

Outdoor Expo Newsletter

"The Outdoor Expo-America's Outdoor Classroom"

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Expo Programs Function as a Gateway to Traditional Outdoor Sports and Educate Attendees on the Role of Ethical Sport Hunting in Conservation

BY: Dr. Joe Walker (University of North Texas) and the Weatherby Foundation International Outdoor Expo Technical Team, June, 2009

In 2008 the Weatherby Foundation International's Outdoor Expo program funded a research project to develop a standardized survey that would track participation patterns, examine the impact of marketing and operation strategies, how Expos function as a gateway into traditional outdoor sports (fishing, hunting, and shooting sports), and attendees' attitudes on the role of ethical sport hunting in wildlife conservation and land conservation.

The survey was developed by Dr. Joseph T. Walker (University of North Texas) with assistance from the Foundation's Outdoor Expo technical team. The survey was pilot tested at the 2008 Texas Parks & Wildlife Expo, the Oklahoma Wildlife Expo (Oklahoma Department of Wildlife Conservation), and the South Carolina National Hunting and Fishing Day (Upstate Forever Organization in Seneca, South Carolina). The survey provided valuable operation and marketing feedback for the individual event coordinators.

Based on the exit responses thirteen percent (13%) of the Expo attendees were able to participate in a shooting sport activity for the first time in their life. This indicates that in 2008 Expo programs allowed over 36,000 youth and adults to participate in a shooting sport for the first time. The study also determined that approximately 35% of individual that attended these Expo events participated in at least one shooting sport activity (shooting activities included shotgun, rifle, and various archery methods).

Percentage of Expo attendees that participated in a shooting sport activity

