Social and Economic Impacts of Organized Youth Shooting Sports

Produced by the:

USA Midway Foundation

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

With the assistance of:

SOUTHWICK ASSOCIATES

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Executive Summary

The future of shooting sports depends on continued recruitment of new participants. Furthermore, anecdotal feedback suggests that youth shooting sports benefits individual participants through greater confidence, discipline, academic performance, leadership skills, and motivation. Yet the number of youths who annually take part in recreational shooting through organized programs has not been understood. Likewise, the spending and economic contributions associated with organized youth shooting sports programs is not known nor is the level of interest in such programs among youth currently not part of such programs. This report helps fill these information gaps.

This project focused on youth and young adults engaged in organized youth firearm shooting sports programs at the primary and secondary education levels plus collegiate programs. Research was limited to youth and young adults under the age of 24 to account for shooting sports programs at the primary, secondary, and collegiate levels. Data were collected by surveys of youth firearm shooting sports program participants with parental permission, program administrators, and the general public. The MidwayUSA Foundation assisted with the identification of programs, including those which are and which are not endowed through the Foundation. A trusted online panel provider helped the research team reach the nation's households. These surveys provided significant insights into participants and programs. This executive summary presents top-level takeaways. Readers are encouraged to review the full report for additional insights and greater detail.

Throughout the report we use the term 'program' to capture the variety of terms used across the broader population, such as team, group, or club. We also use the term 'participant' to capture the variety of terms used to describe members of those programs, such as athletes.

Actionable Takeaways

- Between 2022 and 2025, youth firearm shooting sports programs experienced a 7% rise of participation among youth and young adults looking to try target shooting in a safe, organized environment. This growth strengthens their contributions to the shooting sports industry and local economies. Expanding awareness of funding opportunities through organizations like MidwayUSA Foundation could open access to extra support programs need to increase the number of participants per year or the frequency of instruction.
- Numerous households across the nation have young people who would be interested in youth shooting sports programs but are not aware of programs near them. Recruiting program volunteers, skilled or connected to local media and communications opportunities, could help local programs grow.

- Almost three quarters of participants enter a program with prior firearm experience suggesting a need or opportunity to provide advanced firearm instruction to a subset of experienced participants. This high rate of previous firearm experience relates in part to participants' intention and practice of continuing with organized programs after their initial exposure, which leads to long-term exposure to programmatic education.
- Organized youth shooting sports programs are a logical platform to introduce youth to other forms of outdoor recreation. Consider inviting experts to meet with participants to talk about other types of outdoor recreation or possibly hold joint meetings with hunting or fishing clubs to allow participants to try other activities and expand their outdoor horizons.

Key findings

A National Youth Firearm Shooting Sports Program Perspective

National Participation Estimates

When looking at the organized youth shooting sports programs identified by the MidwayUSA Foundation (Foundation), each program, on average, has 35 participants.[1] With 5,859 identified programs nationally, this equates to an estimated 205,065[2] youth and young adults participating each year in these identified programs (Figure 22).

Among the general public, an estimated 5.2 million people under the age of 24 participated in some form of organized shooting sports program at least once in the past three years.[3] These programs include organizations, businesses, and programs dedicated to shooting sports and those with wider missions such as Scouting, 4-H or others. An additional 16.8 million youth and young adults indicate an interest in participating but currently do not, presenting significant growth opportunities for youth shooting sports programs and supporting businesses.[4]

National Spending and Economic Contributions

The 205,065 participants and 5,859 programs that together comprise a part of U.S. organized youth shooting sports programs annually spend $572 million which then cycles through the economy (Figure 4), generating additional activity and contributions. Annually, organized youth shooting sports programs supported an estimated 7,200 jobs nationally, provided $445 million

[1] The average of 35 participants per team is determined through the identified team organizer survey administered as one part of this three-part research effort. More detail is provided in the Program Profiles section of this report.
[2] The exact number of participants is unknown. A national estimate of more than 205,000 participants of youth firearm shooting sports is the product of 35 participants per year X 5,859 identified teams. Identified teams are defined as those who shared contact lists with MidwayUSA Foundation following their outreach to participate in this research effort.
[3] Estimate is determined through a national online household panel survey administered as another part of this three-part research effort.
[4] Estimate is also determined through the national online household panel survey.

in household income, generated $1.47 billion in total economic activity, added $801 million to the nation's GDP, and generated about $194 million in federal, state, and local taxes (Table ES 1 & Table 5).[5]

Table ES 1. Economic contributions of organized youth shooting programs identified by MidwayUSA Foundation

	Total economic contributions		
	Participants	Programs	Total
Retail spending	$495,324,000	$77,204,000	$572,528,000
Total output	$1,299,216,000	$172,444,000	$1,471,660,000
Contribution to GDP	$701,989,000	$99,146,000	$801,135,000
Jobs	6,200	1,000	7,200
Salaries and wages	$389,105,00	$56,294,000	$445,399,00
Federal, state, and local taxes	$168,914,000	$25,146,000	$194,060,000

