusion about depicted activity, lack of hunting action, staged photo details, stereotypical white hunter depiction, poor photo quality (dark and blurry), and not matching participant race/gender. Of note, while some participants of color saw photo A as showcasing relationships across race, many more saw the situation and relationship as unrealistic and staged.

Which image would attract you to an ad?



**A**



**B**

**Almost all participants (1 Latina group) preferred A over B.**

**Summary:** The one Latina group strongly preferred photo A over B. Top positive characteristics included depictions of solo women, a peaceful natural environment, and accessible gear. Top negative characteristics included smiling at a held up dead animal (“grip and grin”) and a cold-looking natural environment.

Which image would attract you to an ad?



**A**



**B**

**All participants (1 Latina group) Preferred B over A**

**Summary:** The one Latina group unanimously preferred photo B over A. Top positive characteristics included the family teaching aspect presented in photo B, complete with the “proud” mother. Top negative characteristics included a lack of gender diversity in photo A.

Which image would attract you to an ad?



**A**



**B**

**Most participants preferred B over A. (not shown to Latinas)**

**Summary:** Most participants (with the exception of Mixed female groups) preferred photo B over A. Top positive characteristics included gender diversity, a sense of fun, an artistic photo (camera focus), companionship/bonding, and photo quality (bright and colorful). Top negative characteristics included a lack of racial diversity, depth/blurriness of photo, and expensive-looking gear. Mixed female participants were the only ones who preferred photo A over B due to liking the “artistic” camera focus of photo A and disliking the selfie photo of B.

Which image would attract you to an ad?



**A**



**B**

**Nearly all participants preferred B over A (not shown to Latinas)**

**Summary:** Almost all participants preferred photo B over A. Top positive characteristics included family, education/teaching, racial/gender diversity, and photo quality (colorful scenery). Top negative characteristics included military-like dress and activity, lack of gender and racial diversity, and staged-looking details. Of note, Latino participants were fairly split on the photos, with a slight preference to photo B. While some Latinos commented on the military-like appearance of the people depicted in photo A, more Latino participants saw the activity as fun and not threatening.

Which image would attract you to an ad?



**A**



**B**

**Participants strongly preferred B over A (not shown to Latinas)**

**Summary:** Most participant groups preferred B over A. Top characteristics included the depiction of women, teaching/mentorship, a fun social experience, and photo quality (bright colors). Top negative characteristics included a lack of racial diversity, unclear activity, dark photo colors, and people depicted who looked apprehensive/sad/lonely. The only participant groups that slightly preferred photo A were Black women, who appreciated the solitude and peacefulness of the woman in the forest by herself, desiring that scene for themselves.

Which image would attract you to an ad?



A



B

**Most participants preferred A over B (not shown to Latinas)**

**Summary:** Most participants preferred photo A over B. Top positive characteristics included racial and gender diversity, a sense of fun, showcasing a couple, accessible gear, a clear hunting activity, and showing pride in the hunt. Top negative characteristics included smiling at a held up dead animal (“grip and grin”), unclear activity, and a selfie photo. Of note, the Mixed female groups preferred photo A overall mainly due to the “grip and grin” of photo B despite photo B showcasing a solo woman. Latinos were the only group who preferred photo B overall, seemingly due to photo A not containing many clear signs of a hunting activity as well as a sense of spoiling the nature experience or not taking hunting seriously by posing for a selfie.

Which image would attract you to an ad?



**A**



**B**

**Most participants (2 Mixed female groups) preferred B over A. (Not shown to Latinas)**

**Summary:** Most mixed female participants preferred photo B over A. Top positive characteristics included teaching/mentoring, depiction of two women, and an approachable activity for beginners. Top negative characteristics included a stereotypical depiction of a man teaching a woman, uncomfortable hand-touching of an instructor, and a lack of racial diversity.

