

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



"A POPGUN? I WANT A FIELD MODEL
BROWNING PUMP CHAMBERED FOR
THE 3-INCH MAGNUM LOAD."

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...



Skills



Food



Social



Fun



Challenge



Protection



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



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Introducing Our Customers!



Average Hunter



No such person

Not a real niche

For comparison
purposes only

AVERAGE HUNTER



Motivations

Experience outdoors

Relax, escape

Obtain my own food

Social reasons

The challenge

Share meat

Explore new areas



Ideal day afield:

"An enjoyable day outdoors"

Male
80%

Female
20%



Enthusiastic Hunter



Loves all things hunting

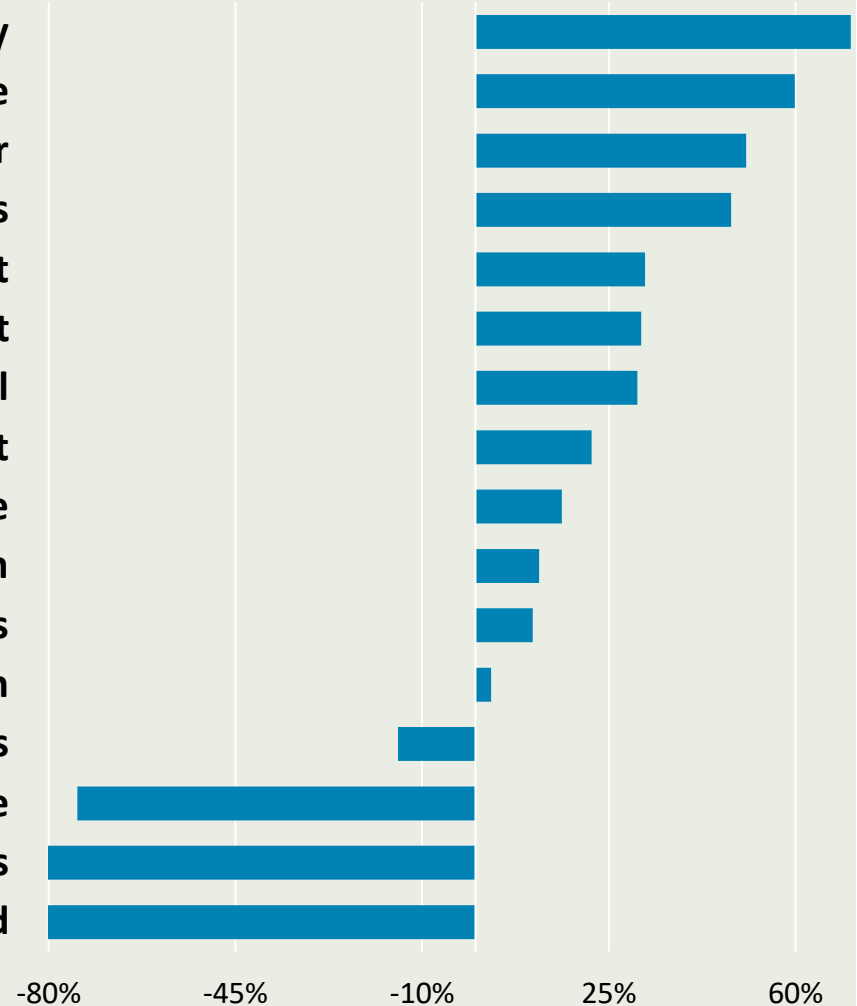
Wants to learn as much as possible

Experience new hunting opportunities

Enthusiastic Hunter (29%)

Motivations

Harvest a trophy
Share my experience
Scout/learning animal behavior
Mentor others
Fill bag limit
Use my equipment
Harvest any animal
Share meat
The challenge
Support conservation
Explore new areas
Tradition
Experience outdoors
Relax, escape
Social reasons
Obtain my own food



