

Customer Segmentation & Personas

Presented by Rob Southwick, Southwick Associates

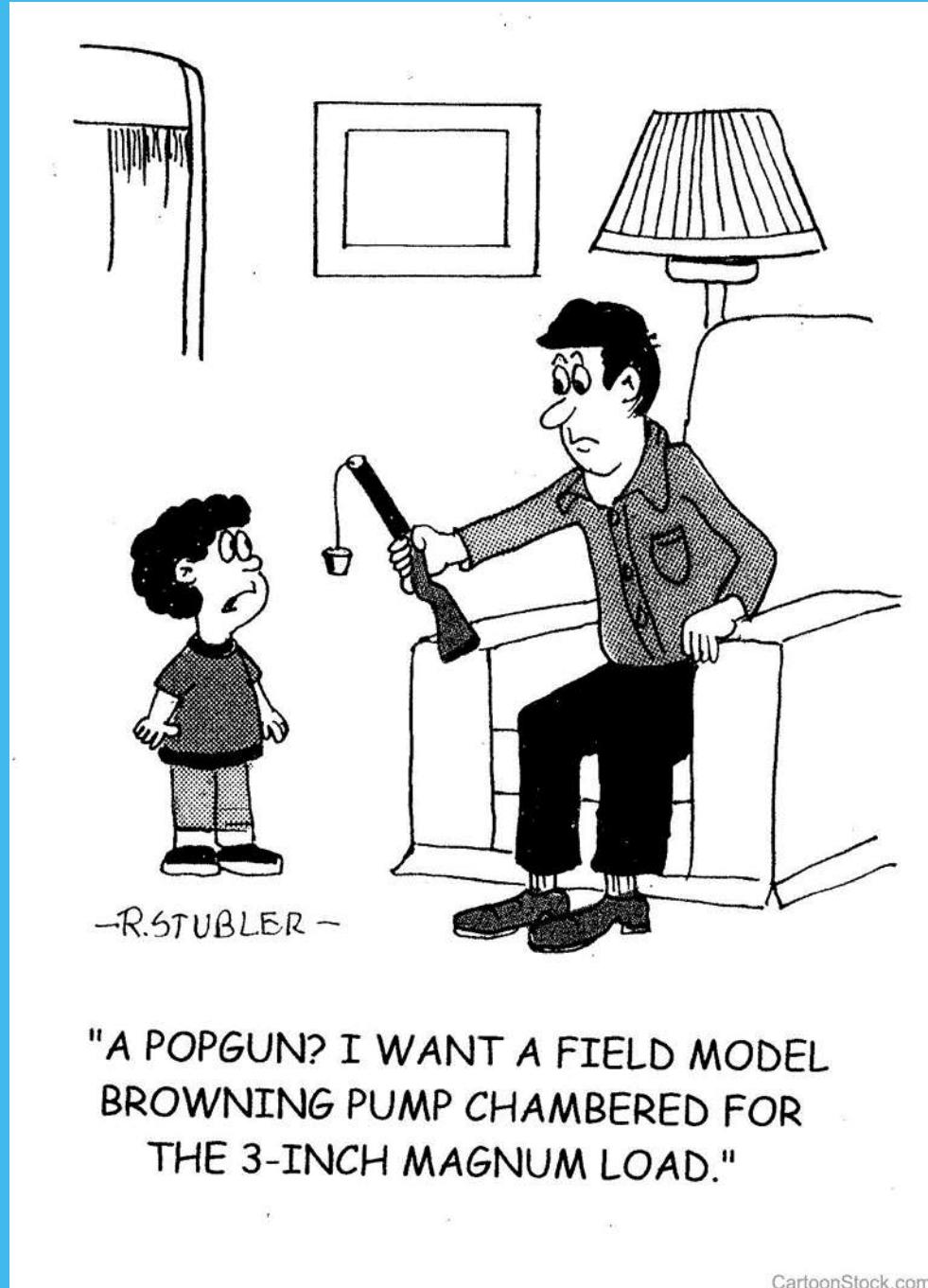


Who is Southwick Associates?