## Appendix A – Photo Attribute Codes and Summaries

To better illustrate these concepts, below are the 8 photo pairs that were shared with the focus groups with positive and negative observations about each photo. Next to some observations are parentheses which showcase if a single group type spoke strongly about an observation or if the observation was shared across all groups. Photos outlined in red are the overall preferred ad across all focus groups.

**A****B**

### Most participants strongly preferred B over A.

#### Positive Attributes:

- A Black man (Black men)
  - Relatable
  - Hunting by himself
- Person of color (Mixed female)
- Action shot
- Approachable equipment
- Confident weapon holder
- Hunting Skill → Patience
- Time in nature alone
  - Open field
- Authentic
- Not practicing in woods (not as intense)
- Clearly hunting
  - Dove hunting

#### Positive Attributes:

- Family (all groups)
  - Daughter hunting/smiling
  - Spending time with kids
    - Tells a story
  - Not intimidating/welcoming
- Safety (all groups)
  - orange, harnesses
- Teaching/mentorship (all groups comment)
- African Americans/Black (Black men comment)
  - Not stereotypical hunting picture
- People of color (Mixed female comment)
- Passing down tradition/intergenerational
- Tree stand (Black women)
  - Elevated for view
  - Protective
  - hunting skill
- Scenery/natural environment
  - Forested (more interesting)

#### Negative Attributes:

- Dead flowers
- Aggressive/threatening (Latinx groups)
  - Finger on trigger of gun
- Unclear target
- Safety concerns
  - No safety orange
- Correct gear

#### Negative Attributes:

- Tree stand height scary
- Looked like deer hunting
- Wasn't an active hunting shot
- Better if Hispanic (Latino)

**Summary:** Most participants strongly preferred photo B over A. Participants enjoyed the family aspect of the father and daughter as well as the teaching and passing down of tradition they represented. Lastly, all appreciated the safety aspects of the blaze orange clothing and the harnesses in the tree stand. Interestingly, Black male and Mixed-race female participants commented on their appreciation of the people depicted being Black and people of color, respectively, while Latino participants felt B could be improved if the people were Hispanic. The top negative attributes for photo A included dead vegetation in the background and an aggressive/threatening gun posture combined with an unclear target, while in photo B, some participants felt the tree stand height was not comfortable and that the picture wasn't an active hunting shot.



A



B

### Nearly all participants preferred A over B.

#### Positive Attributes:

- Companionship/camaraderie (all groups)
  - Safer (Black men and Mixed female)
- Having fun with friends/family (all groups)
  - smiling
- Clearly hunting (all groups)
- Equipment clothing (Black and Mixed female)
- Water/duck hunting (if so inclined)
- Could be hunting and other water activities
- Action shot

#### Negative Attributes:

- Not people of color (Black men)
- Not Safe (Black men and Latinas)
  - White men with guns
- If this were 2 Black men with guns it would probably frighten White people (Black men)
  - If had dreadlocks, tattoos, and were muscular
- Just stereotypical dudes not welcoming (Mixed female and Black men)
  - More gender or racial diversity better
- More scenery in shot
- Better if African American (Black female)
- Better if Latinx (Latinos)

#### Positive Attributes:

- Concentration/intensity
  - Action shot
  - Seems thrilling
- Attainable gear
- Vantage point/On the high ground
- Photograph quality
  - colors

#### Negative Attributes:

- Looks like a sniper/violent shooter (most groups)
  - Scary/creepy
    - Can't see face
    - Backpack
  - No camo
- Unclear activity (most groups)
  - No idea what he is doing/aiming at
- Not people of color (Black men)
- Not safe (Black men)
  - More White hunters
- No hunter clothing
  - Military clothing
- Outside by self is boring
- Better if African Americans (Black females)

**Summary:** Nearly all participants preferred photo A over B. Top positive characteristics for photo A include companionship and camaraderie (and the safety that brings), having fun with friends/family, matching clothing, and a clear activity. Top negative characteristics for both photos include a lack of racial and gender diversity (which made some participants of color feel unsafe), and an unclear activity that could be construed as a violent shooter situation in photo B.