Youth Firearm Shooting Sports Participants

Profiles of Participating Youth and Young Adults

- Feedback was collected from current and former participants of teams identified by MidwayUSA Foundation, including those endowed by the Foundation but not exclusive to that group. Briefly, 75% are male, 41% are between the ages of 13-17 years of age, and 43% live in a Midwest state. Appendix A describes the demographics in detail for this group of survey respondents.
- Organized youth shooting sports programs show high levels of interest and loyalty. Seventy-two percent of participants have been involved for three or more years. (Figure 1).
    - High school-aged youth had the greatest level of participation (47% of all participants) compared to other education levels (Figure 2).
- The majority of organizations hosting these programs are those with shooting sports as their primary focus such as the Civilian Marksmanship Program, Scholastic Shooting Sports Foundation (SSSF), USA Youth Education in Shooting Spots (USAYESS), National Rifle Association (NRA), and more (58%), followed by school- or collegiate-based programs (36%) (Figure 3).
    - Local program administrators reported similar statistics with 67% of programs hosted by organizations focused on shooting sports and 22% hosted by schools or colleges (Figure 11).

[5] For reference, the Sportsmen's Alliance Foundation estimated the national economic impacts of all target shooting activity in the U.S, at $61.2 billion in retail sales, $144.2 billion of economic output and 787,510 jobs. (2024_SAF_Shoot_Report_Page_090924.pdf)

- As expected, shotgun sports are the top firearm-related activity of youth shooting sports programs (82%), offered over four times more often than rimfire rifle and action shooting disciplines by 18% and 17% of programs, respectively (Figure 4). Similar percentages were reported by program administrators (Figure 13).
    - While shotgun sports are more commonly the focus of organized youth programs, slightly more youth participants had prior experience with a rifle (71%) than shotgun (68%), air rifles (58%), or pistol (53%) (Figure 5).
- Thirteen percent of participants reported not having shot a firearm prior to joining their organized youth shooting sports program (Figure 5). Program administrators reported 30% of their new members had never pulled a trigger (Figure 14).
- Youth program participants remain very active outside of their organized shooting activities, with half (50%) shooting more than 22 days each year on their own (Figure 6).
- Youth who participate in organized shooting programs represent a long-term market. Only 3% to 5% think they will *not* continue participating in upcoming years (Figure 7).
    - Of these, 84% intend to keep participating through an organized program.
- Organized youth shooting sports programs are a gateway to other outdoor activities (Figure 9):
    - Twenty-eight percent of survey respondents do not currently hunt with a firearm and have an interest to try. The balance (72%) either currently hunt or do not currently hunt and have no interest in trying it.
    - Twenty-seven percent would like to try bow hunting.
    - High levels of interest also exist for field archery (25%), other forms of recreational shooting (24%), fishing (21%), competitive shooting activities (20%), and other outdoor activities.

Program Participants' Spending Profiles

- The typical annual spending per participant is $2,841, encompassing ten categories of products and services (Table 1).[6]
    - Two-thirds of participants purchased something for use in their organized youth program, whether they purchased it on their own or if someone bought it for them. The estimated annual spending per participant on new firearms for use in their organized program is $872, $461 for ammunition and $235 for membership and other fees. Spending details for all categories is detailed in Table 1.

[6] We encourage caution using the typical annual spending reported here in conjunction with the estimated 5.2 million youth who participated in some form of organized youth firearm shooting sports reported in an upcoming section in order to derive a total national spending estimate. While the typical spending of $2,841 is reflective of participants on identified teams, it may overstate the typical amount spent annually should the level of active engagement across the 5.2 million youth participants be lower than those participants on identified teams.

    - The average amount spent per item was influenced upward by a small percentage of respondents who spend well above the median (or 'middle of the pack' spender). Table A3 provides details for each product category.
- Local, or independent, retailers were more commonly patronized by participants, receiving 53% of all purchases (Figure 10). This contrasts sharply with spending by the average U.S. adult target shooter where Southwick Associates estimates 14% to 27% of all target shooting sales occur at local retailers, with amounts varying by product.

Youth Firearm Shooting Sports Programs

Program Profiles

- Feedback was collected from program administrators, coaches, and volunteers to learn more about their programs and needs:
- Sixty-five percent of the responding programs have been in existence for more than 10 years (Figure 12).
- Across all responding programs, the average number of participants annually who are first-time shooters was 30%.
- The number of participants increased by 7% from 2022 to 2025 (Figure 15).
    - Program administrators report the number of first-time participants (Figure 16) and experienced participants (Figure 17) both grew, with the growth rate in first-time shooters exceeding the growth for experienced participants.

