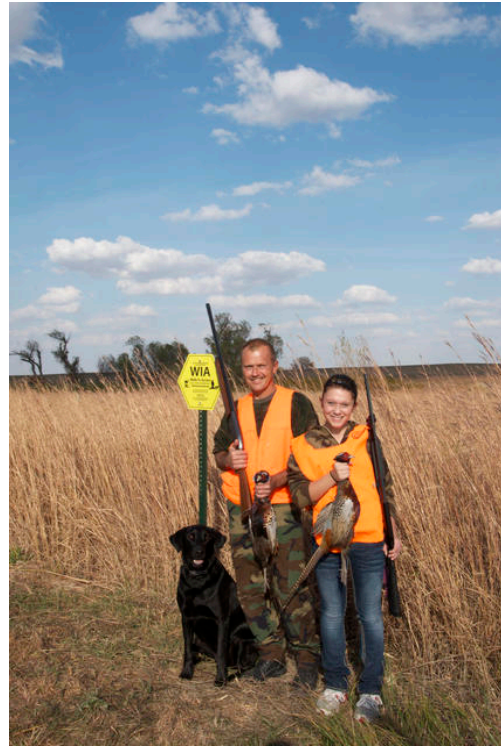


Minnesota Department of Natural Resources

Firearms Safety Study



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EXECUTIVE SUMMARY

In January, 2012, the DNR established the Women's Working Group (Women Hunting & Fishing in All Seasons) at the Minnesota DNR Roundtable to help advance DNR outreach goals in hunting and fishing over the next ten years. One component of the partnership between the DNR and Women Hunting & Fishing in All Seasons is for the DNR to conduct a study of females who have taken the firearm safety course (FAS course) and are not licensed hunters. The purpose of the research is to identify the constraints to hunting in general, and specifically of females who have completed firearms safety and are not licensed hunters.

Five focus groups were conducted as a way to obtain qualitative data on the topic. Although the findings from focus groups are not generalizable to the population they provide valuable insight and depth regarding a topic. The focus groups were: DNR women, women aged 12-20, women 18-30, women who are regular license buyers, and women who bought a license once and not again.

Key Findings

Firearms Safety Course

- Women primarily participate in the FAS course to go hunting, because family members are hunters and want them to take the course, they have guns in their home, and want to be more comfortable around guns.
- The aspects of the FAS course women like more are the hands-on learning (especially the field day), the instructor's teaching style, learning about multiple types of weapons to use while hunting and the course videos (especially the safety videos).
- The aspects of the FAS course women liked least were the final written exam, not handling the guns enough or learning enough about the different types of firearms, taking the course with young kids who didn't seem mature enough for the course.
- Having another person to take the course with was not a deciding factor in taking the course but it did appear to improve the experience.
- Very few participants had a female instructor. Most respondents would like to see a female instructor but did not feel it was necessary.

- Participants were excited about the female only course options.
- Participants were also generally excited about adult only course options.
- Participants had mixed opinions regarding the online course option. Older participants (18+) were mixed between preferring the online course option and the traditional course option while younger participants (<18) almost unanimously did not like the online course option. Most participants felt they lost the instructor expertise and the opportunity to ask questions during the course.
- The field day was a highlight of the course and participants would like more hands-on experience. Aspects of the field day that participants particularly enjoyed were shooting real guns, handling the gun through the woods, learning how to sight in the guns, and shooting at targets (clay pigeons).
- Participants offered several suggestions to improve the FAS course. Common suggestions were to make the course more hands-on (e.g. spread the field day over several days so the information can be absorbed), update the material every 5-10 years (including pictures and videos), put less pressure and emphasis on the final written exam, offer more locations and options for participants to choose from (e.g. adults only course, female only course).

Hunting

- The intriguing aspects of hunting for the participants were the meat, bonding time with father/family, experiencing nature, excitement and pride of seeing and harvesting an animal, and to relax.
- Common constraints to hunting for the participants were the lack of a bathroom, weather (especially the cold), bugs, gutting and cleaning an animal, fear of wounding an animal, the expense and some of the negative connotations that come along with being a hunter.
- Participants felt it would be easier for them to become involved in hunting if they had their own equipment, have family or friends that hunt, have necessary knowledge (e.g., know where to go, know how to dress, how to gut an animal), equipment was less expensive, and have more time.
- Participants offered several suggestions that the DNR could do to get more women involved in hunting. They included providing more education and information regarding opportunities available to them, improved promotion such as including more pictures of women in

promotional material, and finally to provide more FAS course options and modify the course based on their preferences.

Reaction to photographs

- Participants were shown a series of six hunting related images. Participants in the DNR and regular license purchaser focus groups generally liked the same images. Those images tended to be ‘realistic’ images of a person with an animal they hunted. Participants who did not have a lot of experience hunting tended to like images without dead animals in them more so than the experienced hunting group and the DNR and also liked the more ‘staged’ images. In any case, participants like the pictures they can most easily see themselves in and can identify with.

Reaction to DVD proposal

- There was an overwhelmingly positive response to the DVD proposal. Participants loved the DVD, were willing to pay \$10 (proposed price) for the DVD and preferred the DVD over free videos available on the DNR or other external websites.

Ideas to Consider

“I Can Hunt” Program

- Participants suggested that the DNR create programs that 1) are more revolved around women hunting, 2) are for beginners or participants who want to learn about new techniques, 3) are easily available and half-day programs, 4) are educational, 5) are hands-on, 6) have knowledgeable instructors, and 7.) provide firearms/bows, mentors, equipment, and a location to hunt.

Modifications to the Firearms Safety Course

- Provide more hands-on experiences. Consider spreading the field-day session up throughout the course.
- Emphasize the RISK (responsible, involved, safe, knowledgeable) motto as a guide for the course.

- Include materials with more women in it (e.g. course book and videos).

Hunting Training Video

- Create a DVD modeled after the DVD proposal in this report (Appendix I).

Women Hunting Day

- Create a day geared towards getting more women out hunting such as Youth Waterfowl Day but it could be called “Take Her out Hunting”.

Marketing and Promotion

- Promote and advertise more women hunting within the FAS course and from the DNR.

Future Research

- Ideas tested in this study should be followed with additional research (e.g. mail survey) to ensure that findings are generalizable to the public.
- Collect data from female’s only FAS courses to see if participants have a higher license purchasing percentage compared to the ones who take a traditional FAS course. The findings may provide the DNR with data that could be used to increase the amount of women’s only courses as well as determine the rate of FAS course graduates and their likelihood in purchasing a hunting license after the course.

TABLE OF CONTENTS

INTRODUCTION.....	9
METHODOLOGY	10
Recruitment.....	10
Focus Group Composition	11
FINDINGS	12
Reasons women participate in the FAS course.....	12
What women like during the firearm safety course	13
What women didn't enjoy as much during the course.....	14
Impressions on taking the course with someone else and alone	16
Reactions to the course variations.....	16
The importance behind the field day.....	18
Can/does the FAS course help motivate women to hunt	19
Suggestions for making the FAS course a better experience for women.....	20
What intrigues women to hunt.....	22
Things women don't like about hunting	23
Constraints to hunting	25
Positive memories involving hunting	26
Negative memories involving hunting.....	27
Reactions to photographs.....	28
Reactions to DVD proposal	34
Suggestions for making it easier for a woman to become involved in hunting	35
Feedback on how the DNR can get more women hunting in the state	37
IDEAS TO CONSIDER	41
"I Can Hunt" Program	41
Modifications to the Firearms Safety Course	42
Hunting Training Video.....	44
Women Hunting Day	45
Future Research	45
Marketing and Promotion	46
APPENDICES	47
Appendix A: Group 1 Discussion Guide	48

Appendix B: Group 2 Discussion Guide..... 54
Appendix C: Group 3 Discussion Guide..... 60
Appendix D: Group 4 Discussion Guide 67
Appendix E: Group 5 Discussion Guide..... 74
Appendix F: Screening Questions..... 81
Appendix G: Recruitment Letter (DNR) 84
Appendix H: Sample Recruitment Letter (Group 5)..... 86
Appendix I: Sample of DVD Proposal 88
Appendix J: Annotated Bibliography 90

INTRODUCTION

The Minnesota Department of Natural Resources (DNR) values a diverse constituency of participants in all forms of outdoor recreation. However, just 11 percent of hunting licenses and 36 percent of fishing licenses are purchased by women; the DNR would like to see those percentages increase (MN DNR, Electronic Licensing System, 2010). As such, the DNR is exploring several opportunities that may help increase the amount of women who participate in hunting and angling.

In January, 2012, the DNR established the Women's Working Group at the Minnesota DNR Roundtable to help advance DNR outreach goals over the next ten years. The Women's Working Group (now Women Hunting & Fishing in All Seasons) is an independent all-volunteer group that is working in partnership with the DNR. In spring, 2012 Women Hunting & Fishing in All Seasons developed a strategic plan for their group which includes the following goals: 1.) doubling the number of Minnesota women hunters, 2.) increasing the amount of Minnesota women anglers by fifty percent, and 3.) markedly increasing women's ability to lead and mentor in hunting and fishing.

One component of the partnership between the DNR and Women Hunting & Fishing in All Seasons is for the DNR to conduct a study of females who have taken the firearm safety course and are not licensed hunters. The purpose of this research is to identify the constraints to hunting in general, and specifically of females who have completed firearms safety and are not licensed hunters. The results of the study are presented in this report.

METHODOLOGY

Five focus groups were conducted as a way to obtain qualitative data on the topic. Focus group recruitment and design was guided by Kruger and Casey (2009). It was determined that conducting focus groups with various categories of firearms safety course participants would provide an appropriate level of qualitative data necessary to make informed decisions regarding the firearms safety course and what keeps women from purchasing hunting licenses after completing the course.

Recruitment

Four focus groups were conducted with the general public and one focus group was comprised of DNR employees. DNR employees were sent an email invitation to participate in the focus group. The recruitment for the general public is below.

Potential participants were identified using the DNR's Electronic Licensing System (ELS) and the DNR's Division of Enforcement's Safety Training System (DESTS). Two separate lists of potential participants were created. The first list contained women living in Minnesota who had completed the firearm safety course and had purchased a hunting license at least once in 2008, 2009, 2010 and/or 2011. The second list contained women living in Minnesota who had completed the firearm safety course in the last four years and had NOT purchased a hunting license. Potential participants were limited to those who had taken the course in the last four years to ensure a higher recollection of the course.

Participants were also selected by date of birth. Potential participants were limited to those with birth dates from January 1, 1980 to December 31, 2000 because the state of Minnesota requires every person born after December 31, 1979 to take the Firearms Safety Course prior to purchasing a hunting license.

Participants were also selected by county. In order to maximize attendance, participants were selected from counties that were reasonably close to the focus group location (i.e. county or neighboring county of the focus group location).

Focus Group Composition

Thirty-eight out of 51 confirmed participants participated in the 5 focus groups resulting in a turnout rate of 74.5 percent. Of the 565 letters mailed, the recruitment percentage was 4.9 percent and 85 letters were returned due to improper mailing addresses. Aside from the first focus group (DNR Women) where age was not considered, participants ranged in age from twelve to 32. The focus group composition is as follows:

- 1) **Group One (DNR Women):** Women who have taken the firearm safety course and who have not purchased a hunting license in the state of Minnesota and who work for the DNR. Due to the small population size, participation was not limited by age or when the firearms safety course was taken.
- 2) **Group Two (Women 12-20):** Women aged 12-20, who have taken the firearm safety course in the past four years and who have not purchased a hunting license. Participants were recruited from Washington, Ramsey, Hennepin, and Dakota counties.
- 3) **Group Three (Regular License Buyers):** Women aged 18-30, who took the firearm safety course in 2008 and purchased a license every year during the 2008-2011 hunting seasons. Participants were recruited from Anoka, Benton, Isanti, Mille Lacs, Sherburne and Wright counties. A personal interview was conducted over the phone with one participant who was not able to attend the focus group discussion. Her thoughts and opinions were added this group.
- 4) **Group Four (Bought License Once):** Women aged 18-30, who have taken the firearm safety course in the past four years and who purchased a hunting license once either in 2008 or 2009 and have not bought one since. Participants were recruited from Anoka, Benton, Isanti, Mille Lacs, Sherburne and Wright counties.
- 5) **Group Five (Women 18-30):** Women aged 18-30, who have taken the firearm safety course in the past four years and who have not purchased a hunting license. Participants were recruited from Anoka, Benton, Isanti, Mille Lacs, Sherburne and Wright counties.

FINDINGS

Reasons women participate in the FAS course

Participants were asked to state how old they were and where they took the firearm safety course (FAS). Many participants said that they took the course when they were in their teens. Every participant who had purchased a hunting license stated that they took the course with the intention of hunting and many also stated that they took the course because someone in their family hunts and they wanted them to take it. Top reasoning includes:

- Family has already taken it or family member wants them to take it.
- To go hunting
- To feel comfortable around guns
- Partner is a hunter
- I have guns at home
- I want to take the course because of where I work
- Want to learn about gun and hunting knowledge
- Being a mother, I took the course with my son and/or daughter
- Everyone else has already taken the class
- I took part in the apprentice program and want to go
- Shooting accident

Aside from a few respondents, participants took the course with the intention of hunting.