**A****B**

### Most participants preferred A over B.

#### Positive Attributes:

- People of color represented (all groups)
  - Can't tell if Native American or Hispanic (Latino)
- Family/Parenting (all groups)
  - Kids
  - Both parents
  - Relate to family-oriented culture
- Teaching (most groups)
  - Next generation
  - Safety
  - Cultural teachings
- Pride of accomplishment
- Shows game
- Proper equipment

#### Positive Attributes:

- Female (all groups)
  - Unusual to see
  - Independent (Latina and Mixed female)
  - Inviting to non-stereotypical hunters
- Hunting dog and relationship (all groups)
  - relatable
  - Cool
- Photograph aesthetics (most groups)
  - Brighter colors
- Young person
  - relate
- Pride of accomplishment on her own
  - Shows game
- Upland hunting relatable for experienced hunters

#### Negative Attributes:

- Seem very experienced and not relatable
  - Family has too much proper gear
- Unclear animal
- Not African American (Black female)
- Unclear what's going on (Mixed female)

#### Negative Attributes:

- Not woman of color (Black men)
- Not realistic/staged
- Not look like hunter
  - Pack
  - Pants
- Not African American (Black female)
- Dead animal
- Better if Latina (Latina)

**Summary:** More participants preferred photo A over B. Top positive characteristics for both photos include racial and gender diversity, family/parenting, teaching/mentoring, including a hunting dog, and brighter, livelier photo colors. Top negative characteristics include gear that felt unapproachable for newcomers, the depicted individuals not matching the race/gender of the participants, and not having a clear idea of what activity the photo depicted. Of note, female participants (with the exception of Latinas, who appeared swayed by the family depiction) slightly preferred photo B – due to appreciating the independent woman hunter.

**A****B**

### Most participants strongly preferred B over A.

#### Positive Attributes:

- Attainable gear
- Teaching
  - Black man teaching White man (Black female)
- Engaged in conversation
- Fun with friend/camaraderie (most groups)
  - community
- Successful hunt
- Relatable situation
- More attainable gear
- Clearly hunting

#### Positive Attributes:

- Person of color (most groups)
- Young person (most groups)
  - relatable
- Hunting Action shot (most groups)
  - Focused
  - Rattling antlers
    - Want to know why
- Archery skill (most groups)
  - No gun (Latina)
- Black man (Black groups)
  - attractive
  - More relatable
  - Exciting
- Photo was brighter (All female groups)
  - Greenery

#### Negative Attributes:

- Hard to see photo (most groups)
  - blurry and hard to see equipment
  - Dark
  - Colorblind
- Seemed like staged diversity photo (Black men and Latinas)
  - Black and white together not realistic depending on organization
- White guy untrustworthy looking (Latinas)
  - stereotypical looking white hunter
- No hunting action
  - Hard to tell what man on right is holding

#### Negative Attributes:

- Not sure what he's doing
- "Bland" facial expression
- Feels like an ad (Black men and Mixed female)
  - Matching camo
  - Store-bought antlers
  - Tree stand
- Inaccessible-looking gear
- Better if woman (Mixed female)

**Summary:** Most participants overwhelmingly preferred photo B over A, with the only exception being Black men, who still preferred B but were more evenly split. Top positive characteristics included racial diversity, a hunting action shot (holding/rattling antlers) with a focused expression, archery skill, bright photo colors, and fun with friend/camaraderie. Top negative characteristics included confusion about depicted activity, lack of hunting action, staged photo details, stereotypical white hunter depiction, poor photo quality (dark and blurry), and not matching participant race/gender. Of note, while some participants of color saw photo A as showcasing relationships across race, many more saw the situation and relationship as unrealistic and staged.