Program Spending, Funding and Volunteer Profiles

- The size of youth shooting sports programs drives their budgets and needs. As a result, the range of spending, donations and volunteers can vary significantly across programs.
- A small proportion of programs have a significant impact on the averages reported for all programs. Eleven percent had annual expenses over $50,000, while 49% had expenses under $20,000 (Figure 18). When a majority of survey respondents are skewed to the lower-range of spending, 'median' averages will likely better represent the annual spending experienced by most programs.
- The estimated annual spending per program is $13,210, encompassing nineteen categories of products and services (Table 2). Details on donations received by category are presented in Table A4.
- Ammunition and targets are programs' top two expenses categories, representing 57% of the estimated program's annual expenses.
- Programs' fundraising efforts are their top funding source, followed by grants. Membership fees tied with donations for the third spot. Sponsorships are also a significant source of funding for many clubs (Figure 19).

- Annual donations received by the typical youth shooting sports program correlates with their size, with a small number of larger programs affecting the average. The estimated annual donation per program is $1,489. Details on donations received by category are presented in Table A5.
- Ninety percent of programs surveyed receive volunteer support of some sort.
    - The average organization had 23 volunteers ranging from coaches to fundraisers, providing an average of 2,100 hours of volunteer time annually (Figure 20).
- Additional funds are programs' greatest need. Nearly 70% of program organizers report more funding is needed to maintain and grow their programs (Figure 21).
    - Trained coaches, greater community awareness, access to places to shoot, and more are also important needs. These needs reflect the diverse range of support needed to operate a youth shooting sports program.

The National Impact of Youth Firearm Shooting Sports in General

Participation and Interest in the Shooting Sports Across the Nation

- A separate survey was conducted of U.S. households to determine the number of youth and young adults who participate in organized shooting sports plus the number who currently do not but are interested.
- 5,235,000 people under the age of 24 participated in some form of organized shooting activity or instruction at least once over the past three years (Table 9). These include more than the structured youth programs described above and can include a youth day at a local range, a shooting station at a scout camp or 4-H event and other events where target shooting may or may not be primary purpose.
    - There are an estimated 3.026 million households with youth or young adult participants and 1.73 youth or young adults within who participate, on average.
    - These programs include organizations dedicated to shooting sports or could be part of a broader program such as Scouting America, 4-H, a local shooting range and others.
- When looking at the organized youth shooting sports identified by the MidwayUSA Foundation, the audience is more narrow. An estimated 205,065 youth and young adults participate in these programs (Figure 22).[7]
    - On average, there are 35 participants per program, and 5,859 identified programs nationally.

[7] The exact number of participants is unknown. A national estimate of more than 205,000 participants of youth firearm shooting sports is the product of 35 participants per year X 5,859 identified teams.

- 16.8 million youth and young adults between the ages of 6 and 23 years old indicate an interest in participating but currently do not.[8] This presents the industry with significant growth opportunities (Table 6).
    - For every youth or young adult who currently participates in an organized youth shooting sports program, three more would like to.
    - The number of youth or young adults who would like to try target shooting outnumber the residents of Pennsylvania, the 5th most populous state in the nation (13,079,000 in 2024 per the U.S. Census Bureau).
- Youth and young adults have multiple motivations for their interest in the shooting sports. Top reasons include improving firearm skills, building self-confidence, being outdoors, and having fun with friends (Figure 26).
    - Differences were noted by age. For households with younger parents, the most common motivation was to enjoy the outdoors.
    - Enjoying the outdoors remains a top motivation for older households but building self-confidence, having fun with friends, and providing social interaction also increases in importance.
    - The number of households interested in improving shooting skills for hunting and personal safety also increased with age, becoming just as important as the motivation to enjoy the outdoors.
- For youth and young adults who are not part of an organized shooting sports program, the top reason for not joining was not being aware of a local program (Figure 27).
    - Local programs are often run by volunteers.
    - The second most common barrier was cost, with nearly half of all low-income households citing this as an issue prohibiting entry.
    - Other issues block participation, including distance to shooting opportunities and more. Local programs need assistance on numerous fronts ranging from coaches, fundraising, local transportation, communications and more.

Youth Firearm Shooting Sports and Accessibility Needs

- Approximately a third of participants who are currently not engaged with a youth firearm shooting sports program yet have interest to do so need some form of equipment, adaptation, or specialized instruction to help manage impairments. The most common types of impairment are physical (61% of those reporting an impairment), but sensory (49%), cognitive (49%), and other limitations also need to be addressed (Figure 29).

[8] Estimate is determined through a national online household panel survey administered as another part of this three-part research effort.

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Introduction and Approach

The U.S. Fish and Wildlife Service's "National Survey of Fishing, Hunting, and Wildlife-Associated Recreation" estimated 5.99 million youth ages 6 to 17 participated in firearms target shooting in 2022.[9] Since then, anecdotal feedback from youth shooting sports programs, ranges and firearms businesses suggests substantial increases across all ages. However, to date no concerted effort has been made to estimate youth participation in organized shooting sports programs nor the corresponding economic impact. Further, anecdotal feedback suggests that youth shooting sports benefits individual participants through greater confidence, discipline, academic performance, leadership skills, and motivation. However, these claims have never been quantified. Understanding these benefits could help youth shooting programs secure greater support and help attract more youth participants. This project quantified these information gaps by:

Task 1) Investigating the personal, psychological, and social impacts of participating in organized shooting sports on youth, and

Task 2) Measuring participation in and the economic impact generated by organized youth shooting sports.