- Since 1990:
 - Economic research
 - Market sizing & trends
 - Innovation & product development
 - Brand awareness, perceptions & extension
 - Ideal messaging & imagery
 - Consumer segmentation

Problem



What is Segmentation?

Separates consumers into groups that share similar characteristics

Helps us better connect with consumers:

- Targeted messaging, imagery, placement
- Identify new markets & product mix
- Identify new products & services
- Improve efforts to support retailers
- And more...



Different Types of Segmentations...



Demographics

- Age, gender, race & ethnicity...



Location

- Region, urban/rural, type of range...



Type of activity

- Skeet, trap, long range, 3 gun, clays...



By product

- Rifle, shotgun, handgun, archer, accessories...

The favored approach is based
on people's...

Wants
Motivations
Needs



Shooting sports motivations include...





NEW: Why do they Hunt & Target Shoot?

WHO?
**Western Association of State Fish
and Wildlife Agencies**
Funded via excise taxes

HOW?

- ✓ 4,200 surveys
- ✓ Late 2023 - Early 2024
- ✓ Based on motivations



This Project was funded by a Multistate Conservation Grant # F23AP00469, a program funded from the Wildlife and Sport Fish Restoration Program, and jointly managed by the U. S. Fish and Wildlife Service and the Association of Fish and Wildlife Agencies.



Introducing Our Customers!



Average Hunter



No such person

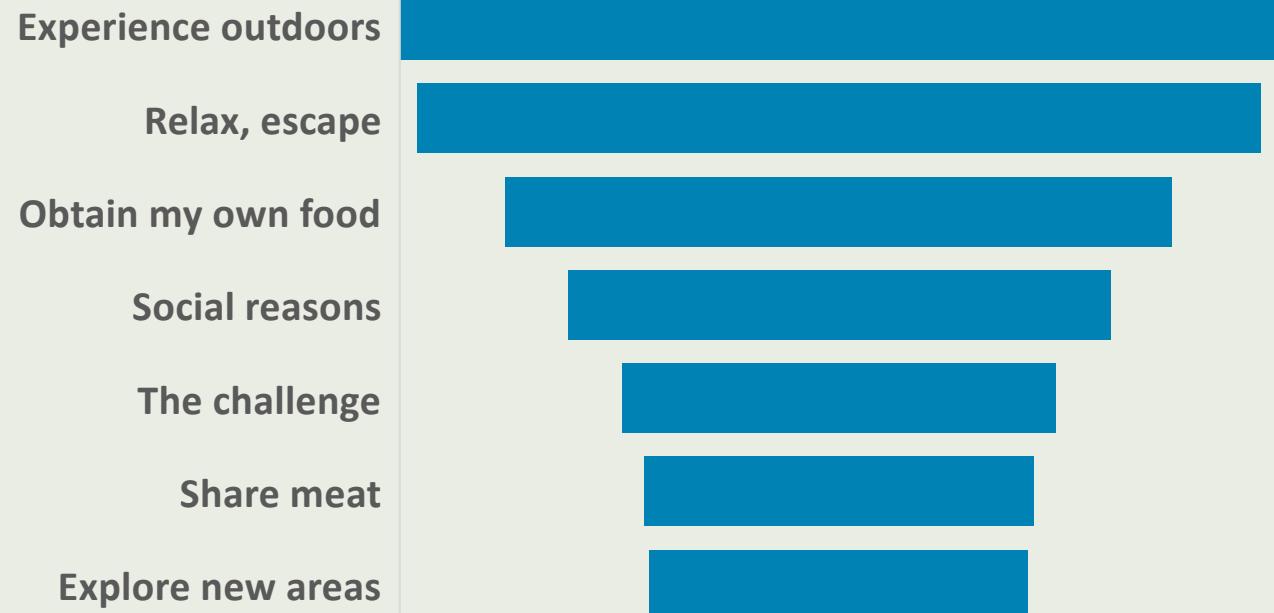
Not a real niche

For comparison
purposes only

AVERAGE HUNTER



Motivations



Ideal day afield:

“An enjoyable day outdoors”

Male
80%

Female
20%

Enthusiastic Hunter



Loves all things hunting

Wants to learn as much as possible

Experience new hunting opportunities

Enthusiastic Hunter (29%)

The Average Hunter

Experience outdoors

Chart Area

Relax, escape

Obtain my own food

Motivations



Ideal day afield:

“Opportunities to shoot at game often”

- Younger, more urban
- Hunting is a lifestyle
- Not into social, locavore themes.