A



B

**Almost all participants (1 Latina group) preferred A over B.**

**Positive Attributes:**

- Confident woman by herself
- Looks like woods in the fall, where I live
- Peaceful

**Positive Attributes:**

- Woman
- Liked tattoos – atypical
- Accessible Gear

**Negative Attributes:**

- Cold and drab-looking

**Negative Attributes:**

- Strange
  - Smiling at dead squirrel she's holding
  - Way she is holding the squirrel

**Summary:** The one Latina group strongly preferred photo A over B. Top positive characteristics included depictions of solo women, a peaceful natural environment, and accessible gear. Top negative characteristics included smiling at a held up dead animal (“grip and grin”) and a cold-looking natural environment.



**A**



**B**

All participants (1 Latina group) preferred B over A.	
<b>Positive Attributes:</b> <ul style="list-style-type: none"> <li>None were mentioned/discussed</li> </ul>	<b>Positive Attributes:</b> <ul style="list-style-type: none"> <li>Family <ul style="list-style-type: none"> <li>Proud mother</li> </ul> </li> <li>Educational/teaching moment</li> </ul>
<b>Negative Attributes:</b> <ul style="list-style-type: none"> <li>Both guys (instead of mixed gender or all women)</li> </ul>	<b>Negative Attributes:</b> <ul style="list-style-type: none"> <li>None were mentioned/discussed</li> </ul>
<b>Summary:</b> The one Latina group unanimously preferred photo B over A. Top positive characteristics included the family teaching aspect presented in photo B, complete with the “proud” mother. Top negative characteristics included a lack of gender diversity in photo A.	



A



B

### Most participants preferred B over A. (not shown to Latinas)

#### Positive Attributes:

- Fun (most groups)
  - Enjoying themselves and nature
- Artistic shot (most groups)
  - Liked shot focus
- Can imagine being there (Black men and Mixed female)
- Companionship/camaraderie
- Some thought they were family
- Looks like they are actually hunting
  - Camouflaged and hiding
- Candid shot
- Looks like duck hunting gear

#### Positive Attributes:

- Camaraderie/bonding (most groups)
  - Successful hunt
  - Bonding/community
- Proud of turkey kill (most groups)
  - Beginner hunter with selfie
  - He's supporting her (Black female)
- Female hunter (Black female and Latino)
- Fun (Latino)
  - Sharing on social media
- Spending time with loved ones (Black male and female)
- Successful hunt (nice turkey)
- Aspirational gear
- Tells a story
  - Seems realistic
- Quality of photo (most groups)
  - Well-lit
  - Colorful

#### Negative Attributes:

- Better if people of color
- Depth of field in image (Mixed female and Latino)
  - Blurry
  - Can't see second person
- Unclear activity for those not experienced hunters
- Lacking color (Mixed female)

#### Negative Attributes:

- Taking a selfie (most groups)
  - Not focusing on being outdoors
  - Selfie with dead animal
- Looks like a staged photo (most groups)
  - People too clean
- Better if people of color (Black female and Latino)
- Expensive gear (Black male and Mixed female)
  - Vehicle is approaching unobtainable gear
  - Elitist
- Looks guided

**Summary:** Most participants (with the exception of Mixed female groups) preferred photo B over A. Top positive characteristics included gender diversity, a sense of fun, an artistic photo (camera focus), companionship/bonding, and photo quality (bright and colorful). Top negative characteristics included a lack of racial diversity, depth/blurriness of photo, and expensive-looking gear. Mixed female participants were the only ones who preferred photo A over B due to liking the “artistic” camera focus of photo A and disliking the selfie photo of B.