The Average Hunter



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

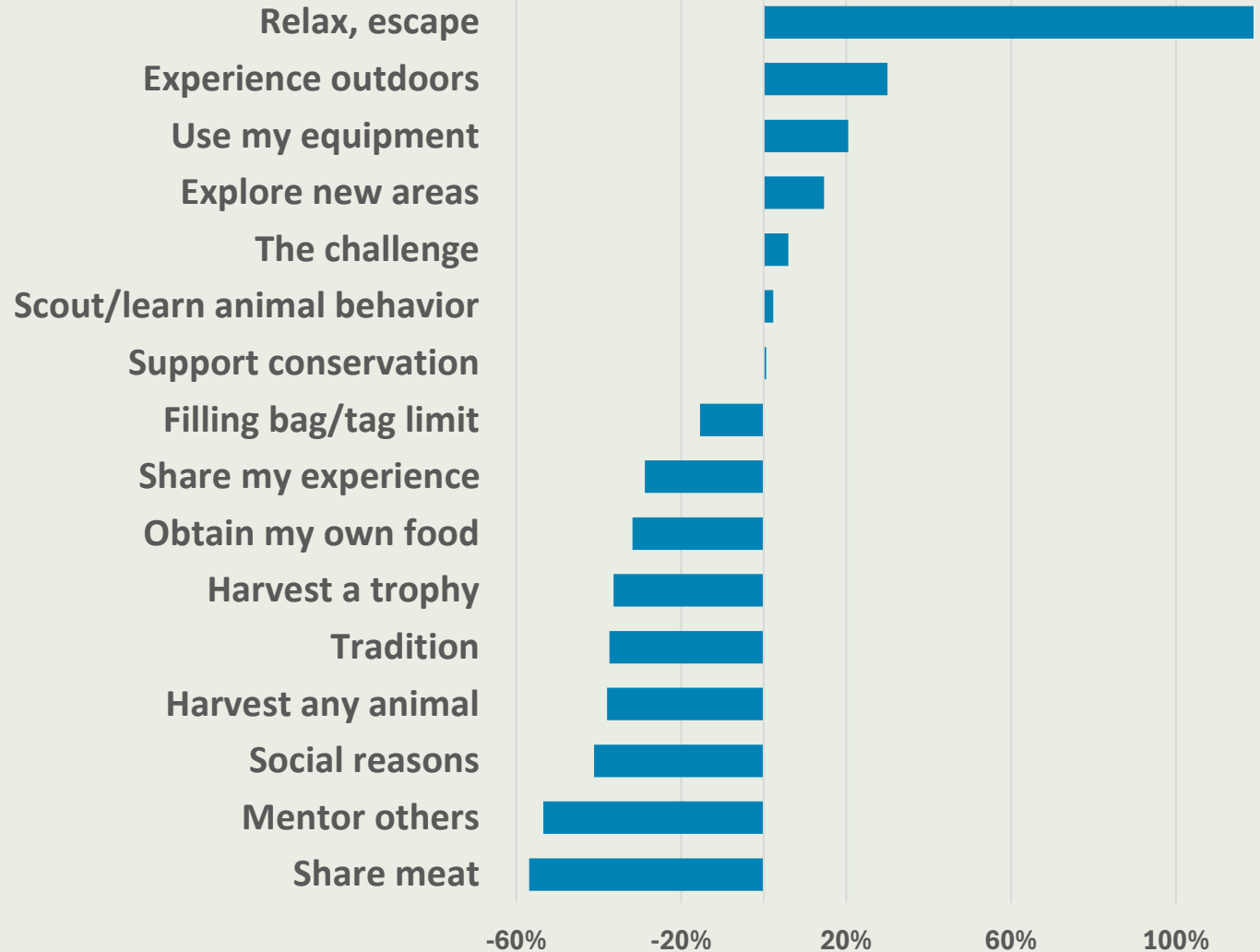
Wants to see wildlife

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



No such person

Not a real niche

For comparison
purposes only

Average Target Shooter



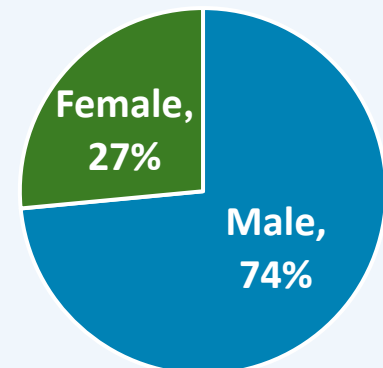