I took the firearm safety course so I can go hunting too, so I can actually go out hunting instead of just going with as a tag along. Group 2

Being a mother, I decided that I should take the course and having that knowledge of gun safety is something that I think is important to have as a mother. Group 1

There were some other motivations for taking the course besides hunting. A handful of participants who had not purchased a hunting license said that they took the course because they

wanted to gain gun safety and knowledge since they were involved in shooting at the shooting range or in the backyard. There were also a few participants who said they took the course to be on the trap teams for school.

My father was a gun collector so we were always around guns growing up, in the house we had guns and at the range we would shoot at targets. My sisters and I would shoot tin cans at the range and I wanted to learn more about the safety aspect of the guns as well. Group 1

Other women had expressed how they took the course because their partner wanted them to go hunting.

I wanted to take the course because I was dating this cute guy and he needed to take the course as well so I figured I would try it out. After taking the course, I ended up finding out that I liked it and liked how I was able to become accustomed to guns. Group 1

My husband hunted and I wanted to be able to go out hunting with him. I had the option to either stay at home while he would go out hunting or I could take the class and join him. So, I ended up taking the firearm safety course. Group 4

What women like during the firearm safety course

No matter the participants' primary reason for taking the FAS course, participants all expressed how they enjoyed the following aspects of the course:

- hands on learning and/or experiences, especially the field day
- the instructor's teaching style,
- learning the multiple types of weapons to use while hunting, and
- the course videos, especially the safety videos.

Participants stated that hands on learning opportunities allowed them to more easily retain the information learned in a 'fun' way. Hands-on learning opportunities also enable respondents to gain comfort and confidence when handling firearms.

The hands on learning especially related to handling the guns, learning the different types of actions and all the different styles that you can shoot from helped me feel like I would want to do this again. Group 1

Some instructors were mentioned for being able to present the material within the course in an ‘open and positive learning environment’ making female participants feel comfortable enough to ask the instructor any type of question that they had. A few participants expressed how they were able to learn from professionals and not their family members. More than one participant under the age of 18 liked it when the instructor would repeat the information taught in the course multiple times; a handful of women who were over the age of 18 felt like the instructor could say the main points once and that would be enough for them to remember the information.

I never really understood what the difference between a rifle and a shot gun was until my instructor broke it down and actually showed me the differences. He was a very good teacher and he was very thorough in his teaching. Group 5

I liked learning from professional instructors and not from my family because I felt like I would learn bad habits from my family members. Group 1

What women didn’t enjoy as much during the course

Participants during all five of the focus groups brought up the final written exam as being their least favorite aspect during the course. There was also many who gave other items that had a long-lasting negative impact on the course as a whole.

- The fear of taking the final written exam and not passing
- Not handling the guns enough
- Taking a course that was too condensed
- Taking the course with little kids
- Being the only female in the course or heavily outnumbered by men
- Having lots of homework
- Not having multiple types of firearms/bows being brought into class
- Instructor would put more of an emphasis on the areas that he had more of an interest in

Many women mentioned the fear of taking the test and failing. They were nervous about the test throughout the duration of the course and were scared that they hadn't learned all the material. Many felt that there was an extra amount of pressure being put on them to pass the final exam.

I studied for four hours the night before the final exam and I was still too nervous and was scared that I wasn't going to pass the test. Group 1

There was so much pressure behind passing that final test that I was scared when the time actually came for me to take it...I don't think that there should be a written test, you should have to prove yourself out in the field. I would rather hunt with someone who knows how to handle the gun properly compared to someone who aced their test and I don't feel comfortable going out hunting with them. Group 5

Another reason why participants didn't enjoy the FAS course as much was the lack of handling firearms during the course. Participants who took the FAS course at camps such as Fork Horn Camp or through school 'Outdoor Adventure Programs' were exposed to handling firearms more than other participants who took the course online or in a Youth Hunter Education Program.

When I took my firearm safety course, I was at Fork Horn Camp and we were able to be exposed to multiple types of firearms, even bows and arrows. Every day the instructors would teach us hands on experiences which we were able to learn the proper ways to handle a gun and it was great! Group 3

I wish there was more handling of the guns; I mean how are we supposed to learn about gun safety if we don't handle the guns multiple times? Group 5

It was hard for participants to stay focused during the course in classrooms mixed with students of a wide variety of ages. Participants who had to take the course with "10 year-old boys" said that the instructors were playing the role of being the classrooms babysitter while he was trying to teach the class. Participants of all ages expressed how many of the boys during the course goofed off and weren't taking the course seriously.

Definitely the 10 year-old boys! The instructors couldn't handle the boys in the class and majority of the time was spent dealing with them goofing off and not distracting the class. Group 1

Impressions on taking the course with someone else and alone

Participants were asked to state if they enrolled themselves or if someone else enrolled them. Participants who took the course at a younger age (under 18) were split down the middle in that about half enrolled themselves and half had a family member or close friend sign them up to take the course. The majority of participants over the age of 18 took the course alone.

Participants were then asked if they took the course alone or with someone they knew. Almost all of the participants with family members who are 'actively engaged' took the course with a parent, sibling or relative. Conversely, many of the participants who did not come from a family with strong hunting backgrounds took the course alone.

Having another person to take the course with was not a deciding factor in taking the course but it did appear to improve the experience. Respondents talked about the increased comfort level they had when learning the material because they had someone they knew to discuss the material with.

I liked taking the FAS course with other people that I knew because I knew then that we could talk about all the stuff that we learned during the course and I had someone that I could go to and ask questions after class if I had any. Group 3

I took the course alone and it was alright. If I would have taken it with someone else that would have been nice too because I didn't have anyone I could ask that I felt comfortable talking to. Group 2

I felt like I would have been more into the class and retained more of the material if I had someone else to take it with me and it would have made my experience better. Group 5

Reactions to the course variations

The participants were asked how their experience would have been if they would have had:

- A female instructor instead of a male instructor and vice versa?

Just 3 out of 38 participants had a female instructor so participants mostly focused on how their experience would have been different if they had a female instructor. Most respondents were supportive of a female instructor and believe that it would have improved their experience. Participants who are regular license purchasers were more indifferent to the gender of the instructor while participants who were not regular license purchasers---particularly younger women---were more excited about the prospect of a female instructor.

I had all male instructors and I was always the one being singled out during the course. I suppose I didn't mind it but I couldn't help but feel like the attention was always on me. Group 4

➤ A females only course?

None of the participants knew that there are female only courses available for the FAS course. Participants generally were excited about the prospect of the female only course.

There would be less amount of competition if there were only girls in it. Group 3

With men in the course it is all about other guys acting tough and being macho so having female only courses would make the class more about gaining knowledge and not about impressing the other guy next to you. Group 5

I don't know very many girls who hunt so it would be a nice way to find other girls that I could go out hunting with. Group 4

It would have been more about being empowering women and 'we are females and we can do this!' Group 3

➤ An adult only course?

Again, none of the participants were aware that such a course was offered. Participants were generally excited about the idea of an adult's only course because they felt the flow and the topics of conversation would have been different without kids in the course. They also thought

that they would get more out of the class and even learn more knowledge than the class that they were in.

I wish I would have taken an adult only class...The fear of taking the course with 10 year old boys is the main reason why I took the course online. Group 3

Having all adults would make it easier to learn because you wouldn't have to be dealing with little boys goofing off all the time and having the instructor babysit the students; we could actually just learn. We wouldn't need to be told over and over the same things because we actually want to take this course for a reason. The course would be a lot more informal and I would have liked that. Group 5

➤ Online compared to classroom and vice versa?

Of the 38 participants who took the course, 3 took the course online and the rest took the course in a classroom setting. Learning in a classroom setting is still the main preference for female participants taking the FAS course. The participants who liked the option of the online course either had children or worked more than one job. Primarily the women interviewed had the perception that the online course prevented them from being able to ask questions during the course which was unappealing.

I learned better at home because I have a kid and I have to take care of him and the online course let me do it at my own pace. Group 3

If I would not have taken the course in a classroom I would have lost all of the instructors stories that they told and I really thought I learned a lot from the personal stories that the instructors told us. If you were taking the course online you would not have taken the course as seriously as well. Group 3

The importance behind the field day

The field day was a memorable experience for just about all of the participants. For some, this day was the first experience that they had operating a firearm. Many participants expressed how they wanted more time spent on participating in the field days. Participants in all five

groups said they wanted more of an emphasis focused on the field day. A common suggestion was that the field day be broken up into multiple mini-segments instead of one long day of time in the field. Aspects of the field day that participants particularly enjoyed were shooting real guns, handling the gun through the woods, learning how to sight in the guns, and shooting at targets (clay pigeons).

Some respondents commented that it seemed like younger boys in the course did not take the field day seriously and were not comfortable being around them with real guns. Many women felt they were not taken seriously when learning how to shoot properly because of their gender. The other main complaint about the field day was the group sizes and the disorganization from the instructors.

I wanted to be able to shoot more guns but my class didn't let me. But I did think it was cool when they put in blank .22's in your gun so than when you were walking you would know if someone was paying attention or not. Group 2

It had too many people in the class, more than twenty-five and we were inside an indoor gun range and there were people everywhere. The younger boys were always goofing off and the instructors did not have anything organized. And the guys in the class didn't take me seriously when I was shooting; I didn't like it. Group 3

Can/does the FAS course help motivate women to hunt

For the women who took the FAS course with Becoming an Outdoors Woman (BOW), the FAS course tended to motivate the participant to go hunting; this course allows the participant to participate in hunting after completing the final exams. For them, it was important to have mentoring opportunities and to know where to hunt. Some women who took the traditional course only had the firearm safety aspect and little to no information on the hunting aspect. A participant from group 2 stated “*the field day made me feel like I might actually want to go out hunting and it was really awesome*”. The course made many feel more confident about handling guns therefore many felt that they would be more willing to go out hunting compared to not feeling comfortable handling guns at all.

Some of my friends are scared to go hunting because they think that holding a gun they are going to get shot or something but taking the course makes me feel not so scared to hold a gun 'cause I know how to hold a gun now without shooting myself or someone else. Group 2

There were many women who were already motivated to go hunting and taking the course was that extra push that made them go.

My instructors told me stories about hunting and it made me want to go out and experience what they were talking about. I wanted to experience that rush that they were talking about. Group 1

I felt a lot more comfortable (handling guns) after taking the FAS course. After being able to shoot a gun at the range, it made me want to go out and try the real thing ya know. Group 4

Participants were asked if there could be something that could be done to help motivate them to purchase a hunting license after the course. More than one participant thought that the course was supposed to be about 'how to be safe while hunting'.

- List of things that could be done during the course to help motivate them to purchase a license:
 - Have a mentor or a class that could take you hunting.
 - Need an "I Can Hunt" program
 - Learning how to gut an animal after you kill it
 - If the course had a hunting component integrated within it
 - If the course would have been more about hunting and gun safety but taught at separate times.
 - If there was the option to be in a class about hunting or a class that was about gun safety.

Suggestions for making the FAS course a better experience for women

Participants suggested multiple ways to create more positive experiences for women taking the firearm safety course.

List of suggestions for the course:

- Making the course more hands-on
- Updating the material every 5-10 years (including pictures and videos)
- Putting less pressure on the students for the final written exam
- Offering more locations and more options for the participants to choose from (adults only courses, female only courses, female instructors, online/classroom)

Participants would like to spend more time on hands on learning so that they start feeling comfortable around the guns. Participants noted that the more they felt comfortable handling firearms, the more likely they are to participate in shooting sports, especially with hunting.

If there was more handling of the guns during the course that is what I would want so that I feel prepared when I have to go out in the field. Group 3

Several participants thought that they would be learning more about certain areas and felt like the course material was missing something.

I wish they spent more time learning about tree stand safety. I felt like we only spent a couple of minutes learning about it and that isn't enough time spent on it. I was really interested in learning about the safety behind stands and I was bummed that we weren't able to take the time to learn everything about it. Group 5

I wish that my instructor would have brought in bows and arrows. I had hoped that we would be able to talk about archery during the course but my instructor did not bow hunt so we didn't. Group 2

It would have been nice if my FAS course had a hunting component in it. I thought I would have learned more about how to hunt during a course that is required for people to complete if they want to hunt. Group 1

Participants who were in group 2 expressed their opinions on the course material. Many of them thought that the written test was confusing because the illustrations on the exam were not written clearly. One of the participants from group 2 thought that “the course needs to be updated in such a way that the younger generation will be able to understand them”. The participants who have knowledge about hunting prior to the FAS course thought that the information was not as interesting as they had hoped for.

The course needed to be updated to the 21st Century; a lot of the material looked really old, like it was from the 1980's. Group 2

Updating the course to better assist participants to learn the material is one way for lessening the amount of students who fright over taking the exam. The instructor does not have to “*put so much pressure emphasized about the written test and make it seem like it is so challenging*”- Group 5.