A



B

**Nearly all participants preferred B over A (not shown to Latinas)**

**Positive Attributes:**

- Fun (Latino)
  - Target shooting (Latino)
- Latinos (Latino – few mentioned)
- Focused on a task
- Those familiar with desert appreciated location (Mixed female – few mentioned)
- Companionship/camaraderie (Latino)
- Teaching (Latino and Mixed Female)

**Positive Attributes:**

- Family (all groups)
- Educational/teaching moment (most groups)
- People of color (Latino)
- Black family hunting (Black male and female)
  - Teaching family
  - Relatable
- Woman in shot (Latino and Mixed Female)
- Colorful green scenery (Female groups)
- Obtainable gear (Black men)
  - Jeans
  - Camo shirt
- Safety focus
  - Hearing protection
- Action shot
  - Can see faces

**Negative Attributes:**

- All men (Female groups)
- Too military in dress and activity (all groups)
  - Desert-like environment
  - clothing
- Unclear activity
  - Looks like target practice not hunting

**Negative Attributes:**

- Unrealistic/staged-looking (experienced hunters in most groups)
  - Woman's hair not up
  - Ear/eye protection while hunting – uncommon
  - Lack proper equipment
- Woman not participating in hunting (Mixed female)
  - No gun
- Can't relate to race (Latino)

**Summary:** Almost all participants preferred photo B over A. Top positive characteristics included family, education/teaching, racial/gender diversity, and photo quality (colorful scenery). Top negative characteristics included military-like dress and activity, lack of gender and racial diversity, and staged-looking details. Of note, Latino participants were fairly split on the photos, with a slight preference to photo B. While some Latinos commented on the military-like appearance of the people depicted in photo A, more Latino participants saw the activity as fun and not threatening.



A



B

**Participants strongly preferred B over A (not shown to Latinas)**

**Positive Attributes:**

- Woman (Black and Mixed female comments)
  - Confident by herself
- Concentration/intensity (Black female and Latino)
  - Waiting for prey
- Looks like woods in the fall, where I live
- Solitude
- Seemed relatable
- Good gear/gun
- Scenery

**Positive Attributes:**

- Two women (all groups)
  - Without men
- Teaching/mentorship (all groups)
  - Turkey call
- Brightness of shot (most groups)
- greenery Welcoming (Latino and Mixed Female)
  - Not pointing guns
  - Not showing dead animals
- Social experience (Latino and Black female)
- Having fun (Latino)
  - smile
- Candid shot/non-staged
  - Proper attire

**Negative Attributes:**

- She looks lost, scared or lonely/sad (most groups)
  - Facial expression apprehensive
  - Like injured soldier
- Better if people of color (Latino)
- Staged-looking
- Unclear activity
- Photo is dark/sad
  - Dead/dormant vegetation (e.g., trees)
- More relatable if black/African American (Black male/female comment)

**Negative Attributes:**

- Would be better if Hispanic/person of color
- Unclear activity
  - Did not understand the turkey call
- More relatable if black/African American (Black male/female)
- Logos are suspicious (on hat)
- Should not have bare arms and faces

**Summary:** Most participant groups preferred B over A. Top characteristics included the depiction of women, teaching/mentorship, a fun social experience, and photo quality (bright colors). Top negative characteristics included a lack of racial diversity, unclear activity, dark photo colors, and people depicted who looked apprehensive/sad/lonely. The only participant groups that slightly preferred photo A were Black women, who appreciated the solitude and peacefulness of the woman in the forest by herself, desiring that scene for themselves.



A



B

### Most participants preferred A over B (not shown to Latinas)

#### Positive Attributes:

- Black people (mainly Black groups and some Mixed female)
  - Relatable (Black male)
- Black woman having fun (Black female)
- Couple (most groups)
  - Proper dress/Cute outfits
- Fun (most groups)
  - Goofing around and taking a selfie (Black male and Latino)
  - Desirable social media experience

#### Positive Attributes:

- Woman (Latina and Mixed female)
  - Independent
  - Liked tattoos – atypical (most groups)
- Successful
- Proud of her accomplishment (most groups)
  - Still learning
- Having fun
- Accessible Gear
- Clearly small game hunting (Experienced Black male and Latino hunters)

#### Negative Attributes:

- Unclear if hunting (some in most groups)
- Cell phone selfie (Latino and Mixed female)
  - Not taking hunting seriously
  - Spoiling nature
- No indication other than camo they are hunting (Latino and Mixed female)
  - No game