As a 501(c)(3) nonprofit that funds and supports approximately 2,600 school, club, and community youth shooting programs nationally and more than 90 state and national youth shooting programs, the MidwayUSA Foundation (Foundation) partnered with the Council to Advance Hunting and the Shooting Sports (Council) to produce this report under funding provided by the U.S. Fish and Wildlife Service's Multi-State Conservation Grant programs operating in partnership with the Association of Fish and Wildlife Agencies. The goal was to provide the information to better explain the reach and benefits of youth shooting sports programs. The qualitative, personal benefits described in Task 1 were documented by IPSOS and are described in a separate report available from the Foundation. Task 2 was completed by Southwick Associates and is fully described in this report.

Throughout the report we use the term 'program' to capture the variety of terms used across the broader population, such as team, group, or club. We also use the term 'participant' to capture the variety of terms used to describe members of those programs, such as athletes.

Please see the Appendix for a detailed description of the methods used. In brief, this project focused on youth and young adults engaged in organized youth shooting sports programs at the

[9] U.S. Department of the Interior, U.S. Fish and Wildlife Service, 2022 National Survey of fishing, Hunting, and Wildlife Associated Recreation. Available: 2022 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation

primary and secondary education levels plus collegiate programs. Research was limited to youth and young adults under the age of 24 to account for shooting sports programs at the primary, secondary, and collegiate levels. Data were collected by surveys of program participants with parental permission, program administrators, and the general public.