What intrigues women to hunt

When asked what they find appealing about hunting in general, participants were drawn to:

- The meat
- Sitting outside and watching nature right in front of you
- The sunrise or the sunset
- Bonding time with father
- The adrenaline rush you get when you see an animal
- Studying the anatomy of an animal
- Pride behind harvesting a ‘trophy’
- Getting in touch with nature
- To see friends and family that you don’t normally see
- Being able to relax while hunting

Hunting isn't just about killing an animal; it's about everything being connected. Group 3

The adrenaline that you get when you're out hunting, I love it. I like the feeling of hearing deer and how it feels to be outdoors when you're hunting; everything in and out of your body is at peace. Group 3

Just being able to draw yourself away from your busy life and to be able to relax, it sounds like a great way to relieve stress. Group 5

I like the food aspect because we cut up our own meat. It's kind of nice to know that a life has gone into it. Group 3

To watch that wild turkey walk out in front of you, to take time to appreciate your surroundings; it is the little things. Group 4

The meat is clean, and venison is really healthy for you and you really are connected to what you're eating when you harvest your own deer. When you go to pull that pack of steaks out of the freezer, you take pride in being able to provide for your family. Group 4

Things women don't like about hunting

Unappealing aspects of hunting included:

- Lack of bathroom
- Weather
- Being quiet
- Deer ticks, spiders
- Waking up early
- Gutting and cleaning the animal
- Fear of wounding an animal
- Expense of buying equipment
- People overcrowding hunting grounds
- Being labeled as a hunter

Not having access to a bathroom is unappealing for women.

I worry about going to the bathroom. One time my mom had to go to the bathroom outside and my mom had fire nettles touch her butt and she didn't like it. Group 1

I don't want to go to the bathroom in the cold. That is not for me. Group 5

Being outside in the cold for long periods of time was mentioned by every group at least once.

The cold, raining days and the amount of time you put into getting prepared to hunt. Group 1

Another item that participants didn't like about hunting was the expenses. For example, buying a gun, hunting clothes, and equipment can be quite expensive.

Can use equipment a couple of times a year or get a pair of shoes that you can wear for six months straight. Group 5

My dad doesn't want to buy a hunting license unless he knows that I will like it because it costs so much to buy a license. Group 2

Some mentioned that they did not want to be 'classified' as a hunter because of the association between many negative stereotypes that hunters have. *You definitely don't tell someone on the first date that you hunt* one participant from group 1 stated.

I come from an anti-hunting family and I am not ready for the debate at home of being 'the hunter'. Group 1

You inadvertently get caught up in the hunting debate and you get labeled a "hunter" but for me it's about fair chase and putting food on the table. I have a lot of vegetarian and vegan friends so it puts you on the extreme end of things. Group 4

It is ok to be a shooter that plinks cans but as soon as I become a hunter I will get this image of being a killer and I do not want that. Group 1

Many participants expressed concern with gutting an animal.

The day that I have to gut my own deer is going to be gross! Group 1

Constraints to hunting

Commonly mentioned constraints include:

- No place to use the restroom
- Don't know where to go or people to go with
- I don't know of any programs available so I can learn
- Don't want guns in my home.
- Females are still not being asked to go out hunting.
- Lacks social element and don't want to go by myself and I don't know another female to go with me.
- Psychological societal barriers (e.g. being a tomboy, being a killer)
- Fear of hunting on public land (e.g. don't know who's in the woods)
- The cost of purchasing a license and equipment
- Thinking about the animals and not being able to pull the trigger.
- Having to be re-taught every year how to gut a deer.

Participants who did not have experience hunting lacked the knowledge on most of the basics that a new hunter would need to know to get started with the sport. Many participants liked it when they took the FAS course through BOW because the options were there for them.

I wanted to take the FAS course with my son because he wanted to hunt. While taking the FAS course I went with the BOW program and he went with the fish and wildlife program. During the course, I had the option to choose if I wanted to go on a mentored bird or deer hunt and there was no pressure, I was able to have all the options I needed without having to do any searching. Group 1

Women want the social aspect from the sport of hunting.

Men have their Deer Camp... Why can't women have Doe Camp? Group 1

The fears of hunting on public land with hunters that are strangers scare some participants. Groups 3 and 4 had experiences with hunting on unknown lands where there were issues with other hunters. They said that they felt nervous to hunt so close to other people and to be in an area where hunters are giving off mixed signals.

It is unsettling to have neighbors hunt close to the road, its unsettling, not sure if they have a license since they are in all camo so we're not sure when they're there. There are too many unknowns. Someone had told them they're supposed to be in blaze orange and then they left. Group 3

I have a fear of hunting on public land so I would only go out hunting on private land. Group 1

Financial expenses are one of many primary reasons participants do not hunt.

For me it is getting the equipment from other people that have it so I can try it out before paying hundreds of dollars on something that I don't know if I will like or not...Someone needs to create a program where someone can try out the sport while using someone else's equipment. Group 5

A few participants expressed how it is challenging for women to stay active within the hunting realm.

I'm a tomboy and it kind of sets off my boyfriend's family when I talk about hunting since his family is very traditional. The guys and the girls usually split up and you don't quite fit into either group. The guys have to help me carry my stand because I'm physically weaker. They accepted me more once I shot a deer. Group 4

Positive memories involving hunting

Generally speaking, participants who had a positive memory involving hunting remembered a time where their father would go out hunting and tell stories about his hunt. Others remembered going out hunting for the first time with family or a significant other and the bonding that took

place. They also commented on the wildlife observed and the little things that they felt many people never will get the chance to see.

The whole weekend a little fawn came out every morning and I'd watch it for an hour. I'd say to my family "No, I'm not going to shoot it." They'd give me crap but none of them would have done it either. Group 3

If my dad got something, he was always so proud about what he had killed. I can remember that when he would come back with his deer, that's when he would start telling the story and I was so excited to hear him tell it. Group 1

It was really fun going out to sit and watch deer in their natural habitat...one time I saw deer playing tag with one another and they were having fun and it was really cool experiencing that. Group 2

My first deer was a positive experience. I was pretty proud of myself because I don't have any friends who have done that. Girl Power! Group 3

Negative memories involving hunting

Many participants had family members who were hunters but were not allowed to go hunting and/or were not asked to participate. Some mentioned that they did not want to be 'classified' as a hunter because of the association between many negative stereotypes that hunters have. Some of the common negative memories mentioned were:

- Bambi
- Not being allowed to go to deer camp
- Dad making a poor shot on a deer
- Watching kids beat up on dead animals
- Getting lost while hunting
- Seeing wounded animals with arrows coming out of them
- My dog got attacked by a porcupine while hunting

I remember asking my dad to take me out hunting and he said that I couldn't till I was older. I was so sad I cried for like a whole day because I didn't care if I actually got to

shoot something, I just wanted to go out hunting with my dad like my brothers always did. Group 2

Bambi. The stereotype that all hunters got after that movie came out because hunters were the ones who killed Bambi's mom. Group 1

My dad shot this big buck when it was getting close to dark and he tried to put it in the trunk and he had to cut the legs off of it to make it fit and the one leg he tried cutting off, the bone saw cut his thumb almost off and he had to go to the hospital. There was blood everywhere and they said at the hospital that he was like ten more minutes away from it getting completely infected and it was really scary. Group 2

Reactions to photographs

Participants were asked to state their impressions regarding a series of six photographs.

3 Generations



Many participants related to this photograph. Participants felt this image was unique; it's not the typical hunting picture because of the three generations of women in the photograph. Participants expressed how this photo reminded them that hunting is a sport that can be enjoyed by

participants both young and old. Participants liked the idea of having other women, whether it be with family or friends, to go hunting and this photo makes them feel like that is possible..

This picture is cute, empowering and nobody ever hears of all girls going out hunting, I like this picture. Group 4

It shows that women CAN go hunting and that women CAN do manly sports. Group 2

It looks like there are three generations in the picture and I hope someday that I will be able to take a picture like this. Group 3

Participants in group 1, 3, and 4 liked how it captured the opportunities that hunting can create such as spending time with family and spending time in nature. They also liked how it did not focus on the final outcome of harvesting an animal. Participants in groups 2 and 5 did not like this photo because they didn't catch anything.

Couple's Shot



Participants who related to this photograph want to be able to hunt with their significant other. They want to share a common bond with one another, specifically in the outdoors and hunting.

Generally participants who were less experienced with hunting liked this photograph and were able to develop a story around it.

I hope one day that I can find someone to go out hunting with me. Hunting could be an activity that we could do together for the rest of our lives. Group 3

They both are enjoying themselves while sharing a bonding experience. Group 5

Looks like they were on a honeymoon...if this was a honeymoon, this was a really good one 'cause those are some nice bucks and it was memorable. Group 2

Generally, participants with more experience hunting disliked this photograph. They found picture unappealing because it felt like it was too staged, was unrealistic, and were turned-off by sponsors being displayed.

Dad and Daughter



Participants saw this photo and immediately said that it was a father and daughter sharing a common bond of hunting. Group 1 also noticed the power lines in the background and found the visual comforting as it would help keep them from getting lost. Participants mentioned that it

reminded them of their father, grandfather, uncle or a person who acted like a father-figure to them. Conversely, participants who did not relate to this photograph generally did not have a father figure in their lives.

This picture just reminds me of what it would have been like to actually be able to go out hunting with my dad again. I wish that I could go hunting with him again but I will never be able to until we meet up again in heaven. Group 3

In about 12 years...I got a 12 week old and a ten month old and my husband and I are already excited to be able to take them out. Group 3

It's been a long hard day, let's go home and fry up those pheasants. Group 5

Girl Shooting



This photo was very relatable for many of the participants since it includes being with family and the outdoors. Participants noted that she seemed really happy during the picture which made some want to go out hunting. They also liked that the woman was doing the shooting in this picture.

I think that this picture is enjoyable because she is the one taking the shot and they are standing there simply watching her. Group 4

There is already a pheasant in her pouch, which must mean that she is a good shot. Group 5

Some participants didn't like this photograph because the center of the photograph was the father and son and it reminded them of times when they were left behind. One person commented that she'd like to see a little girl in the picture instead of a little boy.

I don't like this photo because you automatically focus to the center of the picture with the father and son and less emphasis is placed on the woman hunting. Group 5

Mom and Son



Women who had not purchased a hunting license found this image disturbing because of the deer eyes. Women who had gone hunting or who had some experience with dead animals were not bothered by the eyes. This picture was a pleasant surprise to many of the participants because the mother was the mentor to her young son. The snow in the picture seemed to act as a constraint as many participants noticed the snow and mentioned that it must be cold.

This picture is really encouraging to single moms out there because it is showing other women that they don't need a man to teach hunting to their kids, they could be the ones taking on the role. I could really see myself in this picture someday with my daughter.
Group 5

I like how the mom is mentoring the son and that it isn't only the dads who can teach their child how to hunt. It is neat to see the roles switch. Group 1

That is one proud mom. Group 3

Girl with Turkey



Many participants initial response to this photograph was that the turkey looks huge and that the woman looks really proud. This photograph surprised many participants because the woman in the photograph was using a bow, the turkey was extremely large and she is alone in the picture. Participants who did not like this photograph did not feel like they could relate to it because they hadn't thought about or don't like turkey hunting, don't like the idea of bow hunting and/or don't like the idea of hunting alone.

This picture is more appealing to me because archery is so peaceful and challenging. Shooting a turkey with a shot gun isn't much of a challenge but killing one with a bow is. Group 1

That is such an accomplishment to harvest a bird like that with her bow. I also like how she doesn't need to put make-up on to go out hunting; I mean whenever I am sure that the bird doesn't mind that she didn't do her hair and make-up. She really has the natural beauty which is appealing to me. Group 5

Wow! That is such a huge bird. I can see the excitement behind her and that she is so proud of herself and her trophy. Group 5

Reactions to DVD proposal

Groups 2-5 were shown a proposal for a DVD that would provide education on hunting and would be available for purchase during the FAS course for about \$10 (Appendix I).

There was an overwhelming positive reaction to the DVD proposal. Participants thought this would be helpful to own and a majority of participants would rather have a DVD hard-copy over looking up the same items online through YouTube or the DNR website.

Common items participants liked about the DVD were:

- It mentions archery
- It tells you about all the different types of land to hunt
- It could be used as a refresher and watch it at my own pace
- It is a one-stop-shop DVD
- It would be accurate, reliable information
- It provides information on mentoring opportunities

This is a good extra step for people who haven't taken the firearms safety course before because it covers a lot of material. I think that a lot of these items were briefly covered during class but it would be nice to have it on hand to review the material if needed later on down the road. Group 3

It's the extra push if you are thinking about going hunting to watch it and realize that you actually know this stuff and you can do it. Group 4

If there was a 'newbie' in the group than they could watch this and then I could help them answer questions if they had any. Group 3

I think that a lot of these items were briefly covered during the class but it would be nice to have it on hand to review the material if needed later on down the road. Group 3

This video is so convenient having everything all on one disc; it really touches on a bit of everything which is great! Group 5

Likelihood that participants would purchase the DVD for about \$10

Nearly all participants stated they would purchase the DVD for \$10. Participants were willing to pay \$10 for the DVD even if the same items were available free on the DNR website because the DVD would be more convenient.