#### Negative Attributes:

- Strange (all groups)
  - Smiling at dead squirrel she's holding (all groups)
  - Way she is holding the squirrel (most groups)
  - Creepy
- Better if Black/African American (Black female)
- Staged-looking (Mixed female)

**Summary:** Most participants preferred photo A over B. Top positive characteristics included racial and gender diversity, a sense of fun, showcasing a couple, accessible gear, a clear hunting activity, and showing pride in the hunt. Top negative characteristics included smiling at a held up dead animal (“grip and grin”), unclear activity, and a selfie photo. Of note, the Mixed female groups preferred photo A overall mainly due to the “grip and grin” of photo B, despite photo B showcasing a solo woman. Latinos were the only group who preferred photo B overall, seemingly due to photo A not containing many clear signs of a hunting activity as well as a sense of spoiling the nature experience or not taking hunting seriously by posing for a selfie.



A



B

Most participants (2 Mixed female groups) preferred B over A. (Not shown to Latinas)	
<b>Positive Attributes:</b> <ul style="list-style-type: none"> <li>Teaching/learning moment <ul style="list-style-type: none"> <li>On the range</li> </ul> </li> <li>Image quality sharp</li> <li>Firearms training is desirable for beginner <ul style="list-style-type: none"> <li>More controlled and safer</li> </ul> </li> </ul>	<b>Positive Attributes:</b> <ul style="list-style-type: none"> <li>Looks real <ul style="list-style-type: none"> <li>Focused</li> </ul> </li> <li>Two women <ul style="list-style-type: none"> <li>Confident</li> </ul> </li> <li>Looks like there is a story behind it <ul style="list-style-type: none"> <li>believable</li> </ul> </li> <li>Scenery</li> </ul>
<b>Negative Attributes:</b> <ul style="list-style-type: none"> <li>Stereotypical man teaching woman <ul style="list-style-type: none"> <li>Would prefer woman teaching man or two women</li> </ul> </li> <li>Man touching woman's hand uncomfortable</li> </ul>	<b>Negative Attributes:</b> <ul style="list-style-type: none"> <li>Lack of racial diversity</li> <li>Not comfortable out in woods</li> </ul>
<b>Summary:</b> Most mixed female participants preferred photo B over A. Top positive characteristics included teaching/mentoring, depiction of two women, and an approachable activity for beginners. Top negative characteristics included a stereotypical depiction of a man teaching a woman, uncomfortable hand-touching of an instructor, and a lack of racial diversity.	

## Appendix B – Focus Group Guide

### Small Game Diversity and Inclusion Marketing Toolkit

#### Focus Group Topic Guide

#### Research Objectives

- Gain insights to enable the R3 community to more successfully recruit and retain small game hunters who identify as Black and/or Latinx and/or female (all races and ethnicities).
- Discover the obstacles, concerns, and cultural nuances that state agencies may need to address in order to attract Black and/or Latinx and/or female individuals to take up small game hunting as adults.
- Discover the motivations of Black and/or Latinx and/or female individuals who are most likely to take up small game hunting as adults.
- Develop an audience persona for Black and/or Latinx and/or female individuals most likely to take up small game hunting as adults.
  - Demographics
  - Current recreational activities
  - Media consumption

(IF we have time to test creative):

- Creative – Test existing creative to determine if it resonates with Black and/or Latinx and/or female individuals and motivates them to pursue small game hunting.

#### DISCUSSION

#### ICEBREAKER | OUTDOOR ACTIVITY

1. Introduce yourself and tell us your favorite outdoor activity.
2. What do you enjoy about outdoor activities?
  - a. Probe: Time alone/Peace & Quite/Relaxation
  - b. Probe: Time with friends/family
  - c. Probe: Adventure/Challenge
3. What is it that draws you to your favorite activity?
4. How did you get into your activity – who introduced you? How old were you?