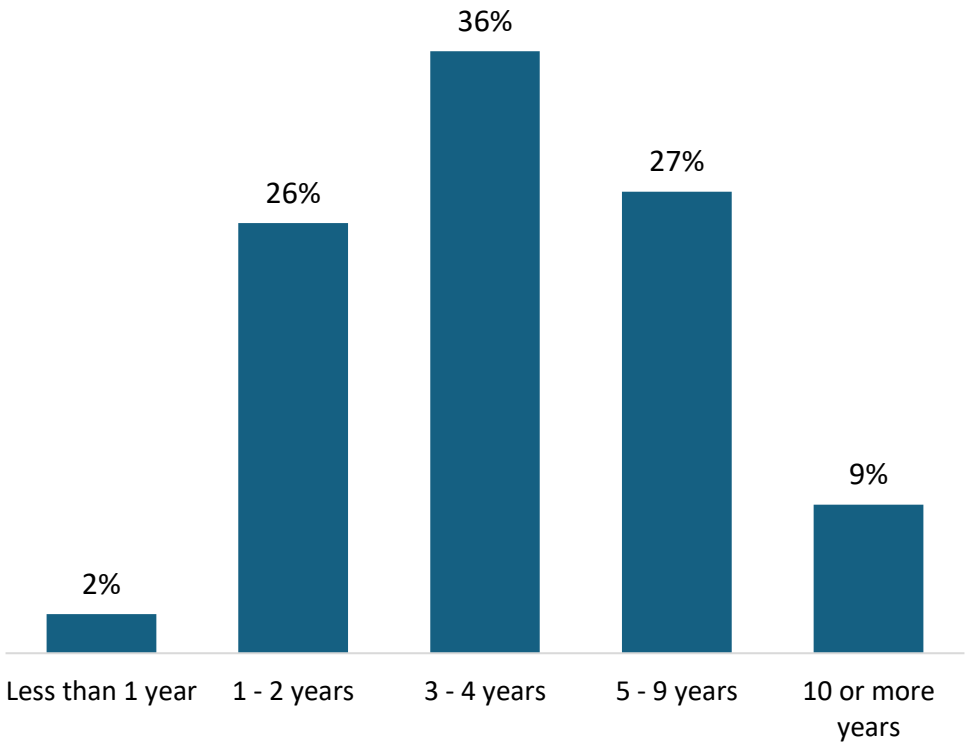
Results

Youth Firearm Shooting Sports Participants

Participant Profiles

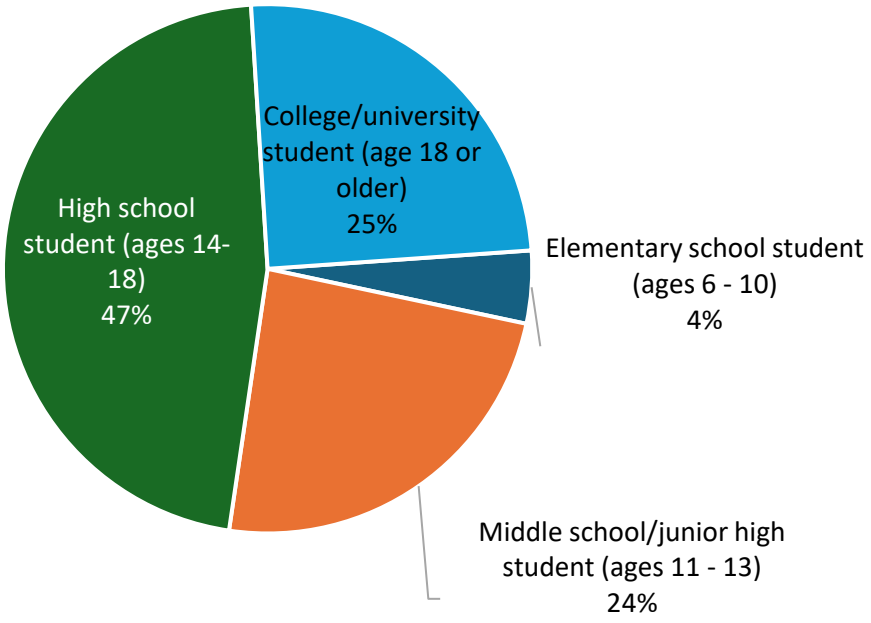
- This section shares findings from a survey of current and former participants. Appendix A describes the demographics including age, gender, and region of residency of this group of survey respondents.
- Youth shooting sports programs show high levels of loyalty and therefore interest. Seventy-two percent of survey respondents participated for three or more years (Figure 1).

Figure 1. Average years of participation in organized youth shooting sports programs.



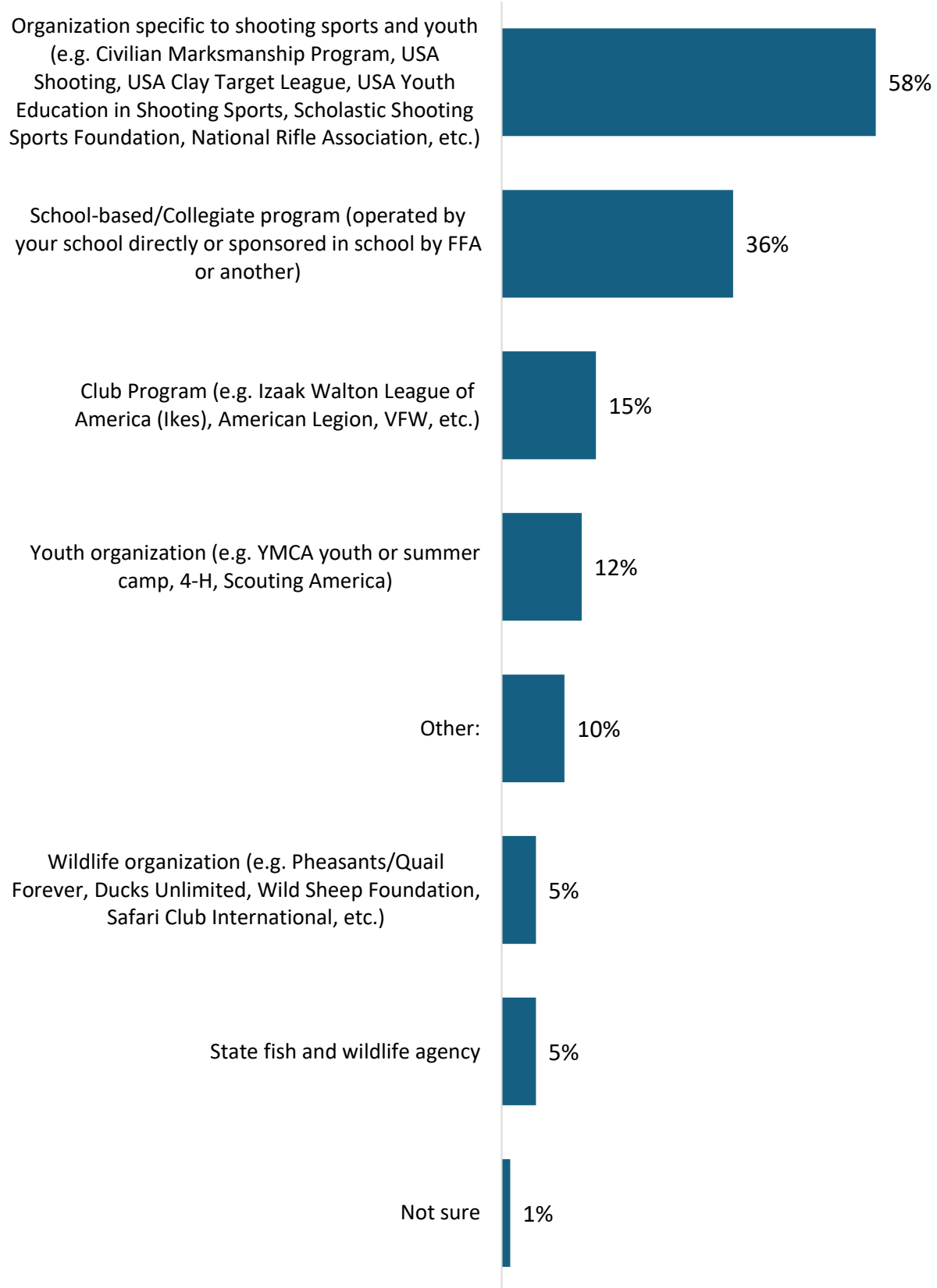
- Respondents were asked about their most recent year of participation, meaning those who report last having participated in college might have started in high school. Therefore, the percentage of participants who at some point participated in high school (47%, Figure 2) might be higher to an unknown degree.