Motivations



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

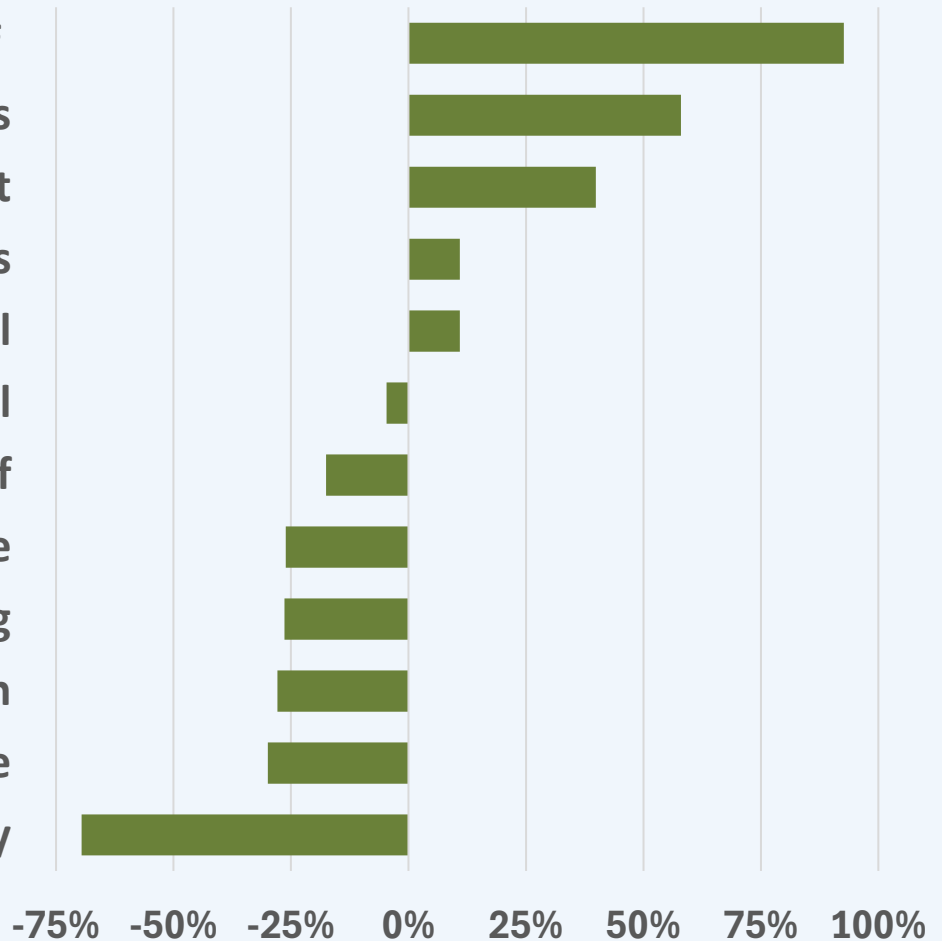
Fundamental Defender

The Average Target Shooter



Motivations

Defend myself
Defend others
Empowerment
Protect others
Learn 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

