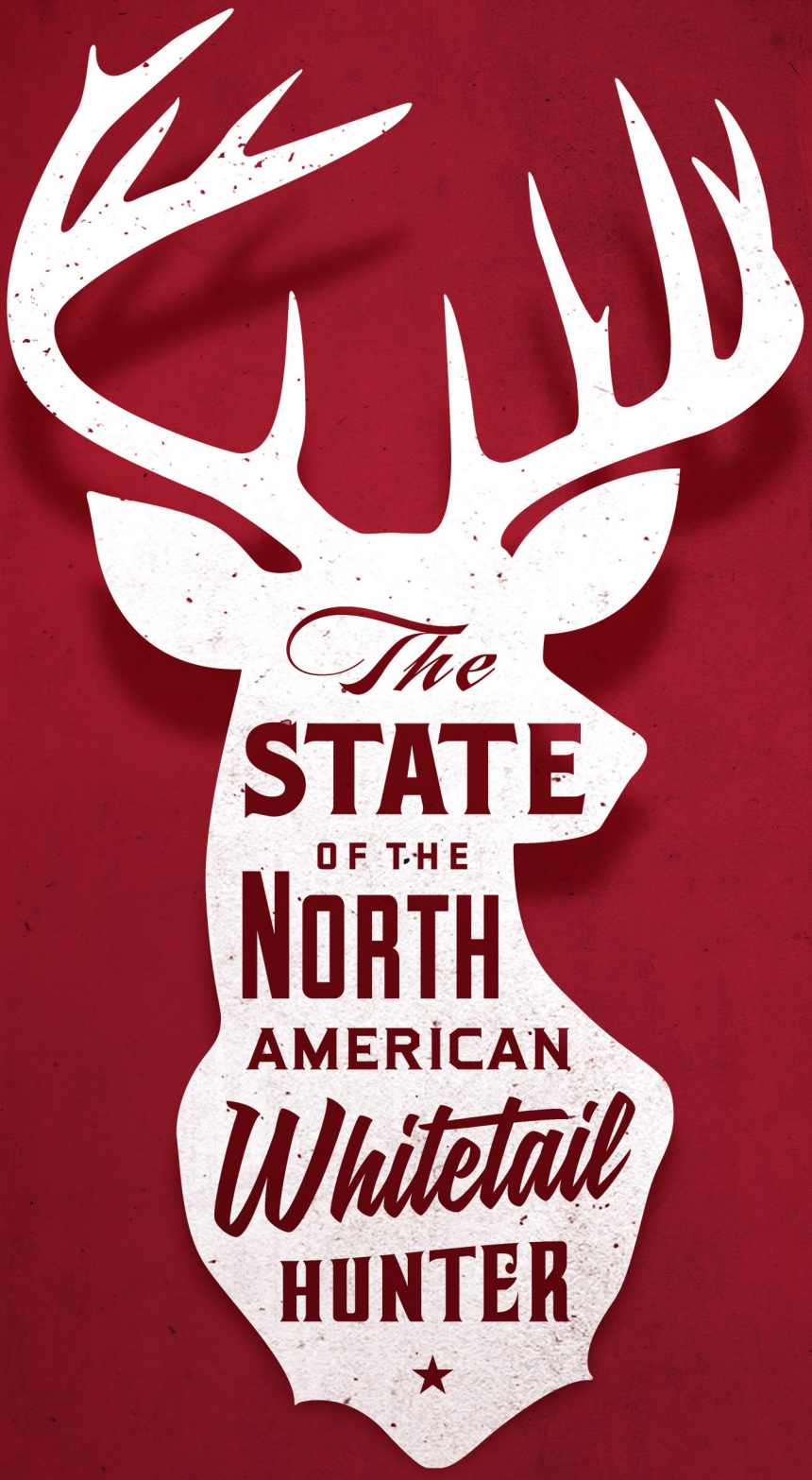

— A STUDY *by* SHINE UNITED —

SHINE UNITED

Whitetail hunters break into six unique market segments, each with very different approaches toward whitetail hunting and purchasing products.

To learn more about each segment and the implications on your brand positioning and marketing communications, please contact **Alex Schmalz** at **608.442.7373** or **aschmalz@shineunited.com.**

SEGMENT:	AT A GLANCE:	SEGMENT COMPOSITION:	WHITETAIL HUNTING DAYS:	WEAPON USE:	SPEND:
1 ELITE & EXTREME Hunting Is An Obsession	MOTIVE 1: COMPETITION / STATUS MOTIVE 2: SOCIALIZING / CELEBRATING SHOPPING APPROACH: Fast & Lead NOTE: Most engaged in hunting	10%	HIGHEST Average Annual Number of Days: 12.3	MOST COMMON: Gun / Rifle UNIQUE BEHAVIOR: Most likely to use a bow, crossbow & muzzleloader	HIGHEST Average Annual Spend: $1,342
2 AVID & AUTHENTIC Hunting Is In My DNA	MOTIVE: NATURE / REMOTE SHOPPING APPROACH: Slow & Lead NOTE: Most confident & accomplished hunter	26%	ABOVE AVERAGE Average Annual Number of Days: 11.2	MOST COMMON: Gun / Rifle UNIQUE BEHAVIOR: More likely to use a bow	ABOVE AVERAGE Average Annual Spend: $617
3 GUNS & GLORY Hunting Is A Mission	MOTIVE: OUTCOMES / THRILL SHOPPING APPROACH: Fast & Follow NOTE: Fitting in with other hunters is important	13%	BELOW AVERAGE Average Annual Number of Days: 8.8	MOST COMMON: Gun / Rifle UNIQUE BEHAVIOR: Least likely to use a bow	AVERAGE Average Annual Spend: $488
4 TRADITIONS & TIES Hunting Is About Family	MOTIVE: TRADITION / FAMILY SHOPPING APPROACH: Slow & Follow NOTE: Most likely to hunt with children	31%	BELOW AVERAGE Average Annual Number of Days: 9	MOST COMMON: Gun / Rifle UNIQUE BEHAVIOR: Less likely to use a bow or crossbow	BELOW AVERAGE Average Annual Spend: $204
5 VACATION & VALUE Hunting Is A Break	MOTIVE: ESCAPE / GETAWAY SHOPPING APPROACH: Fast & Follow NOTE: Prefers store brands for cost reasons	9%	BELOW AVERAGE Average Annual Number of Days: 8.1	MOST COMMON: Gun / Rifle UNIQUE BEHAVIOR: Less likely to use a muzzle-loader	AVERAGE Average Annual Spend: $425
6 SELDOM & SOLO Hunting To Pass Time	MOTIVE: NO KEY DRIVERS SHOPPING APPROACH: Slow & Follow NOTE: Less likely to hunt with others	11%	LOWEST Average Annual Number of Days: 7.8	MOST COMMON: Gun / Rifle UNIQUE BEHAVIOR: Less likely to use a bow	LOWEST Average Annual Spend: $201

SHINE UNITED

Shine United is one of the premier outdoor agencies in the country. For the third straight year, we've been named one of the top places to work by Outside Magazine. And since 2001, in our endless pursuit of wilderness, we have been blessed to work with outdoor brands like LaCrosse Footwear, GORE-TEX Apparel, Winston Fly Rods and Aguila Ammunition — as well as mainstream consumer brands, including Harley-Davidson, Amazon and Kohler.

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