You could bring it up north to watch because we don't have access the internet, let alone a computer up there. Group 3

Suggestions for making it easier for a woman to become involved in hunting

Overall, participants want to become involved or more involved in hunting. Some suggestions participants mentioned that would make it easier for them to become involved or more involved were:

- Have my own gun
- Having a family that hunts
- Having knowledge on how to stay warm and how to buy proper equipment
- Having more time away from work to go out hunting
- Hunting more animals
- If female clothing cost less
- Joining a shooting team

- Knowing places to hunt, knowing the land, being able to get out there, knowledge of public places to hunt and where to go.
- More friends who will go out with me
- More time and money
- More women involved
- Rent equipment for a weekend
- Resources
- Start bow hunting
- Wish I could learn the how to's (e.g. clean animal and the guns)

I think it is tough getting involved with hunting because I don't know of anyone to go out hunting with or where to go you know? It is hard to become involved with something unless someone is willing to take you out and show you the ropes. Group 1

Participants were asked if they had taken any DNR training programs such as BOW or other mentored programs but not one participant had participated in a DNR Education Program. Participants expressed how they did not know such programs were available. Women from the focus groups were not familiar with the BOW program, Advance Hunter Education (AHE) or the Clinics available from the DNR Education Programs.

I had no idea that the DNR offered adult hunting opportunities and I even work here...I had no idea about the programs that BOW offered and I couldn't tell you where to go and how to find them now. Group 1

It would be nice to be able to have all women groups that get together and go out hunting. It is really awkward to go out in the field when you are the only girl out there. Group 5

Women from all focus groups mentioned how additional training and instruction would be helpful to them but they lacked knowledge on the opportunities available for them to participate.

If I were to find an actual class and were able to experience how to shoot a bow and arrow, I think that I would really like that. Group 3

I wish there was a class that would teach us about what a buck scrap or a buck rub looks like and where the course will teach me more about the in depth process of nature. Group 5

Participants (Groups 3 & 4) who purchased at least one hunting license in the state of Minnesota were asked if they had taken part in any of the specialty hunting opportunities available such as Youth Waterfowl Day or Camp Ripley. A few participants mentioned that they were aware of an early antlerless season but most participants had no knowledge of the hunting opportunities available. Common comments regarding the programs included:

- How much are they?
- Are they free?
- I haven't looked into anything like that before.
- I didn't even know we had those options.

Feedback on how the DNR can get more women hunting in the state

Participants provided suggestions that the DNR can make in order to get more women involved in hunting. Suggestions are listed below.

1) Education/information

Participants in all five focus groups lacked knowledge in many areas of the opportunities available to them. They felt the DNR could do a better job informing people that women do hunt in Minnesota and there is a real purpose behind hunting. They would like more information on programs available for them to participate in, people/groups to go hunting with, places where they can go hunting, and how one hunts.

Hunting is a way to manage population and if women knew about the logical connections between harvesting animals and the purpose with keeping the ecosystem in check. Group 1

Girls aren't taken seriously out hunting and unless they are raised in a family that hunts; it is hard for them to get started. Group 3

When girls hunt its way more of an aggressive side...they are allowed to get down and dirty without having to be Barbie dolls. Group 2

People always ask me why I hunt but it's just so much more than hunting, ya know? Group 3

I want the knowledge of what I need to do so I can hunt after I complete the course. I want to be told that I could go on a mentored turkey hunt but I wasn't told of anything like that during the course. Group 1

Tell people that girls don't just have to like shopping, that they can hunt too. Group 2

2) Promotion/advertising

Participants want to be able to see other females hunting; they want to be able to see multiple media types of images with women hunting or participating in shooting sports. They stated that the DNR could provide more images of females hunting in the firearm safety course handbook, on billboards, on the DNR Website, in schools and in other publications the DNR produces.

Advertising, I want to see more pictures of women hunting. Group 2

If the DNR were able to promote more females actually hunting that would probably be their best way. The DNR has to do a better job at informing females that there are a lot of perks to hunting and that hunting does a has purpose; it isn't all about killing animals, it's so much more deeper than that. They have to make other females aware that women can hunt and do hunt! Group 3

Need to advertise more women publicly. Group 5

Better messaging---how hunters manage the population, become part of the conservation ethic. Group 2

Show more women actually hunting. Group 3

Putting women hunters up on a billboard sponsored from the DNR to let others know that girls can hunt too! Group 5

Get the word out why we hunt and that we aren't just killing to kill, we aren't wasting an animal but we also donate the hide and extra meat that we get. Group 3

The DNR seems pretty neutral but their media what they present holds me back. Group 4

3) Create new programs and changes in the FAS courses:

Participants would like to know more about the FAS course variations available (e.g. Women's Only FAS courses, Adults Only FAS courses). They also expressed how there should be more course options available for them to participate in. Women wanted the DNR to create more options for women and made comments where change could take place within the FAS course.

Make it that we are able to see more guns while taking the FAS course. Group 2

Offer the FAS course in more locations. Group 4

Someone needs to create a program where someone can try out the sport while using someone else's equipment. Group 1

Offer more women's classes for the FAS course. Group 4

I have a lot of guy friends that don't know how to hunt---include all genders for beginning programs. Group 1

Make the firearm safety course more fun. Group 2

Make more events revolved around women and hunting. I have not heard of a single women's event that involved women and hunting together. Group 3

*Create a program that provides equipment, a mentor, and someone to clean my animal.
Group 1*

*Create a program where girls can learn to hunt and have women groups go out hunting
together. Group 2*

*Have half day I Can Hunt programs. BOW is good but too big of a time commitment or is
too far away or too expensive. One weekend and if that doesn't work then I have to wait
till next year. Group 1*

IDEAS TO CONSIDER

Though focus groups are qualitative in nature and cannot be used to generalize to the public, the findings from this study provide valuable insight into some of the ways women may become more engaged in hunting. This study lays the groundwork for future research on the topic and the ideas presented below should be further test with quantitative research prior to large investments.

“I Can Hunt” Program

This program would be a part of the DNR “I Can...” series. Participants in all five focus groups suggested an introductory, experiential program related to hunting that would require minimum investment and time as a way to try out the activity and see if they like it. Group 1 had previous knowledge about some of the “I Can...” programs available and had explained how they wanted the option to participate in an I Can Hunt series. Groups 2-5 gave suggestions on having the DNR create programs that: 1) were more revolved around women hunting, 2) were for beginners or participants who wanted to learn about new techniques, 3) were easily available and were half-day programs, 4) were educational, 5) extremely focused on hands-on, 6) have knowledgeable instructors, and 7.) would provide firearms/bows, mentors, equipment, and a location to hunt. A participant from group 1 explained how BOW courses were too long and if she wasn’t able to make it on that one weekend that the event was offered that she would have to wait till next year in hopes that her schedule would permit her to participate in it. I Can Hunt would be a new series and would host events that would take place more often, cover more topics, and be in more locations.

The I Can Hunt series could mimic the other I Can series. The series would have majority of the ones offered would be a free or would be ‘wallet friendly’, hands-on program where participants could learn the basics on how to shoot properly, pick out gear/equipment that is suitable for the participant, and learn about techniques for calling in game and/or proper ways to hunt game. This program would be taught by ‘experts’ who could assist in leading the hunt, while educating participants to become more knowledgeable on ways to become more active within the sport.

The program would address the financial that many participants mentioned. One participant from group 5 explained how *“For me it is getting the equipment from other people that have it so I can try it out before paying hundreds of dollars on something that I don’t know if I will like or not...someone needs to create a program where someone can try out the sport while using someone else’s equipment.* Similar to I Can Camp, the DNR could explore a partnership opportunity with a sporting goods store to donate equipment. The DNR could also explore allowing people to donate equipment. According to Heberlein, Serup, & Ericsson (2008), “In order to increase females hunting, special opportunities such as incentives for new hunters or programs that mentor new hunters to name a few, should be considered when constructing a new model to help reach out to new hunters, especially women.” The I Can Hunt series would be that new program/model used to reach out to new hunters, especially with women. In addition to addressing financial constraints, I Can Hunt would address the constraints of finding people to go with (especially other women), knowing where to hunt, and lack of knowledge on how to hunt and what equipment is needed in order to hunt.

Modifications to the Firearms Safety Course

Some modifications can be made to the Firearms Safety course to potentially improve the experience for women (and all participants) and potentially increase the number of people who purchase a license after the course.

One idea to consider is to provide more hands-on experiences. Participants from this study want to handle the firearms more often and want to be able to feel comfortable while doing it. The participants from all the focus groups made it clear that the more they felt comfortable handling the firearms, the more likely they would be to try shooting sports, especially hunting in the future.

The field day was one probably the most important section of the course for participants because they felt they gained and were able to retain information. One participant noted that *“it is one thing to learn about something from a book or from a teacher. It is entirely different when you actually are learning something while you are physically doing it yourself.”* Participants felt their overall experience in the FAS course would be improved if the field day was broken up into multiple mini-segments. Many participants felt like the one day field day experience was an

overload of information and they felt rushed in many areas. They wanted to have more time during the field day to practice the material they learned in the course.

Another way the course could be improved would be to place a greater emphasis on the RISK motto. The RISK motto is explained on page 13 of the Minnesota Department of Natural Resources Division of Law Enforcement, Hunter Education Youth Firearms Safety, student manual and reference guide (2010), “The programs purpose is to train R.I.S.K. or Responsible (doing the right thing even when no one is watching you), Involved (joining local sports and conservation groups), Safe (obeying all firearm safety rules), Knowledgeable (reading hunting magazines, books, and state regulations; talking to other hunters; going afield and observing nature and wildlife). The RISK motto covers the majority of the material in the current FAS course but it needs to be taken to the next level.

A women’s only FAS course taught by John “Jack” Wachlarowicz, in White Bear Lake, has taken the FAS course to the next level. He observed numerous FAS courses prior to instructing his current women’s only FAS course. He found the courses were lacking in two main areas. First, they did not inform participants on how they can become *Involved* and second, they did not allow for participants to handle the firearms enough. To allow for more time handling firearms, he has the students take quizzes on the material and has them do homework. By having them do some of the learning at home, at their own pace, the students are able to review the material prior to the class and spend more time asking questions and doing hands-on activities.

An example of this unique type of course, is breaking it up into segments that focus on accomplishing a goal (RISK motto), which is accomplished by having students split into groups that go to multiple stations that have activities at support the goal (RISK). For example the class would first start off with an introduction time for answering questions and discussion and be used for checking homework and the goal (RISK) for the night would include Responsible (a laser range where students use Daisy laser rifles and go through shoot-and don’t shoot scenarios), Involved (a woman from the Lady Slippers Chapter of Pheasants Forever would have students make an animal print made from a ceramic mold), Safe (students go to an air rifle range where they learn what their dominant eye is, how to use the air-rifle parts, how to shoot a shot sequence while learning range rules), and finally Knowledgeable (students learn from a current female FAS instructor about all the different types of actions on a firearm and how to operate

them, and how to properly handle the firearm while learning about the firearm parts) and the class would finish up with a review and a quiz for the students to take.

This course would allow for participants to become more engaged in the course material while being able to experience handling a firearm more than one time during the FAS course. The course also stressed the importance behind having a female's only FAS course. He said "When women are around other women they feel more comfortable to ask questions in which they normally would not ask during a class with men in it. Having a class with more hands on and more in depth learning enables women to learn more about shooting sports as well as increases the likelihood they will purchase a hunting license afterwards." Many participants said they wished that they knew about 'women only' or 'adults only' FAS courses or they knew about them but there wasn't one available for them to take. There is a need for more women's only FAS courses so that more female participants can take advantage of this opportunity. The course also needs to add some sections to better help females. He felt like there is a need for the course to talk about how to pick out the proper gear and clothing. From his experience and from the data that has been collected, it is hard for women to find clothing that fits them and by learning about how to pick out the proper gear/equipment; they are able to stay warmer which is one of the biggest constraints for getting more women involved in hunting.

Another way to improve the overall experience for women in the FAS course is to show videos with women in them. For example, one instructor would show the video *Debutante Hunter* in it. The instructor felt like it was vital to women interested in hunting that they are exposed to material that has other women actually hunting in it. He said "Whenever you can see other people out there doing something and those people are similar to them than whoever watches it will think that they can do it as well".

Hunting Training Video

Another idea to consider is to create a video using the knowledge gained from the focus groups that could be used for further firearms safety education. This video could be produced from a possible partnership with Women Hunting & Fishing in All Seasons, the DNR, and/or other organizations. Participants shown a DVD example (Appendix I) had mainly positive comments to say about it and were willing to pay \$10 for it even if the same material was available for free elsewhere.