Tranquil Hunter



Relax, escape, be outdoors

Wants to see wildlife

They'd like to learn how to relax even more!

Tranquil Hunter (27%)



Motivations



Ideal day afield:

“An enjoyable day outdoors”

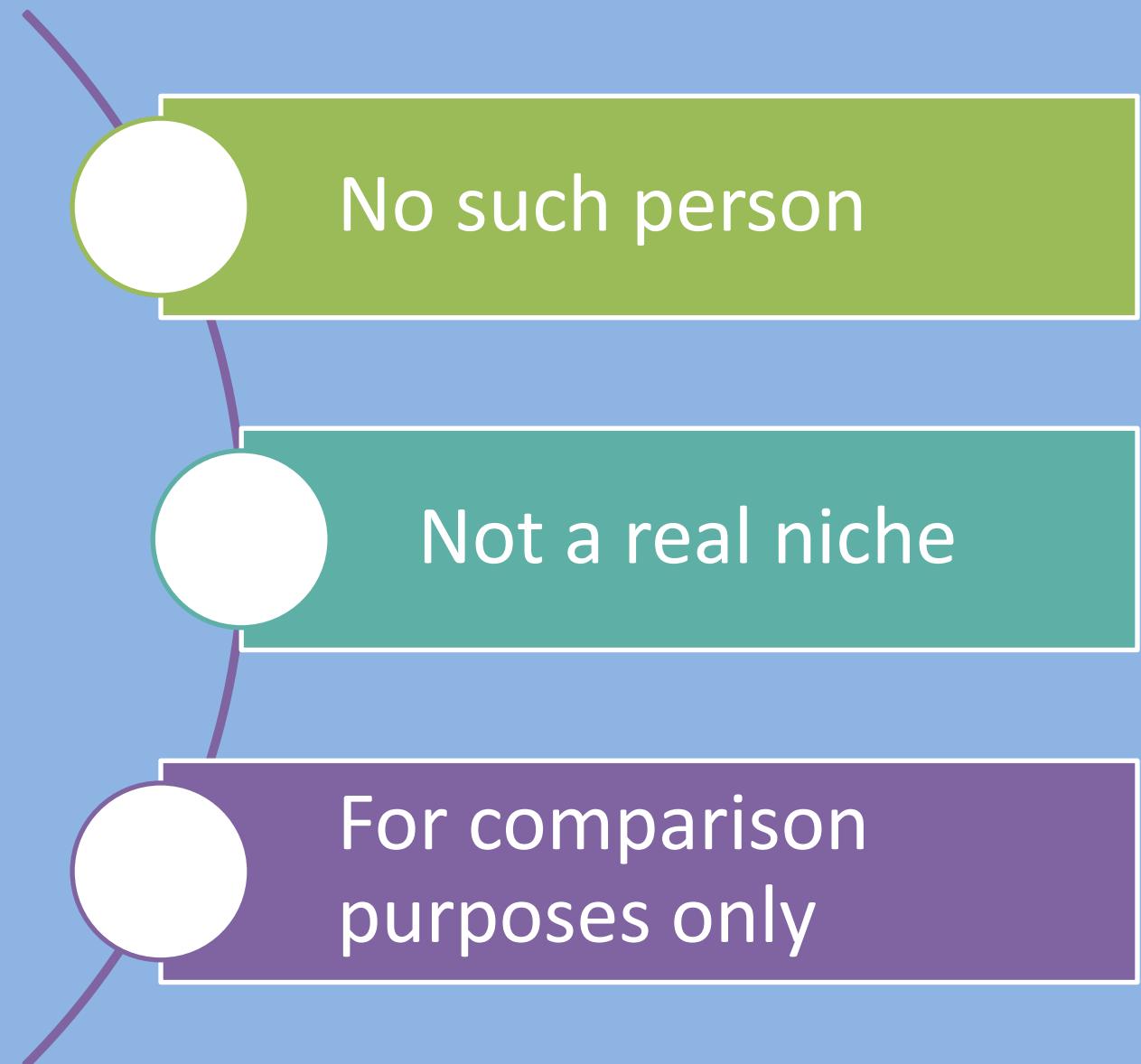
- Older, experienced
- Less into locavore, trophy themes