Figure 2. Level of school where respondents most recently participated.



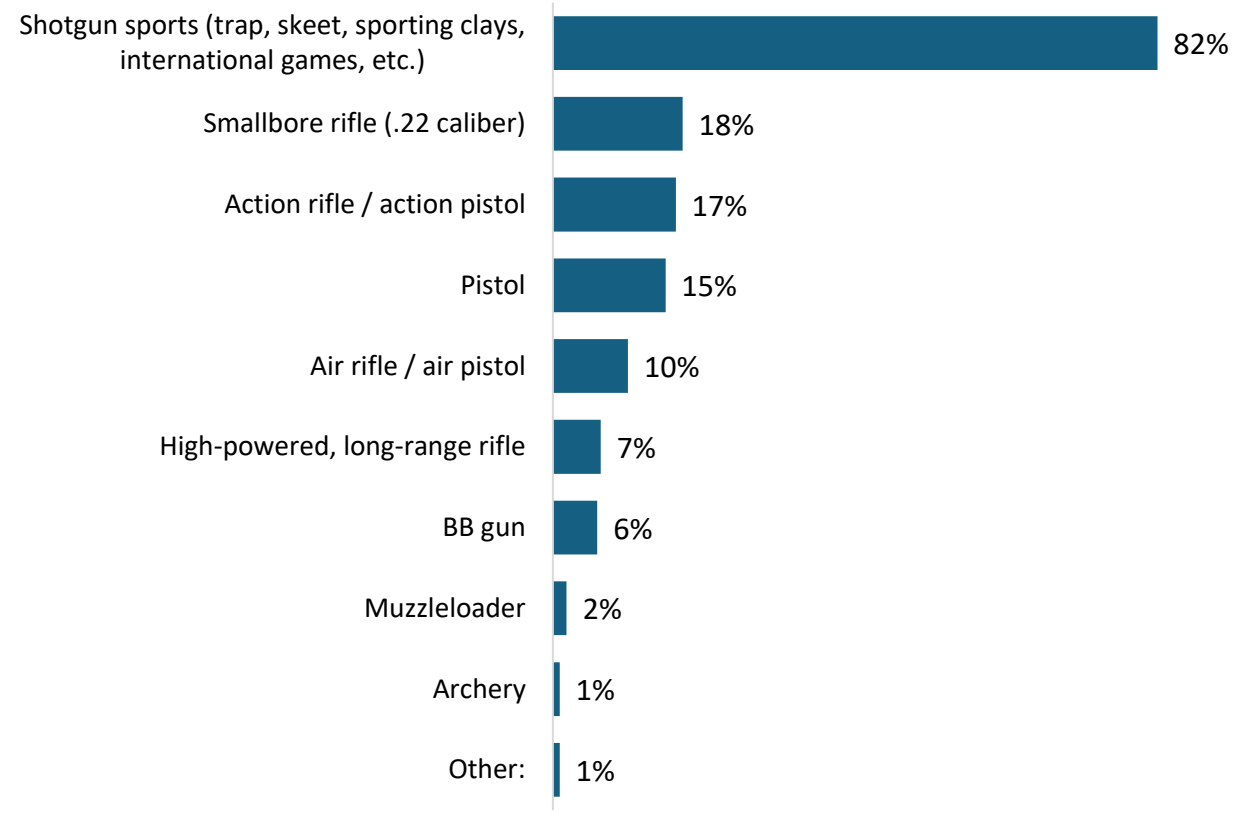
- Most organizations hosting youth shooting sports programs are organizations with missions focused on shooting sports and youth (58%), followed by school-based or collegiate programs (36%) (Figure 3).

Figure 3. Host organization for most recent youth shooting sports program.