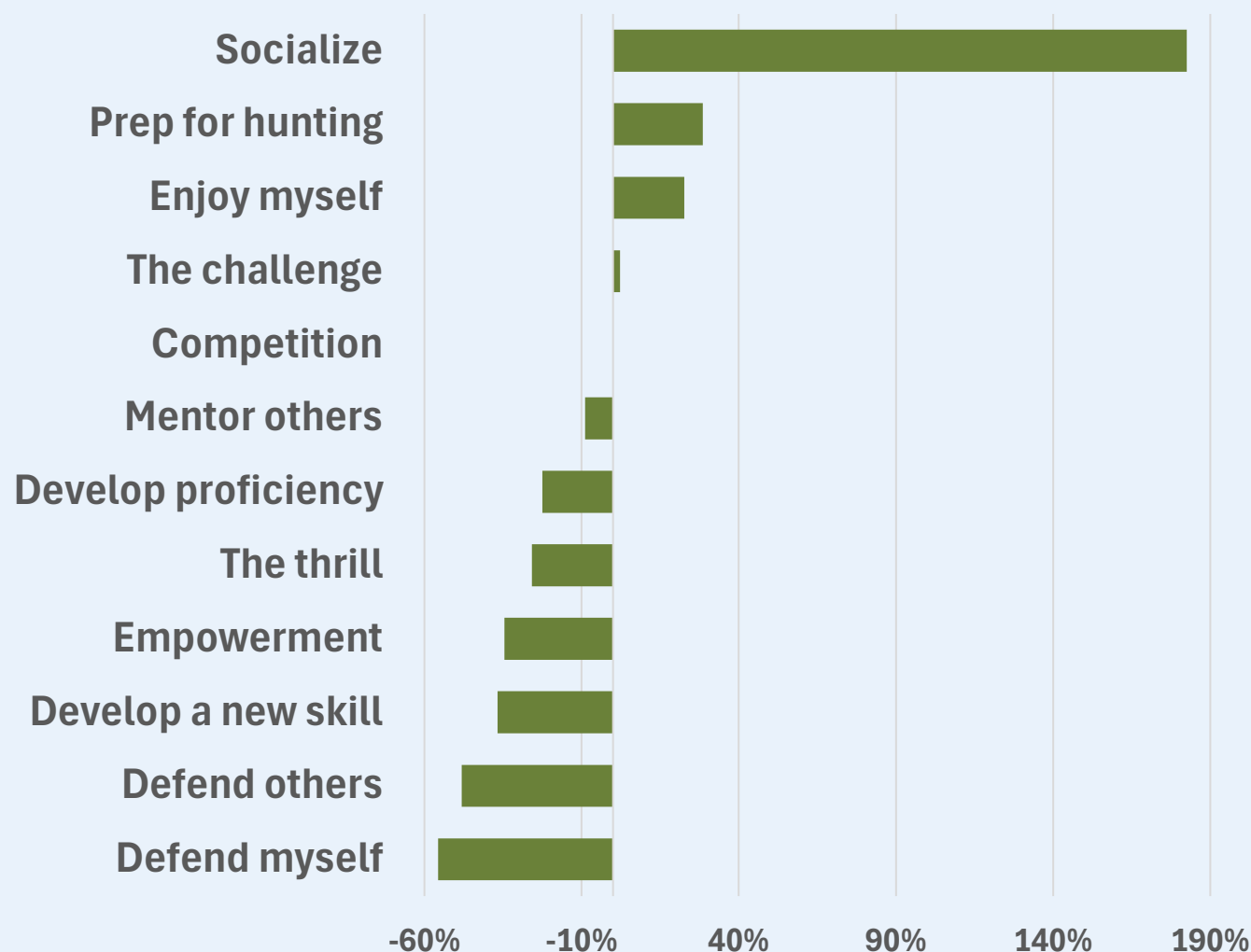
Don't see themselves
as mentors...

...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%)

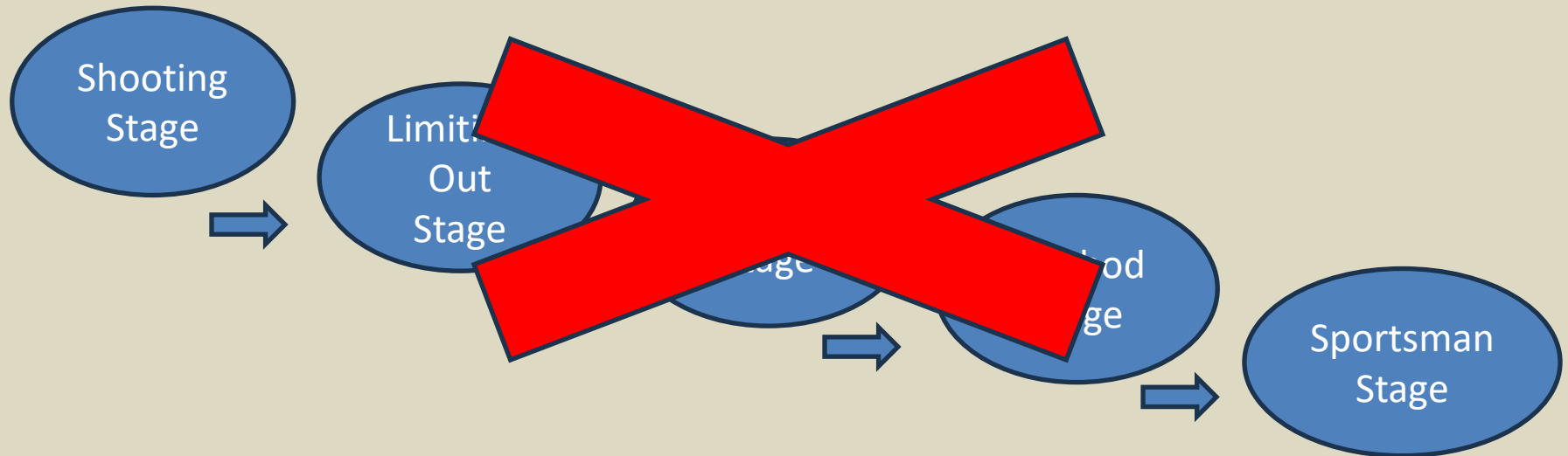


Challenge Chaser
(19%)