**HUNTING PARTICIPATION/AFFILIATION**

5. Has anyone in the group been hunting before?

- a. IF YES: How often?
- b. IF YES: Did you enjoy it?
  - i. What kind of hunting – species and method (gun, bow, crossbow)?
  - ii. Why do you hunt? (or why did you go hunting?)
    - 1. Probe: Food
    - 2. Probe: time in nature
    - 3. Probe: relaxation
    - 4. Probe: time with friends/family/heritage
    - 5. Probe: trophy/sport
    - 6. Probe: The challenge

**Hit hard if there are hunters.**

- c. IF NO: Has anyone ever asked go hunting with them)?
  - i. IF YES: Where/when? Why didn't you go?
    - 1. Probe: Barriers – interest, skills/knowledge, comfort in the outdoors, objection to hunting, distance from home, etc.

**Hit hard for anyone who was asked & said no.**

**INTEREST IN HUNTING**

6. If you currently are not a hunter, do you have any interest at all in trying hunting? Why or why not?

- a. When you think about going hunting, what do you picture?
  - i. Probe for time/place, people, emotions [If someone starts off with a very negative picture of hunting and the rest start to anchor on that, be prepared to offer alternative views to see if that changes the tenor.]
- b. Would changing those factors – place, time, species – change your interest in hunting?
- c. What motivates you to consider hunting (or to reject the possibility)?
  - i. Probe: Barriers – skills/knowledge level, access/cost (equipment, license, land use), time commitment to learn and do, comfort in the outdoors (with wildlife, with other hunters, alone), comfort with firearms/guns, stereotype/community belief (women don't hunt, Black people don't hunt, hunters are hillbillies, hunters are cruel, etc.)
  - ii. Probe: Supports – food (healthy, organic, free-range), time in nature, adventure, challenge, circle of life/wildlife management, tradition, time with family/friends, disconnect from working world

7. If you have even the slightest interest in hunting, what kind of animals do you think you would like to hunt? Why?
  - a. Are there other species hunted in your state? (If they anchor on big game, probe about small game.)
  - b. Do you think about hunting birds like ducks or turkey differently than hunting for deer? How about rabbits and squirrels? Why or why not?
    - i. Probe: For eating, challenge of species, abundance of species, appeal of species (Bambi)

## LEARNING TO HUNT

8. If you decided to take up hunting tomorrow, what information do you think you'd need to know?
  - a. Probe: firearms handling,
  - b. Probe: finding game,
  - c. Probe: field dressing game,
  - d. Probe: regulations,
  - e. Probe: where to hunt
9. How would you go about learning that information?  
(Encourage everyone to answer this, even if they have no interest in hunting.)  
Possible answers to prime the pump, if needed:
  - i. Teach myself; "Google it and learn by doing."
  - ii. Take a class
    1. Where/how would you look for a class?  
Probe: Google, state wildlife agency, hunting groups, ask friends/family
    2. Preference for class with people like you?  
Probe: Adult learners, people of my race/ethnicity/gender?
  - iii. Find a mentor or instructor
    1. Where/how would you look for a mentor/instructor?  
Probe: Google, state wildlife agency, hunting groups, ask friends/family
    2. Preference for mentor/instructor like you?  
Probe: Age? Gender? Race/ethnicity?
10. If you had an interest in taking up hunting but needed help getting started, would you go to an event that offered instruction?
  - a. Would it matter who put on the event?  
(Government, a retailer, hunting group –Ducks Unlimited, The NRA)
  - b. Would it matter what the instructors looked like? (Race/ethnicity, age, gender?)
  - c. About how long should it be?
  - d. How far would you travel to attend?
11. If an event sponsor you trusted had materials designed to help people learn how to hunt, how should they promote or distribute those materials to reach you? (Examples?)

**Image Comparisons** (1:15 target so there are 45 minutes left for image discussion)

*[Note: Below is an example of a pair of images shown to participants. These images varied depending on the focus group demographic.]*

Which image would attract you to an ad?