This video would allow more time to be spent handling firearms during the FAS course and allow student to visually learn more about how to be safe while hunting. This video would: be used as a tool to help overcome the constraints women face, a future reference for firearms safety, a tool to help spark interest in possible hunting participants, be used for youth as well as adults, be a way to start-up mentoring opportunities, used for a way to put an emphasis on the RISK motto, and finally a “one-stop-shop” for people. This could be another way that the FAS course could be improved for participants. This video would be a great idea for students to watch certain items on it every year, and could be used for a refresher that people forget during the off season.

Women Hunting Day

The next idea to take into consideration would be a day geared towards getting more women out hunting such as Youth Waterfowl Day but it could be called “Take Her out Hunting”. Having a day like this would allow for women to go hunting without having to purchase a hunting license. Hunting has primarily been a male dominated sport and many participants from this study said that they were not allowed to go to deer camp and that men were the only guys allowed hunting. ‘Take Her out Hunting Day’ would help eliminate the barrier behind having dads/boyfriends say that they never “thought” about asking her to go out hunting. This day would be that extra incentive for having more women to go out and try hunting and allows for mentoring to happen.

Future Research

This idea to take into consideration would include collecting data from female’s only FAS courses to see if participants have a higher license purchasing percentage compared to the ones who take a traditional FAS course. The findings would provide the DNR with data that could be used to increase the amount of women’s only courses as well as determining the percentage rate of FAS course graduates and their likelihood in purchasing a hunting license after the course. There has not been a study done before where traditional FAS course graduates are tracked to find a correlation behind a participants experience and their likelihood for them purchasing a hunting license. This would be a way to determine if the FAS should be taught with

an emphasis on hunting or less of an emphasis on hunting depending on what the data comes back with.

Marketing and Promotion

The final idea would be promote and advertise more women hunting within the FAS course and from the DNR. In every one of the focus groups, the idea of having more images of women hunting was brought up whether it would be within the FAS course book itself and or by the overall image that the DNR displays. Women want to see other women hunting. In the Hunter Education Youth Firearm Safety Student Manual (2008), there were 13 males and 2 women pictured as student/instructor photos and there were 44 males and only 10 females pictured demonstrating skills and safe techniques. There is a need to have more women shown throughout the FAS course because the more women see other women participating in the sport of hunting, the more that they will be able to realize that women do in fact hunt.

APPENDICES

Appendix A: Group 1 Discussion Guide

Discussion Guide - DNR Women Final
Wednesday July 11, 2012
DNR Central Office in Saint Paul, MN

Before group members arrive:

- Place signs up where to go inside towards the hospitality room
- Arrange seating in a circle or semi-circle
- Set up refreshments
- Place out any materials that the participant would need (i.e. pens/pencils, list of questions)
- Have a copy of the Hunter Education Youth Firearms Safety manual available if participants want to use it to refer to a particular spot in the manual, etc.

As the group arrives:

- Greet and chat with people as they come in
- Have them sign and take a name tag

Moderator's Instruction- (1 minute)

Hello. My name is Andrea Date and I work in the Planning, Research and Planning section in the Operations Services Division. Also, I would like to introduce Rebecca Kent and Linda Bylander. Becca is an intern who has been working on this study. She will be taking notes to include in a final report. Linda will be observing the focus group as well as taking notes.

Overview of the Topic- (1 minute)

We have been asked by the DNR to obtain a better understanding about women who have completed the firearms safety course and how they feel about hunting. You were invited here because you have taken the firearms safety course and did not purchase a hunting license. We want to better understand your experiences and your opinions about hunting in general and more specifically, why you took the firearms safety course but have yet to purchase a license.

Ground Rules- (2 minutes)

To allow our conversation to flow more freely, I'd like to go over some ground rules:

1. Only one person speaks at a time.
2. Please avoid side conversations.
3. Everyone doesn't have to answer every single question, but I'd like to hear from each of you as the discussion progresses.
4. This is a confidential discussion, in that, I will not report your names or who said what during the study. Names of participants will not be included in the final report about the meeting. It also means that, except for the report that will be written, what is said in the room stays in the room. Your participation in this study will in no way impact your position at the DNR. If at any time you decide you would like to end your participation, you are welcome to leave this discussion and/or have your comments removed from the report.
5. We stress confidentiality because we want an open discussion. We want all of you to feel free to comment on each other's remarks without fear that your comments will be repeated later and possibly taken out of context.
6. There are no "wrong answers," just different opinions. Say what is true for you, even if you're the only one who feels that way. Don't let the group sway you. But if you do change your mind, just let me know.
7. This discussion will last about 1 ½ hours. During that time, feel free to help yourself to lunch and refreshments or take a restroom break.

Introduction of participants- (~5 minutes)

Let's begin. Let's find out a little more about one another, if you could please tell me your name and tell us where and when you took your firearms safety course as well as what age were you when you received the certificate.

FAS Course Questions - (~20-25 minutes)

We aren't going around the table in order anymore, so feel free to jump in whenever you want to comment or add something.

1. Think back to the time when you were planning on taking the firearm safety course, what were your reasons for wanting to take the course?
 - a. Why did you want a firearms safety certificate?
 - b. Did you have other motivations besides hunting when you took the course? (E.g. working for the DNR, felt obligated, experience for child).
 - c. If you were enrolled by someone, who was that person?
 - i. If enrolled by someone else, did that person hunt?

2. How did you find the class?
 - a. Did the schedule and location fit your needs?
 - b. Did you have other constraints such as family obligations, work, etc...?

3. Now let's talk about the Firearms Safety Course.
 - a. What did you like the most about the course?
 - b. What did you like the least about the course?
 - i. If your experience wasn't what you thought it'd be; what suggestions do you have to make it better?
 - c. Overall, how satisfied were you with the course? Please explain.
 - d. Did anyone in the group take the course with someone else, like their child, partner, or friend?
 - i. How did that influence your decision to take the course?
 - ii. Do you think that impacted your experience? How?
 - e. How do you feel your experience in the course class would be different if you had:
 - 1) A female instructor; male instructor?
 - 2) A female only course?
 - 3) An adults only course?
 - 4) Online; classroom?
 - f. Tell me about your experience with the field day section of the course.
[Important to remember that the online participants' field day is different than the participants who took the course in a classroom style].

Hunting Motivations: (~10 minutes)

Let's talk briefly about what could have motivated you during the course.

1. Hunting motivations:
 - a. Did the course make you feel motivated to hunt? Please explain.
 - b. Did you feel encouraged by the instructor to begin hunting?
 - c. Is there something that could have been done differently in the course that would have motivated you to purchase a hunting license?

Hunting Questions - (~20-25 minutes)

Now let's talk about hunting in general.

1. Take a moment to think back to some of your earliest memories of hunting?
 - a. What's a positive memory you have of hunting *and when you tell us about this memory would you please tell us how old you were and who was with you...*
 - b. What's a negative memory you have of hunting *and when you tell us about this memory would you please tell us how old you were and who was with you...*
2. What kept you from purchasing a hunting license after completing the firearms safety course?
 - a. What are some of the constraints that you've encountered with hunting?
 - b. What has subsequently kept you from doing so?
3. What about hunting is appealing to you?
 - a. If an opportunity was presented and resources were provided, would you be likely to become involved in hunting large or small game? Please elaborate on your reason(s).
4. What about hunting is NOT appealing to you?
5. Have you ever participated in target shooting? (i.e. shooting handguns, trap and skeet leagues)

- a. If not, what has kept you from participating?
- b. If not, could you ever see yourself participating in such an activity?

Recruitment Questions - (~20-25 minutes)

Now let's talk a bit more about what would make it easier for you to get involved in the sport of hunting.

1. What would make it easier for you to become more involved in shooting sports and more specifically hunting?
 - a. Would additional training or instruction be helpful?
 - b. What would you look for in a training or instructional program?
 - c. Would watching a PowerPoint or short video about programs available for beginner hunters interest you?

PHOTOS (~10-15 minutes)

Pass photos around one by one.

1. What comes to mind when you look at this photo?

Closing Question- (~5-10 minutes)

How do you think that we as the DNR could help increase the amount of female hunters hunting across the state?

Closing- (~5 minutes)

Does anyone have any questions for us or is there anything that we missed that you wanted to talk about? (Allow for a few minutes for responses, if any).

Well, our time is almost up. Thanks for coming today and talking about these issues. Your comments have given us lots of great information to consider. Thanks again for your time.

Appendix B: Group 2 Discussion Guide

Women aged 12-20, Discussion Guide Final
Wednesday July 18, 2012
Fresh Grounds Café in Saint Paul, MN

Before group members arrive:

- Place signs up where to go inside towards the hospitality room
- Arrange seating in a circle or semi-circle
- Set up refreshments
- Have a copy of the Hunter Education Youth Firearms Safety manual available if participants want to use it to refer to a particular spot in the manual, orange hunter's survival bandana's set out on table, etc.

As the group arrives:

- Greet and chat with people as they come in
- Have them sign and take a name tag

Moderator's Instruction- (1 minute)

Hello. My name is Andrea Date and I work in the Planning, Research and Planning section in the Operations Services Division. Also, I would like to introduce Rebecca Kent. Becca is an intern who has been working on this study. She will be taking notes to include in a final report.

Overview of the Topic- (1 minute)

We have been asked by the DNR to obtain a better understanding about women who have completed the firearms safety course and how they feel about hunting. You were invited here because you have taken the firearms safety course and did not purchase a hunting license. We want to better understand your experiences and your opinions about hunting in general and more specifically, why you took the firearms safety course but have yet to purchase a license.

Ground Rules- (2 minutes)

To allow our conversation to flow more freely, I'd like to go over some ground rules:

1. Only one person speaks at a time.

2. Please avoid side conversations.
3. Everyone doesn't have to answer every single question, but I'd like to hear from each of you as the discussion progresses.
4. This is a confidential discussion, in that, I will not report your names or who said what during the study. Names of participants will not be included in the final report about the meeting. It also means that, except for the report that will be written, what is said in the room stays in the room. If at any time you decide you would like to end your participation, you are welcome to leave this discussion and/or have your comments removed from the report.
5. We stress confidentiality because we want an open discussion. We want all of you to feel free to comment on each other's remarks without fear that your comments will be repeated later and possibly taken out of context.
6. There are no "wrong answers," just different opinions. Say what is true for you, even if you're the only one who feels that way. Don't let the group sway you. But if you do change your mind, just let me know.
7. This discussion will last about 1 ½ hours. During that time, feel free to help yourself to some food and refreshments or take a restroom break.

Introduction of participants- (~5 minutes)

Let's begin. Let's find out a little more about one another, if you could please tell me your name and tell us where and when you took your firearms safety course as well as what age were you when you received the certificate. *[Remind the participants to keep answers short to keep the time around 5 minutes].*

FAS Course Questions - (~15-20 minutes)

We aren't going around the table in order anymore, so feel free to jump in whenever you want to comment or add something.

1. Think back to the time when you were planning on taking the firearm safety course, what were your reasons for wanting to take the course?
 - a. Why did you want a firearms safety certificate?

- b. Did you have other motivations besides hunting when you took the course? (E.g. a friend was taking the course, felt obligated, experience for child).
 - c. If you were enrolled by someone, who was that person?
 - i. If enrolled by someone else, did that person hunt?
2. Now let's talk about the Firearms Safety Course.
- a. What did you like the most about the course?
 - b. What did you like the least about the course?
 - ii. If your experience wasn't what you thought it'd be... what suggestions would you have to make it better?
 - c. Did anyone in the group take the course with someone else, like friend or parent?
 - i. How did that influence your decision to take the course?
 - ii. Do you think that impacted your experience? How?
 - d. How do you feel your experience in the course class would be different if you had:
 - 1) A female instructor; male instructor?
 - 2) A female only course?
 - 3) An adults only course?
 - 4) Online; classroom?
 - e. Tell me about your experience with the field day section of the course. *[Important to remember that the online participants' field day is different than the participants who took the course in a classroom style].*

Hunting Motivations: (~5-10 minutes)

Let's talk briefly about what could have motivated you during the course.

- 1. Hunting motivations:
 - a. Did the course make you feel motivated to hunt? Please explain.
 - b. Did you feel encouraged by the instructor to begin hunting?
 - c. Is there something that could have been done differently in the course that would have motivated you to purchase a hunting license?

Hunting Questions - (~20-25 minutes)

Now let's talk about hunting in general.

1. When you think about one of your earliest memories involving hunting...
 - a. What's a positive memory you have of hunting and *when you tell us about this memory would you please tell us how old you were and who was with you...*
 - b. What's a negative memory you have of hunting and *when you tell us about this memory would you please tell us how old you were and who was with you...*

2. What kept you from purchasing a hunting license after completing the firearms safety course?
 - a. What are some of the constraints that you've encountered with hunting?
 - b. What has subsequently kept you from doing so since?

3. What about hunting is appealing to you?
 - a. If an opportunity was presented and resources were provided, would you be likely to become involved in hunting large or small game? Please elaborate on your reason(s).

4. What about hunting is NOT appealing to you?

5. Have you ever participated in target shooting? (I.e. shooting handguns, trap and skeet leagues)
 - a. If not, is it due to lack of opportunities or could you ever see yourself participating in such activities?