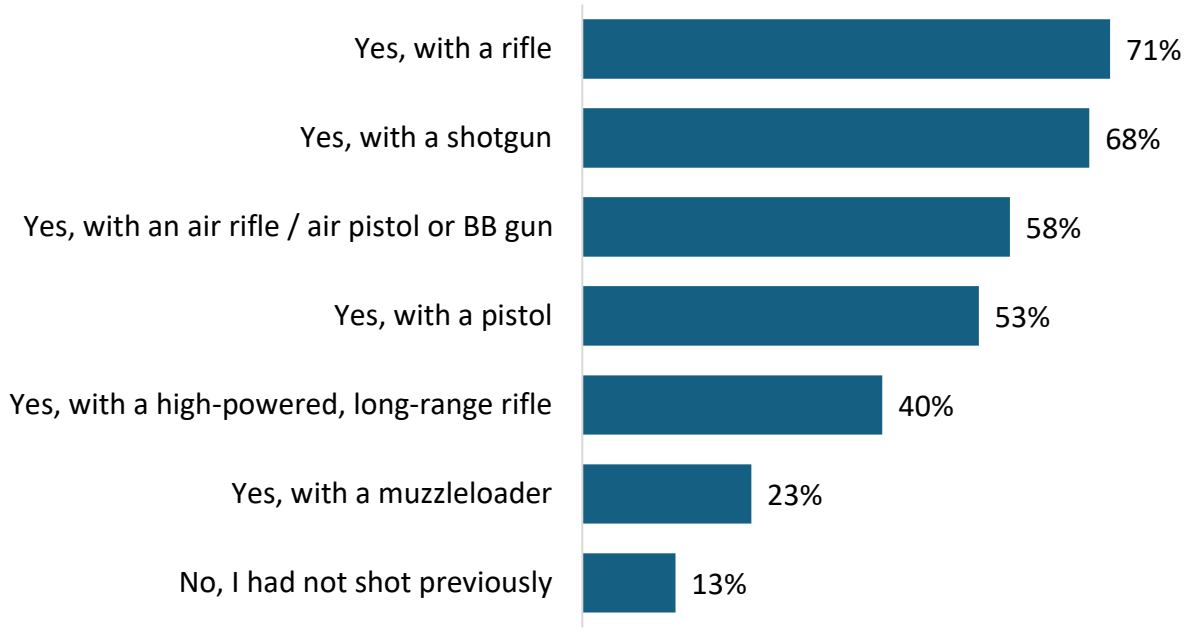
- As expected, shotgun sports are the top firearm-related activity of youth shooting sports programs, offered over four times more often than second-ranked rimfire rifle and action shooting disciplines (Figure 4).

Figure 4. Respondent's shooting sports activities within their most recent shooting sports program



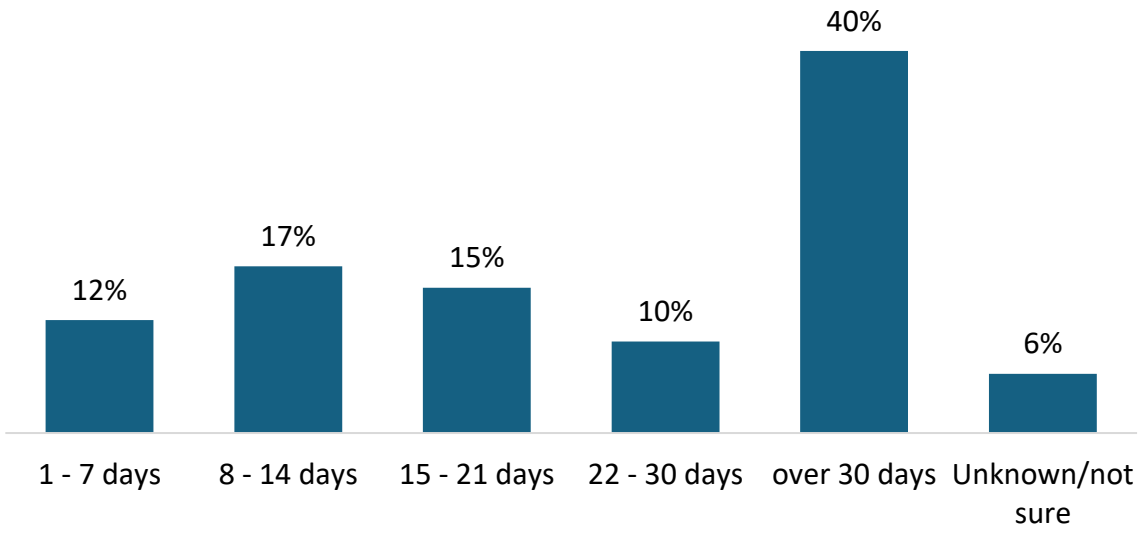
- While shotgun sports are participated in significantly more often by organized youth programs participants, slightly more youth participants arrive experienced with rifles, followed by shotgun, then air rifles (Figure 5).
    - Please note that Figure 5 does not indicate the level of experience prior to joining an organized program. An individual may have only pulled a trigger once or might be very experienced.
    - Thirteen percent of participants reported not having shot a firearm prior to joining their organized youth shooting sports program.
    - The survey of program administrators indicates that about 30% of participants were first-time participants when they first arrived (Figure 14).

Figure 5. Did you ever shoot a firearm prior to joining a youth firearms shooting sports program?



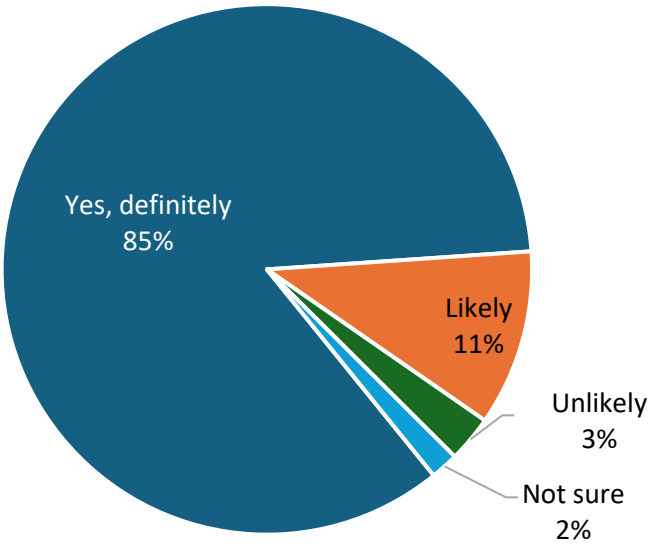
- Youth program participants are very active outside of their organized shooting activities, with half (50%) participating more than 22 days each year on their own (Figure 6).