- People often change personas

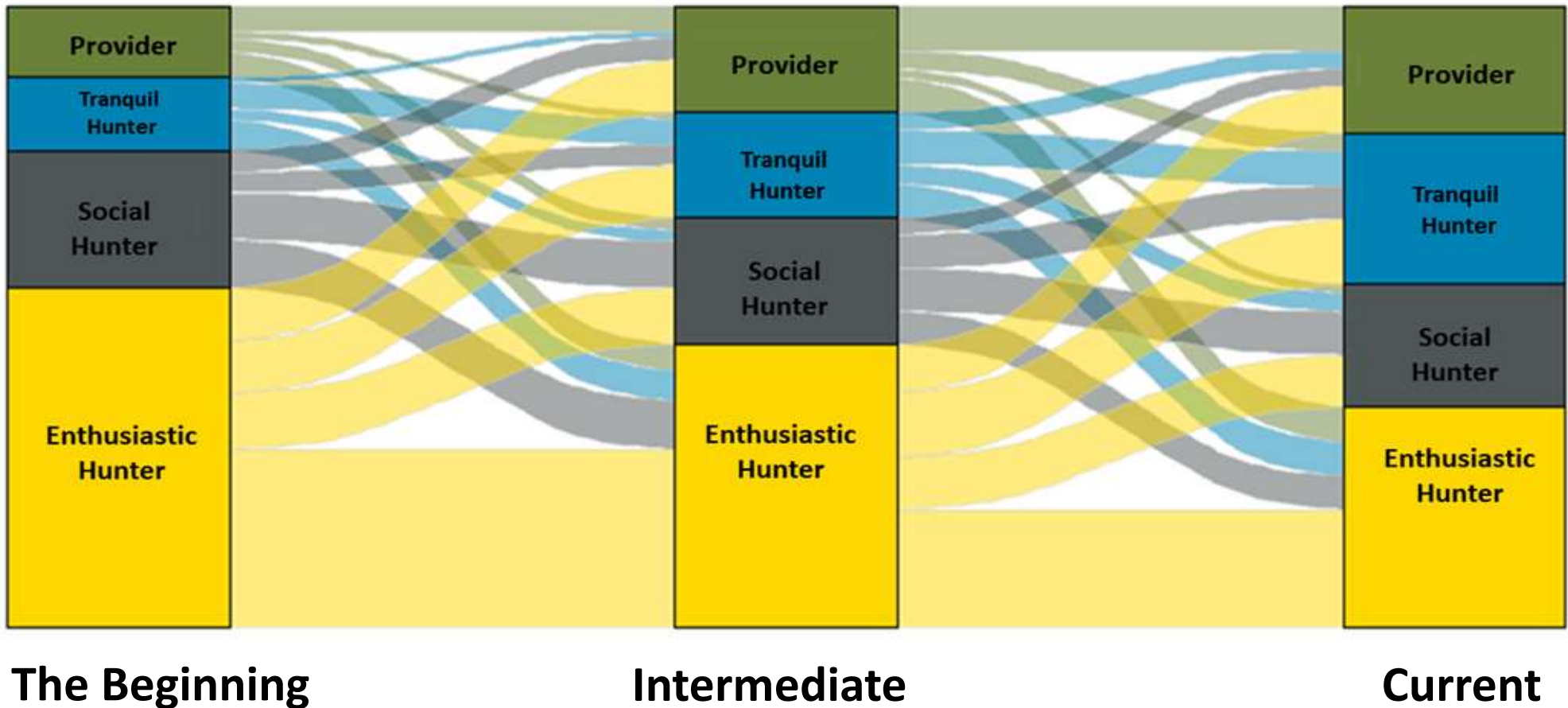


- The 'evolutionary path' of a hunter:



No such thing as the 'evolutionary path'

Hunters' Evolutionary Paths



Full report:

wafwa.org/publications/



Firearm Consumer Segmentation

Segment Overview and Purchase Journey

NSSF[®]
The Firearm Industry
Trade Association

Previously shared...

SA
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Final Thought:

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



Thank You!



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