Recruitment Questions - (~20-25 minutes)

Now let's talk a bit more about what would make it easier for you to get involved in the sport of hunting.

1. What would make it easier for you to become a woman involved in shooting sports and more specifically hunting?
 - a. Would additional training or instruction be helpful?
 - b. What would you look for in a training or instructional program?

2. [Pass out sample]
 - a. What do you like about this idea?
 - b. What do you dislike about this idea?

PHOTOS (~10-15 minutes)

Pass photos around one by one. What comes to mind when you look at this photo?

Closing Question- (~5 minutes)

How do you think that we as the DNR could help increase the amount of female hunters hunting across the state?

Closing- (~5 minutes)

Does anyone have any questions for us or is there anything that we missed that you wanted to talk about? (Allow for a few minutes for responses, if any).

Well, our time is almost up. Thanks for coming today and talking about these issues. Your comments have given me lots of different ways to see the issue. We have a parting gift for you to take to help show our gratitude to you all for helping us out tonight; you all will be receiving a \$25 dollar DNR gift card that can be used at all state-operated Minnesota State Parks retail locations for vehicle permits, camping, lodging, retail merchandise, tours, golf and other state parks fees. It is not valid for concessionaire-operated facilities, hunting/fishing/or other licenses, and or other DNR fees/services. I thank again for your time.

Appendix C: Group 3 Discussion Guide

Regular License Purchasers Discussion Guide- Final
Wednesday August 1, 2012
Pizza Ranch in Elk River, MN

Before group members arrive:

- Place signs up where to go inside towards the hospitality room
- Arrange seating in a circle or semi-circle
- Set up refreshments
- Have a copy of the Hunter Education Youth Firearms Safety manual available if participants want to use it to refer to a particular spot in the manual, orange hunter's survival bandana's set out on table, etc.

As the group arrives:

- Greet and chat with people as they come in
- Have them sign and take a name tag

*****Andrea*****

Moderator's Instruction- (1 minute)

Hello. My name is Andrea Date and I work in the Planning, Research and Planning section in the Operations Services Division. Also, I would like to introduce Rebecca Kent. Becca is an intern who has been working on this study. We will be co-moderating this focus group.

Overview of the Topic- (1 minute)

We have been asked by the DNR to obtain a better understanding about women who have completed the firearms safety course and how they feel about hunting. You were invited here because you have taken the firearms safety course and have purchased at least one hunting license during the 2008-2011 hunting seasons. We want to better understand your experiences and your opinions about hunting in general and more specifically, your firearms safety course experience.

Ground Rules- (2 minutes)

To allow our conversation to flow more freely, I'd like to go over some ground rules:

1. Everyone doesn't have to answer every single question, but I'd like to hear from each of you as the discussion progresses.
2. This is a confidential discussion, in that, I will not report your names or who said what during the study. Names of participants will not be included in the final report about the meeting. It also means that, except for the report that will be written, what is said in the room stays in the room. If at any time you decide you would like to end your participation, you are welcome to leave this discussion and/or have your comments removed from the report.
3. We stress confidentiality because we want an open discussion. We want all of you to feel free to comment on each other's remarks without fear that your comments will be repeated later and possibly taken out of context.
4. There are no "wrong answers," just different opinions. Say what is true for you, even if you're the only one who feels that way. Don't let the group sway you. But if you do change your mind, just let me know.
5. This discussion will last about 1 ½ hours. During that time, feel free to help yourself to some food and refreshments or take a restroom break.

Introduction of participants- (~5 minutes)

Let's begin. Let's find out a little more about one another, if you could please tell me your name, where and when you took your firearms safety course, what age you were when you received the certificate as well as what you primarily hunt for during the hunting season. *[Remind the participants to keep answers short to keep the time around 5 minutes].*

FAS Course Questions - (~15-20 minutes)

We aren't going around the table in order anymore, so feel free to jump in whenever you want to comment or add something.

1. Think back to the time when you were planning on taking the firearm safety course, what were your reasons for wanting to take the course?

- a. Did you have other motivations besides hunting when you took the course? (E.g. target shooting).
 - b. If you were enrolled by someone, who was that person?
 - i. If enrolled by someone else, did that person hunt?
2. Now let's talk about the Firearms Safety Course.
- a. What did you like the most about the course?
 - b. What did you like the least about the course?
 - iii. If your experience wasn't what you thought it'd be... what suggestions would you have to make it better?
 - c. Did anyone in the group take the course with someone else, like friend or parent?
 - i. How did that influence your decision to take the course?
 - ii. Do you think that impacted your experience? How?
 - d. How do you feel your experience in the course class would be different if you had:
 - 1) A female instructor; male instructor?
 - 2) A female only course?
 - 3) An adults only course?
 - 4) Online; classroom?
 - e. Tell me about your experience with the field day section of the course.
 - i. What were some of the things that you liked during the field day?
 - ii. What were some of the things that you did not like as much?
 - 1) *[Important to remember that the online participants' field day is different than the participants who took the course in a classroom style].*

*****Becca*****

Hunting Motivations: (~5-10 minutes)

Let's talk briefly about what could have motivated you during the course.

1. Hunting motivations:
 - a. Did the course make you feel motivated to hunt? Please explain.
 - b. Did you feel encouraged by the instructor to begin hunting?
 - c. Is there something that could have been done differently in the course that would have motivated others in the class to purchase a hunting license?

Hunting Questions - (~20-25 minutes)

Now let's talk about hunting in general.

1. When you think about one of your earliest memories involving hunting...
 - a. What's a positive memory you have of hunting and *when you tell us about this memory would you please tell us how old you were and who was with you...*
 - b. What's a negative memory you have of hunting and *when you tell us about this memory would you please tell us how old you were and who was with you...*
2. What do you like about hunting?
 - a. Please elaborate on your reason(s).
3. What do you not like about hunting?
 - a. Please elaborate on your reason(s).
4. What are some of the challenges that you've had to overcome during your experiences involving hunting?
 - a. When you experienced challenges with hunting; what made you want to overcome those obstacles?
5. Have you ever participated in target shooting? (i.e. shooting handguns, trap and skeet leagues)
 - a. If yes, do you feel that that has helped you when you go out hunting?
 - b. If not, why haven't you and could you ever see yourself participating in such activities?

6. How many have taken a DNR training class such as the Becoming an Outdoors Women program or the women's mentored spring turkey hunt or others?
 - a. How did you find out about that?
 - b. How was your overall experience with the class (es)?

7. How many of you have taken part in some of the specialty hunting opportunities available such as Youth Waterfowl Day or Camp Ripley to name a few?
 - a. How did you find out about those hunts?
 - b. How was your overall experience with them?

*****Andrea*****

Recruitment Questions - (~20-25 minutes)

Now let's talk a bit more about what would make it easier for you to get more involved in the sport of hunting.

1. How many of you would like to become more involved with hunting?

2. How would you like to become more involved? (E.g. learning how to hunt with a bow, trying to hunt different types of species, etc.)

3. What would make it easier for you to become more involved?
 - a. Would additional training or instruction be helpful?
 - b. What would you look for in a training or instructional program?

4. [Pass out sample] This is an example of a proposed DVD that would be available for purchase during the firearms safety course.
 - a. What do you like about this idea?
 - b. What do you dislike about this idea?
 - c. How likely would you be to purchase it for \$10 dollars?

PHOTOS (~10-15 minutes)

Pass photos around one by one.

1. What comes to mind when you look at this photo?
2. What would you say is your favorite photo? [Explain reasoning]
3. What would you say is your least favorite photo? [Explain reasoning]

Closing Question- (~5 minutes)

How do you think that we as the DNR could help increase the amount of women hunting across the state?

Closing- (~5 minutes)

Does anyone have any questions for us or is there anything that we missed that you wanted to talk about? (Allow for a few minutes for responses, if any).

Well, our time is almost up. Thanks for coming today and talking about these issues. Your comments have given me lots of different ways to see the issue. We have a parting gift for you to take to help show our gratitude to you all for helping us out tonight; you all will be receiving a \$25 dollar DNR gift card that can be used at all state-operated Minnesota State Parks retail locations for vehicle permits, camping, lodging, retail merchandise, tours, golf and other state parks fees. It is not valid for concessionaire-operated facilities, hunting/fishing/or other licenses, and or other DNR fees/services. I thank again for your time.

Appendix D: Group 4 Discussion Guide

Bought Once and Not Again Discussion Guide-Final
Wednesday August 1, 2012
Pizza Ranch in Elk River, MN

Before group members arrive:

- Place signs up where to go inside towards the hospitality room
- Arrange seating in a circle or semi-circle
- Set up refreshments
- Have a copy of the Hunter Education Youth Firearms Safety manual available if participants want to use it to refer to a particular spot in the manual, orange hunter's survival bandana's set out on table, etc.

As the group arrives:

- Greet and chat with people as they come in
- Have them sign and take a name tag

*****Andrea*****

Moderator's Instruction- (1 minute)

Hello. My name is Andrea Date and I work in the Planning, Research and Planning section in the Operations Services Division. Also, I would like to introduce Rebecca Kent. Becca is an intern who has been working on this study. We will be co-moderating this focus group.

Overview of the Topic- (1 minute)

We have been asked by the DNR to obtain a better understanding about women who have completed the firearms safety course and how they feel about hunting. You were invited here because you have taken the firearms safety course and have purchased at least one hunting license during the 2008-2011 hunting seasons. We want to better understand your experiences and your opinions about hunting in general and more specifically, your firearms safety course experience.

Ground Rules- (2 minutes)

To allow our conversation to flow more freely, I'd like to go over some ground rules:

1. Everyone doesn't have to answer every single question, but I'd like to hear from each of you as the discussion progresses.
2. This is a confidential discussion, in that, I will not report your names or who said what during the study. Names of participants will not be included in the final report about the meeting. It also means that, except for the report that will be written, what is said in the room stays in the room. If at any time you decide you would like to end your participation, you are welcome to leave this discussion and/or have your comments removed from the report.
3. We stress confidentiality because we want an open discussion. We want all of you to feel free to comment on each other's remarks without fear that your comments will be repeated later and possibly taken out of context.
4. There are no "wrong answers," just different opinions. Say what is true for you, even if you're the only one who feels that way. Don't let the group sway you. But if you do change your mind, just let me know.
5. This discussion will last about 1 ½ hours. During that time, feel free to help yourself to some food and refreshments or take a restroom break.

Introduction of participants- (~5 minutes)

Let's begin. Let's find out a little more about one another, if you could please tell me your name, where and when you took your firearms safety course, what age you were when you received the certificate as well as what you primarily hunt for during the hunting season. *[Remind the participants to keep answers short to keep the time around 5 minutes].*

FAS Course Questions - (~15-20 minutes)

We aren't going around the table in order anymore, so feel free to jump in whenever you want to comment or add something.

1. Think back to the time when you were planning on taking the firearm safety course, what were your reasons for wanting to take the course?

- a. Did you have other motivations besides hunting when you took the course? (E.g. target shooting).
 - b. If you were enrolled by someone, who was that person?
 - i. If enrolled by someone else, did that person hunt?
2. Now let's talk about the Firearms Safety Course.
- a. What did you like the most about the course?
 - b. What did you like the least about the course?
 - iv. If your experience wasn't what you thought it'd be... what suggestions would you have to make it better?
 - c. Did anyone in the group take the course with someone else, like friend or parent?
 - i. How did that influence your decision to take the course?
 - ii. Do you think that impacted your experience? How?
 - d. How do you feel your experience in the course class would be different if you had:
 - 1) A female instructor; male instructor?
 - 2) A female only course?
 - 3) An adults only course?
 - 4) Online; classroom?
 - e. Tell me about your experience with the field day section of the course.
 - i. What were some of the things that you liked during the field day?
 - ii. What were some of the things that you did not like as much?
 - 1) *[Important to remember that the online participants' field day is different than the participants who took the course in a classroom style].*

*****Becca*****

Hunting Motivations: (~5-10 minutes)

Let's talk briefly about what could have motivated you during the course.

2. Hunting motivations:
 - a. Did the course make you feel motivated to hunt? Please explain.
 - b. Did you feel encouraged by the instructor to begin hunting?
 - c. Is there something that could have been done differently in the course that would have motivated others in the class to purchase a hunting license?

Hunting Questions - (~20-25 minutes)

Now let's talk about hunting in general.

1. When you think about one of your earliest memories involving hunting...
 - a. What's a positive memory you have of hunting and *when you tell us about this memory would you please tell us how old you were and who was with you...*
 - b. What's a negative memory you have of hunting and *when you tell us about this memory would you please tell us how old you were and who was with you...*
2. What do you like about hunting?
 - a. Please elaborate on your reason(s).
3. What do you not like about hunting?
 - a. Please elaborate on your reason(s).
4. What are some of the challenges that you've had to overcome during your experiences involving hunting?
 - a. When you experienced challenges with hunting; what made you want to overcome those obstacles?
5. Have you ever participated in target shooting? (i.e. shooting handguns, trap and skeet leagues)
 - a. If yes, do you feel that that has helped you when you go out hunting?
 - b. If not, why haven't you and could you ever see yourself participating in such activities?