The Provider (25%)



The Social Hunter (19%)

Average Target Shooter



Average Target Shooter



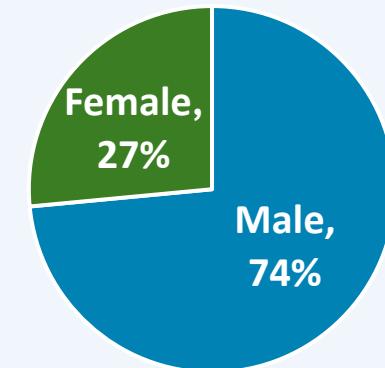
Motivations



What holds them back?

Cost of ammo (54%)

Safe, secure places to shoot (33%)



Fundamental Defender



Its all about protection,
not recreation

Not looking to be
expert, challenged

Finds it thrilling

Fundamental Defender

The Average Target Shooter

Enjoy myself

Defend myself

Develop proficiency



Motivations

Defend myself

Defend others

Empowerment

Others

New skill

The thrill

Enjoy myself

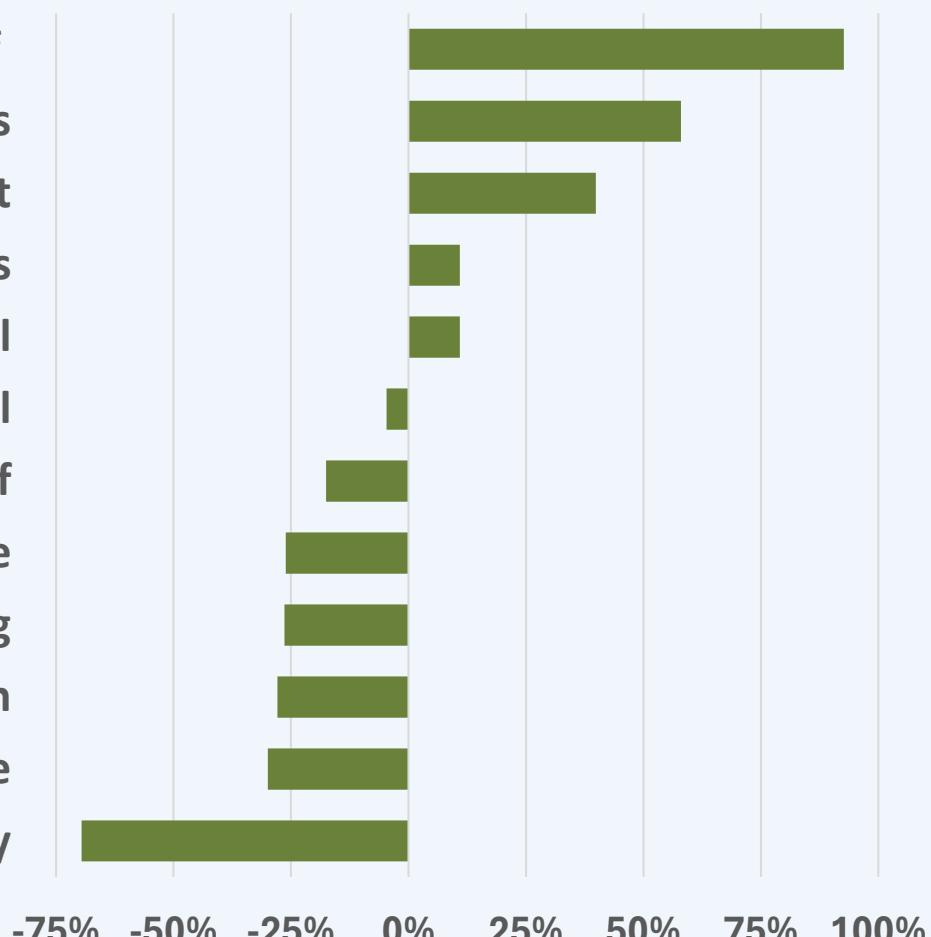
The challenge

Prep for hunting

Competition

Socialize

Develop proficiency



What are their preferences?

- Semi-auto handguns
- When shooting, would still like to improve skills
- When shooting, still enjoys company of others

- 1/3 female
- Relatively inexperienced
- Describes themselves as “competent”, “a student”

Sociable Target Shooter



Its all about recreation,
not protection

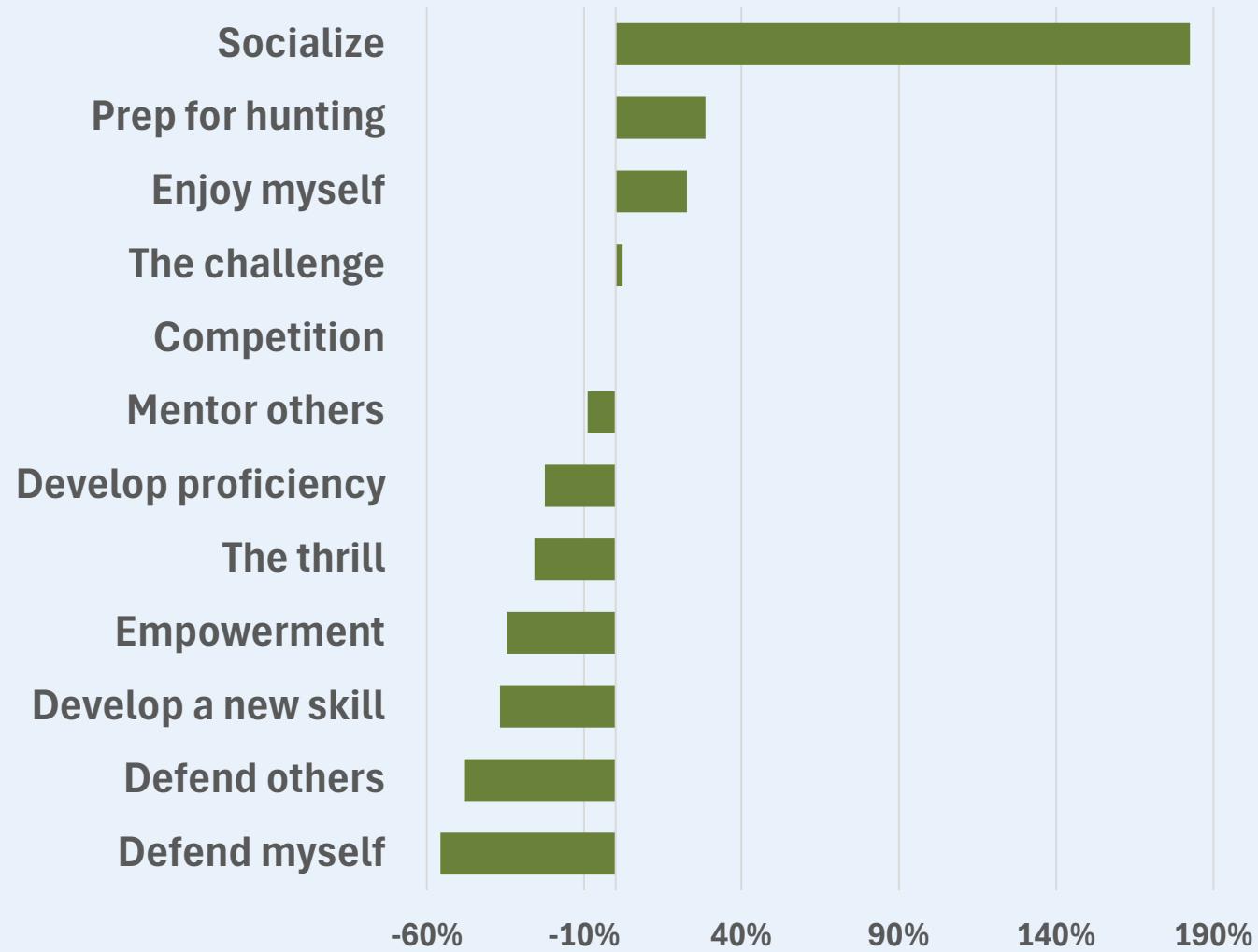
Don't see themselves
as mentors...