**A**



**B**

**Wrap-Up and Thank-You**

## Appendix C – Focus Group Recruitment Survey

Thank you for your interest in participating. It will help your state's wildlife agency find out the motivations and concerns of new hunters. It will take less than five minutes to complete the questionnaire to make sure you qualify for the discussion. Your participation in this study is completely voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable answering any questions, you can withdraw from the survey at any point. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. If you have questions at any time about the survey or the procedures, you may contact DJ Case & Associates at [Survey@DJCase.com](mailto:Survey@DJCase.com). Thank you very much for your time and support. Please start with the survey now by clicking on the Next button below.

Which of the following best describes your thoughts about each of these activities?

	I love it.	I enjoy it.	It's OK.	I would like to try it.	I am not interested in this activity.
4x4 off-roading/overlanding/ATVing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RVing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Backpacking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horseback riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target shooting (archery)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target shooting (firearm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tent Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trail Running	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Birding/Wildlife watching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wildlife/Nature Photography/videography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geocaching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mountain/Trail Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boating (motorized)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boating (sailing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canoeing/Kayaking/Standup Paddling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming in a lake/pond/river/ocean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jet skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooking for fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foraging for wild edibles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grilling/Smoking/Dutch Oven Cooking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetable Gardening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross Country Skiing/Snow Shoeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downhill Skiing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How often do you do each of the following?

	Nearly every day	Once or twice a week	Once or twice a month	Once or twice a year	Never
Reading/listening to a book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading a magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading the newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watching TV (cable/broadcast)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Streaming Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surfing the web	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using social media sites/apps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening to the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening to streaming music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listening to satellite radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is your current age?

1. 17 or younger
2. 18 to 29
3. 30 to 39
4. 40 to 49
5. 50 to 59
6. 60 to 69
7. 70 or older

What is your gender?

1. Male
2. Female
3. Prefer not to answer

Are you married or in a long-term relationship?

1. Yes
2. No

Do you and/or your significant other have children (of any age)?

1. Yes
2. No

Do you and/or your significant other have grandchildren, nieces, or nephews (of any age)?

1. Yes
2. No

What is the highest level of education that you have completed?

1. Some K-12
2. Graduated high school
3. Some college/technical education
4. Graduated college/technical school
5. Some graduate education
6. Graduated with an advanced degree

What is your total household income?

1. Less than \$50,000 per year
2. \$50,000 to \$100,000 per year
3. Over \$100,000 per year

Which of the following most closely describes you? (check up to 2)

1. Black/African American
2. LatinX/Hispanic
3. White/Caucasian
4. Asian
5. Native American or Alaskan Native
6. Pacific Islander

Zip Code

Would you consider your home to be in an urban, suburban, or rural location?

1. Urban
2. Suburban
3. Rural

We are hosting several online conversations about outdoor recreation and if you are interested, we would love you to have you. It will take about 90 minutes and each participant will receive a \$100 Visa gift card as a thank you. Please indicate any discussion that will fit your schedule and we will be in touch if you are selected.

1. I am not interested.
2. Alternative 1 (TBD)
3. Alternative 2 (TBD)
4. Alternative 3 (TBD)
5. Alternative 4 (TBD)
6. I am interested but none of these options fit my schedule. Please contact me if another option opens up.

First Name

Last Name

Phone

Email Address

## Appendix D – Recruiting Post Text

Hello everyone! My name is [NAME] and I work for a conservation communications company called DJ Case & Associates. We are currently doing research into diversity in outdoor recreational activities and need participants in some discussions coming up on [DATES]. We are looking for [DEMOGRAPHIC] participants of any age. Each discussion is 2 hours long and participants will receive [STIPEND AMOUNT] for their time. If interested, please fill out our 5-minute survey here and we will reach out to you if you are selected. [SURVEY URL]. Thank you!