6. How many have taken a DNR training class such as the Becoming an Outdoors Women program or the women's mentored spring turkey hunt or others?
 - a. How did you find out about that?
 - b. How was your overall experience with the class (es)?

7. How many of you have taken part in some of the specialty hunting opportunities available such as Youth Waterfowl Day or Camp Ripley to name a few?
 - a. How did you find out about those hunts?
 - b. How was your overall experience with them?

*****Andrea*****

Recruitment Questions - (~20-25 minutes)

Now let's talk a bit more about what would make it easier for you to get more involved in the sport of hunting.

1. How many of you would like to become more involved with hunting?

2. How would you like to become more involved? (E.g. learning how to hunt with a bow, trying to hunt different types of species, etc.)

3. What would make it easier for you to become more involved?
 - a. Would additional training or instruction be helpful?
 - b. What would you look for in a training or instructional program?

4. [Pass out sample] This is an example of a proposed DVD that would be available for purchase during the firearms safety course.
 - a. What do you like about this idea?
 - b. What do you dislike about this idea?
 - c. How likely would you be to purchase it for \$10 dollars?

PHOTOS (~10-15 minutes)

Pass photos around one by one.

1. What comes to mind when you look at this photo?
2. What would you say is your favorite photo? [Explain reasoning]
3. What would you say is your least favorite photo? [Explain reasoning]

Closing Question- (~5 minutes)

How do you think that we as the DNR could help increase the amount of women hunting across the state?

Closing- (~5 minutes)

Does anyone have any questions for us or is there anything that we missed that you wanted to talk about? (Allow for a few minutes for responses, if any).

Well, our time is almost up. Thanks for coming today and talking about these issues. Your comments have given me lots of different ways to see the issue. We have a parting gift for you to take to help show our gratitude to you all for helping us out tonight; you all will be receiving a \$25 dollar DNR gift card that can be used at all state-operated Minnesota State Parks retail locations for vehicle permits, camping, lodging, retail merchandise, tours, golf and other state parks fees. It is not valid for concessionaire-operated facilities, hunting/fishing/or other licenses, and or other DNR fees/services. I thank again for your time.

Appendix E: Group 5 Discussion Guide

**Women Aged 18-30, Has Not Purchased a Hunting License Discussion Guide-Final
Thursday August 2, 2012
Pizza Ranch in Elk River, MN**

Before group members arrive:

- Place signs up where to go inside towards the hospitality room
- Arrange seating in a circle or semi-circle
- Set up refreshments
- Have a copy of the Hunter Education Youth Firearms Safety manual available if participants want to use it to refer to a particular spot in the manual, orange hunter's survival bandana's set out on table, etc.

As the group arrives:

- Greet and chat with people as they come in
- Have them sign and take a name tag

*****Andrea*****

Moderator's Instruction- (1 minute)

Hello. My name is Andrea Date and I work in the Planning, Research and Planning section in the Operations Services Division. Also, I would like to introduce Rebecca Kent. Becca is an intern who has been working on this study. We will be co-moderating this focus group.

Overview of the Topic- (1 minute)

We have been asked by the DNR to obtain a better understanding about women who have completed the firearms safety course and how they feel about hunting. You were invited here because you have taken the firearms safety course and have not purchased a hunting license. We want to better understand your experiences and your opinions about hunting in general and more specifically, why you took the firearms safety course but have yet to purchase a license.

Ground Rules- (2 minutes)

To allow our conversation to flow more freely, I'd like to go over some ground rules:

1. Everyone doesn't have to answer every single question, but I'd like to hear from each of you as the discussion progresses.
2. This is a confidential discussion, in that, I will not report your names or who said what during the study. Names of participants will not be included in the final report about the meeting. It also means that, except for the report that will be written, what is said in the room stays in the room. If at any time you decide you would like to end your participation, you are welcome to leave this discussion and/or have your comments removed from the report.
3. We stress confidentiality because we want an open discussion. We want all of you to feel free to comment on each other's remarks without fear that your comments will be repeated later and possibly taken out of context.
4. There are no "wrong answers," just different opinions. Say what is true for you, even if you're the only one who feels that way. Don't let the group sway you. But if you do change your mind, just let me know.
5. This discussion will last about 1 ½ hours. During that time, feel free to help yourself to some food and refreshments or take a restroom break.

Introduction of participants- (~5 minutes)

Let's begin. Let's find out a little more about one another, if you could please tell me your name, where and when you took your firearms safety course, and what age were you when you received the certificate. *[Remind the participants to keep answers short to keep the time around 5 minutes].*

FAS Course Questions - (~15-20 minutes)

We aren't going around the table in order anymore, so feel free to jump in whenever you want to comment or add something.

1. Think back to the time when you were planning on taking the firearm safety course, what were your reasons for wanting to take the course?
 - a. Why did you want a firearms safety certificate?

- b. Did you have other motivations besides hunting when you took the course? (E.g. a friend was taking the course, felt obligated, experience for child).
 - c. If you were enrolled by someone, who was that person?
 - i. If enrolled by someone else, did that person hunt?
2. Now let's talk about the Firearms Safety Course.
- a. What did you like the most about the course?
 - b. What did you like the least about the course?
 - i. If your experience wasn't what you thought it'd be... what suggestions would you have to make it better?
 - c. Did anyone in the group take the course with someone else, like friend or parent?
 - i. How did that influence your decision to take the course?
 - ii. Do you think that impacted your experience? How?
 - d. How do you feel your experience in the course class would be different if you had:
 - 1) A female instructor; male instructor?
 - 2) A female only course?
 - 3) An adults only course?
 - 4) Online; classroom?
 - e. Tell me about your experience with the field day section of the course.
 - i. What were some of the things that you liked during the field day?
 - ii. What were some of the things that you did not like as much?

*****Becca*****

Hunting Motivations: (~5-10 minutes)

Let's talk briefly about what could have motivated you during the course.

- 1. Hunting motivations:
 - a. Did the FAS course make you feel motivated to hunt? Please explain.
 - b. Did you feel encouraged by the instructor to begin hunting?

- c. Is there something that could have been done differently in the course that would have motivated you to purchase a hunting license?

Hunting Questions - (~20-25 minutes)

Now let's talk about hunting in general.

1. When you think about one of your earliest memories involving hunting...
 - a. What's a positive memory you have of hunting and *when you tell us about this memory would you please tell us how old you were and who was with you...*
 - b. What's a negative memory you have of hunting and *when you tell us about this memory would you please tell us how old you were and who was with you...*
2. What about hunting in general is appealing to you?
 - a. If an opportunity was presented and resources were provided, would you be likely to become involved in hunting large or small game? Please elaborate on your reason(s).
3. What about hunting in general is NOT appealing to you?
4. What kept you from purchasing a hunting license after completing the firearms safety course?
 - a. What are some of the constraints that you've encountered with hunting?
 - b. What has subsequently kept you from doing so since?
5. Have you ever participated in target shooting? (e.g. shooting tin cans, shooting handguns, trap and skeet leagues)
 - a. If yes, do you enjoy it and do you feel that that would help you if you ever were to choose to go out hunting?
 - b. If not, why haven't you and could you ever see yourself participating in such activities?

Recruitment Questions - (~20-25 minutes)

Now let's talk a bit more about what would make it easier for you to get involved in the sport of hunting.

1. What would make it easier for you to become a woman involved in shooting sports and more specifically hunting?
 - a. Would additional training or instruction be helpful?
 - b. What would you look for in a training or instructional program?

2. [Pass out sample] This is an example of a proposed DVD that would be available for purchase during the firearms safety course.
 - a. What do you like about this idea?
 - b. What do you dislike about this idea?
 - c. How likely would you be to purchase it for \$10 dollars?

PHOTOS (~10-15 minutes)

Pass photos around one by one.

1. What comes to mind when you look at this photo?
2. What is your favorite photo? [Explain reasoning]
3. What is your least favorite photo? [Explain reasoning]

Closing Question- (~5 minutes)

How do you think that we as the DNR could help increase the amount of women hunting across the state?

Closing- (~5 minutes)

Does anyone have any questions for us or is there anything that we missed that you wanted to talk about? (Allow for a few minutes for responses, if any).

Well, our time is almost up. Thanks for coming today and talking about these issues. Your comments have given me lots of different ways to see the issue. We have a parting gift for you to take to help show our gratitude to you all for helping us out tonight; you all will be receiving a \$25 dollar DNR gift card that can be used at all state-operated Minnesota State Parks retail locations for vehicle permits, camping, lodging, retail merchandise, tours, golf and other state parks fees. It is not valid for concessionaire-operated facilities, hunting/fishing/or other licenses, and or other DNR fees/services. I thank again for your time.

Appendix F: Screening Questions

Hello [name]. Could you please give me your first and last name and your date of birth? (Take down name and DOB for tracking purposes.)

1. Women 12-20 who have never purchased a license.

- Fresh Grounds Café is located at 1362 7th Street West Saint Paul, MN 55102
 - Wednesday July 18 at 6pm

2. Women 17-30 who during '08-'11 hunting seasons purchased a license each season.

- Pizza Ranch is located at 19141 Freeport Ave. N.W. Elk River, MN 55330
 - Wednesday August 1st 530pm

3. Women 17-30 who purchased a hunting license in '08 or '09 and not again.

- Pizza Ranch is located at 19141 Freeport Ave. N.W. Elk River, MN 55330
 - Wednesday August 1st 730pm

4. Women 17-30 who purchased a hunting license in '08 or '09 and not again.

- Pizza Ranch is located at 19141 Freeport Ave. N.W. Elk River, MN 55330
 - Thursday August 2 at 530pm

5. Women 17-30 who intended on purchasing a license after FAS course but did not.

- Pizza Ranch is located at 19141 Freeport Ave. N.W. Elk River, MN 55330
 - Thursday August 2 at 730pm

OK thank you for your interest in taking part of our study. I would like to confirm a few things real quick:

- I.** First, just to clarify, we have you taking the firearms safety course in the past 4 years...is that information correct?
- II.** Ok that's good. We also have down that you have [purchased a hunting license every year during the 2008-2011 hunting seasons or purchased a license once in 2008 or 2009 and not again since] or have not purchased a hunting license yet...is that information correct?
- III.** Next, what was the primary reason you took the firearms safety course? (Primarily used for possible participants who have not purchased a hunting license at all)

- If hunting, then will suggest them coming to the other focus group on August 2, at 730pm located at Pizza Ranch in Elk River if they are able to attend.
 - If they said for gun knowledge, safety of guns, because there dad or family/friend wanted them too, etc. confirm with them the date assigned to their particular segment.
- IV.** In order to promote discussion, we have limited the focus group to smaller number of participants but we need to make sure everyone invited is able to come. I have you down for the focus group on the [date] and [time]. Can I count on you to be there? ...OK thanks! If for any reason, something comes up and you're not able to attend, please call or email me (using the contact information on the invitation letter) as soon as possible so I can fill in the spot with someone else.
- V.** Thank you again for helping us out. If we would need to contact you prior to the focus group, could I have your phone number and email? We will not use your email or phone number for any other reason besides contacting you for the purchase of the focus group.
- Write down phone number and email.
- VI.** Thank you again for your time, this study is very important to us and we are happy that you are able to join us.
- VII.** Have a great day!


Appendix G: Recruitment Letter (DNR)

COMMISSIONER'S OFFICE

Office Memorandum

DATE: June 22, 2012

TO: All Central Office Staff

FROM: 
Erika Rivers
Assistant Commissioner

PHONE: 651-259-5021

SUBJECT: RESPONSE REQUESTED – Focus Group Study of Women who have taken the Firearms Safety Course

Greetings!

The DNR is conducting a study to better understand female motivations, constraints and considerations for hunting. Specifically, the DNR would like to talk to women who have completed the firearms safety course but have not purchased a hunting license.

We would like you to join us for a 1 ½ hour focus group on Wednesday July 11 beginning at 11:30am. The focus group will take place in the HR Training Room and lunch will be provided.

You qualify for this study, if you are:

1. Female
2. Have taken the Firearms Safety Course and
3. Have NOT bought a hunting license

If you meet the above criteria and would like to participate, please contact Rebecca Kent (651.259.5922 or Rebecca.Kent@state.mn.us) or Andrea Date (651.259.5562 or Andrea.Date@state.mn.us) by July 5, 2012.

Your views and experience on this topic are important to the DNR. Thanks in advance for your valuable contribution to this effort.

Appendix H: Sample Recruitment Letter (Group 5)

July 19, 2012

Dear [X],

I am writing to ask for your help with an important study being conducted by the Minnesota Department of Natural Resources to better understand female recreational experiences. Specifically, we would like to talk to you about your recent experience with the firearms safety course and your attitudes and views towards hunting.

We hope you can join us for a short focus group with a small number of young women. The focus group will last about 1 ½ hours and will take place at **5:30pm on Thursday August 2, 2012** at Pizza Ranch located at 19141 Freeport St. NW Elk River, MN 55330.

To show our gratitude for your participation you will receive dinner and a **\$25 DNR gift card**.