...they just want to
enjoy time with others

Sociable Target Shooter (15%)



Motivations



Who are they?

- Prefers shotguns
- Ammo cost, shooting partners are top obstacles
- Likely the highest risk of losing as a customer

- Most Caucasian, least Hispanic
- Pulling the trigger, accuracy not important



Skills Seeker
(13%)



Skilled Guardian
(21%)



Fun Seeker
(11%)

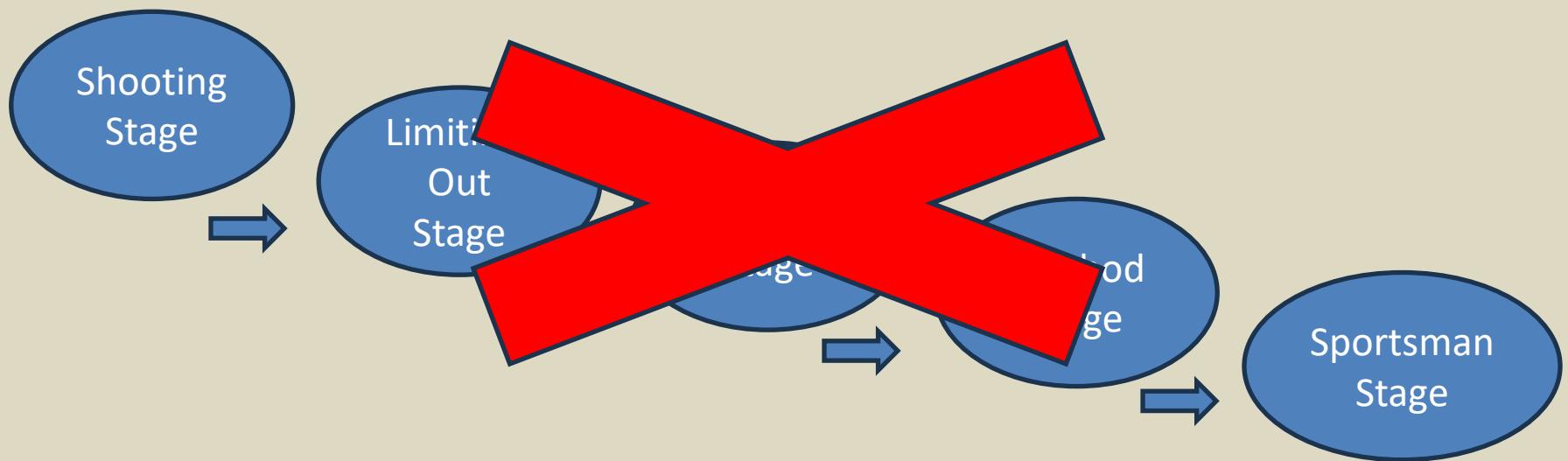


Challenge Chaser
(19%)

- People often change personas

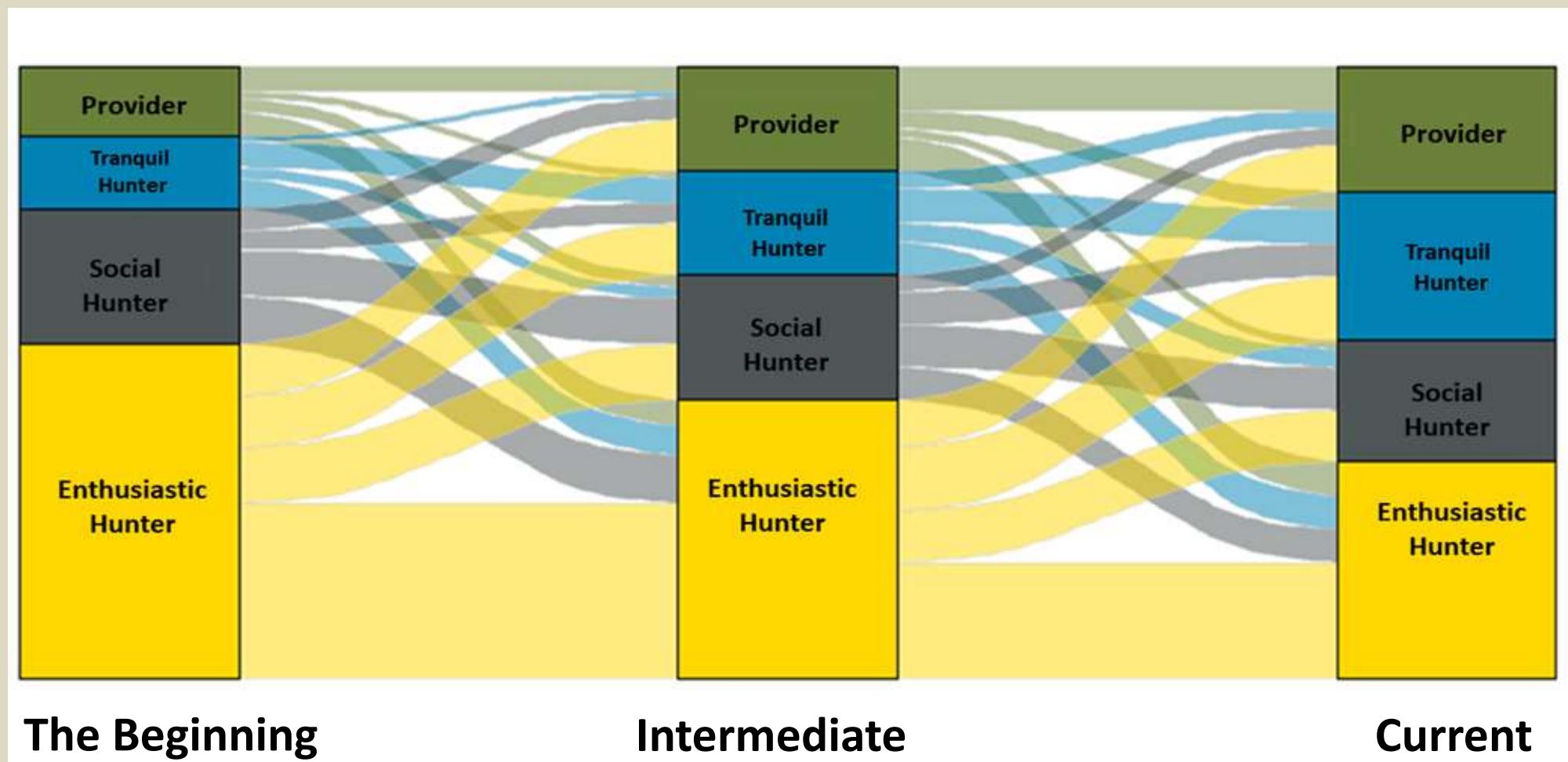


- The ‘evolutionary path’ of a hunter:



No such thing as the ‘evolutionary path’

Hunters' Evolutionary Paths



Full report:

wafwa.org/publications/



Firearm Consumer Segmentation

Segment Overview and Purchase Journey



Previously shared...



Nancy@SouthwickAssociates.com

Final Thought:

“We often fail in our efforts to connect with ‘non-traditional’ customers”



Thank You!



SOUTHWICK
ASSOCIATES

Rob@SouthwickAssociates.com