To participate, please call Rebecca Kent at (651) 259-5922 or email her at Rebecca.Kent@state.mn.us by July 30, 2012. You are one of a very small number of firearms safety course participants who has been asked to participate in this study and your participation is very important to us. We hope you will be able to join us.

Thanks in advance for your valuable contribution to this effort.

Sincerely,

A handwritten signature in cursive script that reads "Erika Rivers".

Erika Rivers
DNR Assistant Commissioner

Appendix I: Sample of DVD Proposal

DNR Hunter Education:

- Having the option to purchase a DVD that focuses on:

1. Where do you go and who to go with

- i. Explanation of all the different types of lands that are available to hunt, as well as, how one locates the land
- ii. Gaining access to hunt private lands
- iii. Discover your outdoors mentoring programs available such as Becoming an Outdoor Women (BOW)
- iv. Specialty hunts and how to take part in them (e.g. Camp Ripley, Youth Deer Day, Fork horn Camp, Waterfowl Day, etc.)

2. Shooting on the range

- i. Describe: skeet and trap leagues, competitive .22 shooting, competition shooting with a bow and arrow
- ii. How to properly shoot clays, use the pistol ranges, shooting a rifle down range, use 3D archery ranges

3. Hunting

- i. How to choose the proper equipment
- ii. How to navigate in the dark
- iii. How to hunt deer (e.g. in a tree, in a ground blind, how to properly make a deer drive through the woods, out of a boat, etc.)
- iv. How to hunt waterfowl (e.g. a lay down blind, out of a boat/canoe, a ground blind)
- v. How to hunt upland birds (e.g. walking through the woods, in fields, in swampy areas)
- vi. How to track a deer

4. Harvesting Animals

- i. The importance of harvesting an animal
- ii. Step-by-step field dressing a deer
- iii. 'You've field dressed your deer...now how do you get the meat off of it?'
- iv. Step-by-step breasting out waterfowl and upland birds
- v. How to feather pluck upland and waterfowl birds

Appendix J: Annotated Bibliography

- 1.) Beucler, Michael, & Servheen, Gregg. (n.d.) *Mirror, mirror, on the wall: Reflections from a non-hunter*. The North American Model of Wildlife Conservation: Affirming the Role, Strength, and Relevance of the Hunting in the 21st Century. Idaho Department of Fish and Game, Boise, Idaho.

The Idaho Department of Fish and Game (IDFG) explained the reasons why the state wildlife agencies should move towards transforming their recruitment and retention efforts. This agency expressed how the government and state needs to adapt to changing values in order to retain hunters in the future. In today's hunting, the financial costs for recreational sports such as hunting can create barriers for the retainment/recruitment process as cost is a common constraint amongst hunters. According to this research, the average hunter will spend roughly \$2,000.00 dollars a year on hunting expenditures. The IDGF proposed a four reflections model to help agencies address the citizens who do not participate in the sport of hunting to help the perspectives of the non-hunter who outnumber the amount of hunters within the state. This report provides agencies a unique approach towards creating and adapting to changing preferences regarding people who hunt and people who do not hunt. This article reinforces the issue that all natural resource agencies need to develop different approaches to raising revenue to offset the declining number of sales revenue from license sales in order to preserve and save the sport of hunting.

- 2.) Duda, Mark. D. (Nov 2001). *Women and hunting*. North American Hunter. Print.

This article describes hunting participation across the United States, highlighting women within the sport of hunting. This article provides information regarding why women do and do not hunt. The two most common reasons behind dissatisfaction among active hunters include: no one to go hunting with and having time obligations with work. The male participation rate has decreased and increased over the years while there has been an increase in females who hunt. Researchers hypothesize that the increase in female hunting is contributed towards the changing attitudes and roles within American society. Duda found three main reasons why women hunt: for meat (47%), to be with friends and family (27%), and for the sport and/or recreation (7%). The main reasons this source found women discontinue hunting include: the perception of

causing pain to animals, the fear of being judged by others since they hunt, the fear of being hurt by another hunter, and the opinion from some that hunting endangers the species of the animal. This study states, of the women who hunt, 75 percent of them are big game hunters, 36 percent of them are small game hunters and 16 percent hunt migratory birds. Another item which researchers have found is that women who live in the rural areas are three times more likely to hunt than women who live in overpopulated areas.

3.) Heberlein, Thomas. A., Serup, Bjarni, and Ericsson, Gregg. (2008). *Female hunting participation in North America and Europe*. *Human Dimensions of Wildlife*, 13:6,443-458.

Data was gathered from 13 European countries, 50 states in the United States, and 6 Canadian provinces/territories to study variables regarding females who participate in hunting. The study found a direct correlation between the amount of females who participated in shooting sports and the male hunters who played a role in assisting the females get started in the sport. This study concluded that male hunters produce female hunters. The findings revealed that creating policies that are compatible with the intention of getting more women involved such as making licenses available that benefit both males and females, will result in an increase in the amount of women who purchase a hunting license. Hunting opportunities available within a community plays a vital task in explaining women hunting across North America and Europe. The study noted that larger land areas had a higher likelihood in females participating in hunting. This increase in women participating is due to them hunting for food which has been a part of their cultural upbringings. The data found that women are most likely to hunt for meat, to be with friends, and to be in nature. The primary goal behind this reading was to establish the connection between the amount of females who hunt and the policies support female hunting. The data showed that in order to increase the amount of females who hunt, special opportunities should be considered when constructing a new model for the recruitment process. Researchers suggested that new programs that support mentoring and special incentives such as opportunities for new and/or inexperienced hunters should be considered when constructing a new model to help reach out to new hunters, especially females. Findings from this study support the need for a

change in policies to help female's hunting. The findings support creating programs that encourage women and men to assist one another as they learn how to hunt.

4.) Kell, Peggy. (Aug 1996). *Forging their way: Women who want to hunt and fish find new ways to help themselves*. Wisconsin Natural Resources. Retrieved from <http://dnr.wi.gov/wnrmag/html/stories/1996/aug96/womenhun.htm>

This source provides information on the constraints that limit women from participating in hunting and angling. This article summarizes results from a working group charged with “Breaking down the barriers to the participation of women in angling and hunting”. The members who participated in the discussion were sixty-five of the top professionals from state agencies and sporting groups. The group identified a list of constraints for females participating in hunting and angling. The main constraints they identified were: lack of positive role models and mentors, fear of looking stupid, lack of information, isolation as the only female in a group, and fear with guns. Kell talks about the psychological barriers which many researchers fail to address when understanding the constraints to women hunting and angling. Kell explains how women experience an emotional connection between the meat they are able to provide and the sense of being proud of their accomplishment. This psychological aspect is an important piece to remember when trying to address constraints to women's' involvement in hunting and angling. Psychological reasoning has primarily been seen as a constraint to female involvement in hunting and angling but it could also be used to attract women to the sport.

5.) Kelly, Tim. (2008). *Observations on Minnesota's changing resident angler and hunter populations using licensing information from 1969 to 2010*. Minnesota Department of Natural Resources.

This report explored the trends in hunting and fishing by gender, age, and region. The data shows a decline in rates in hunting and fishing across the nation and the state. Hunting trends in Minnesotan participants showed less of a decline compared to the national average. The largest deficit evident in participants who purchase hunting licenses in the state comes from younger adults aged forty-five. Females had a smaller degree of change in license sales from

2000-2010 than men; female participation dropped 1.6 percent while male participation dropped 12.6 percent over the ten year period. Seven percent of license sales in 2010 were new hunters.

6.) Krueger, R.A., and M. A., Casey. 2009. *Focus Groups: a practical guide for applied research*. Sage.

Kruger and Casey created a guide for people to utilize as they conduct focus groups. This book is helpful for preparing guides, recruitment letters, and other items needed for focus groups. The book provides ideas and advice for designing and conducting focus groups.

7.) National Shooting Sports Foundation Information Services. (2003). *Women's participation in the shooting sports: updated April 2003*. Retrieved from <http://www.responsivemanagement.com/download/reports/WomenInShootingSportsReportFinal.pdf>

The National Shooting Sports Foundation (NSSF) conducted a study on female participation in shooting sports. They determined that female participation is higher in target shooting than any other shooting sport, including hunting. They found that women are more likely to continue involvement in shooting sports if they are able to start gaining comfort and familiarity in handling the firearm. Researchers found that women felt more comfortable shooting at the range compared to shooting in the field. Societal norms are believed to have an impact on women's involvement in hunting. This report found that hunting remains a primarily male-dominated activity (of the hunters across the United States over the age of 16, 91% were male and 9% were female), the current female motivators for hunting are hunting for meat or to be with friends, and the most common reason why females don't participate in shooting sports is they are not interested. This source addresses the constraints and motivations towards female involvement in shooting sports in general and is not limited to hunting. This information was presented in a consistent manner in which the (NSSF) pulled from multiple sources to better support their findings.

8.) Responsive Management, (2005). *Women in the outdoors program: 2005 Survey results*.

Retrieved from

http://www.responsivemanagement.com/download/reports/WITO_Survey_Report.pdf

The National Wild Turkey Federation (NWTf) commissioned the Responsive Management firm to conduct research on obtaining information on current and former Women in the Outdoors Members as well as the general population of women to test several variables that may affect outdoor participation. Variables tested were women's interest, attitudes and motivations towards hunting and fishing, license buying behavior, and alleged and actual barriers which may affect the participation rate of female involvement in the outdoors. The involvement of family and friends greatly influences female participation rates, especially in the sport of hunting and fishing. The goal of this study was to measure the NWTf's Women in the Outdoor program's ability to recall all women regardless of outdoor recreation participation. The results from this study helped display a visual image of what was expressed from the women after compiling all the data from the study. These results demonstrated the importance of informing people about where money goes after they purchase a license because it may impact their decision to purchase a license. This source is useful in gauging some of the general views and/or opinions on female participation in outdoor recreation. A possible limitation to this study is that some of the women sampled were current or previous members of an organization that is involved with female outdoor recreation and the survey results do not state what percentage of women were from the general population.

9.) Responsive Management/National Shooting Sports Foundation. (2008). *The future of hunting and the shooting sports: Research-based recruitment and retention strategies*. Produced for the U.S. Fish and Wildlife Service under Grant Agreement CT-M-6-0. Harrisonburg, VA.

The purpose of this study was to better understand the variables associated with hunting and shooting sport participation. These variables identified multiple strategies to more effectively reach out to non-hunters and hunters. Responsive Management and the National Shooting Sports Foundation (NSSF) collaboratively worked to address the general public's views about hunting

as a way to help the state agencies communicate more effectively to the general public. This report touches on the reasoning behind women hunting, and it gives ideas for assisting with recruiting and retention aspects with the sport. By giving voice to participants who both hunt and are non-hunters, this allows for an understanding of the nine percent of people who choose to hunt across the nation and gives voice to the eleven percent of the population who strongly opposes hunting. This source is one of the most useful sources available because it draws data from multiple locations across the United States.

10.) Schroeder, Sue. A., Fulton, David. C., and Johnson, Jay. (2010). *Study of young hunters' initiation into and continued participation in hunting*. University of Minnesota, Minnesota Cooperative Fish and Wildlife Research Unit, Department of Fisheries, Wildlife, and Conservation Biology.

The purpose of this study was to understand some of the internal motivators behind young hunters who participate in hunting in order to improve hunting recruitment and better understand how management agencies can retain the hunters who are active in the sport. The University of Minnesota, Minnesota Cooperative Fish and Wildlife Research Unit, Minnesota Department of Fisheries, Wildlife, and Conservation Biology Department sent out surveys and conducted focus groups. One thing to note about this study is that only two focus groups were conducted and those two focus groups were held in two different locations, an urban area and a rural area. The study was broken up into unique segments: family-oriented young hunters influenced by programs, young hunters inspired by passion and friends, young hunters whose dads inspired them to hunt, young hunters drawn to the activity from the outside and young hunters who hunt for food. One of the most influential motivators for participants who became involved in hunting was a father who introduced them to the sport. There also was a large amount of participants who stated that an important part of their 'rite of passage' was participating in some of the programs that the DNR offers such as Camp Ripley or the Fork Horn Camp.

11.) Southwick Associates. (2009). *A portrait of hunters and hunting license trends in Minnesota*. National Shooting Sports Foundation on behalf of the Minnesota Department of Natural Resources.

The objective of this report was to inform and to understand Minnesota hunting participants. The report was compiled by the National Shooting Sports Foundation (NSSF) to better understand participation in hunting as a way to help boost hunting license participants in the United States and in particular within the state of Minnesota. The data categorized the participants by those who hunt and those who do not hunt. This data indicates that rural residents within the state are more consistent license purchasers compared to residents who live in urbanized areas. This source also provides some explanation as to why females lapse in hunting license purchases such as lack of knowledge on where to go hunting, friends or family members that they used to go out hunting with no longer partake in the sport, and financial reasoning. The findings supported that men and women prefer to hunt big game in general, but males are roughly three times more likely to upland game hunt and four times more likely to hunt waterfowl than women are.