Figure 6. Frequency of participation in target shooting activities outside of their organized youth shooting sports programs



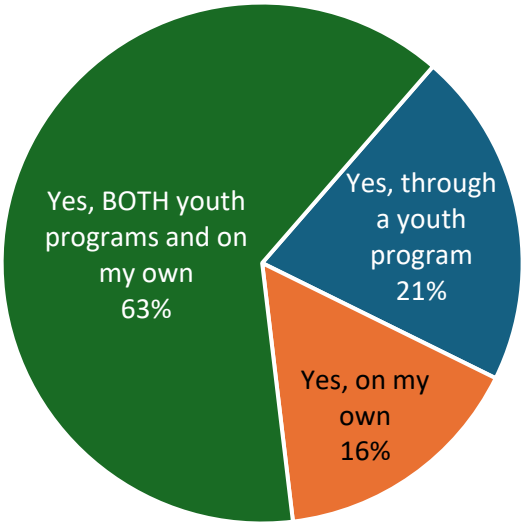
- Whether participants' interest was created by the youth program or they already had interest upon joining, only 3% to 5% think they will not continue participating in upcoming years (Figure 7).

Figure 7. Intent to continue participation in shooting sports over the next three years.



- Eighty-four percent of program participants intend to keep participating through an organized program, which indicates high levels of satisfaction and enjoyment (Figure 8).

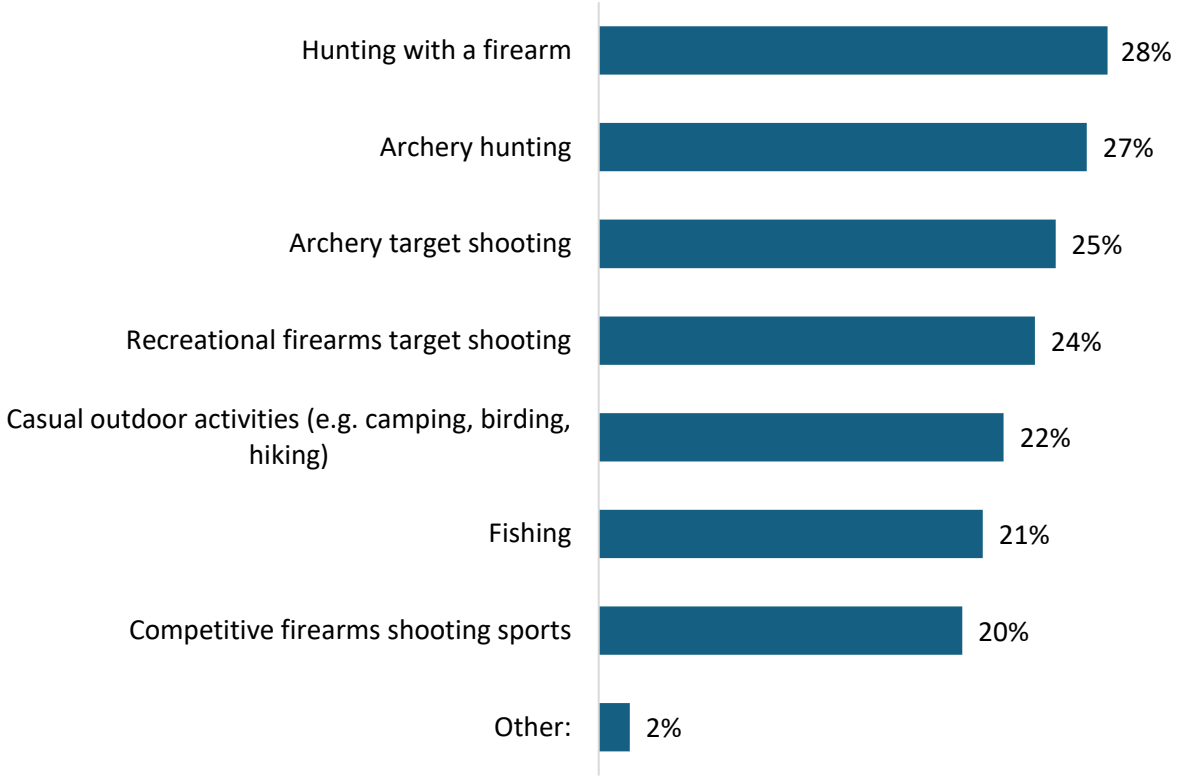
Figure 8. Forms of intended future participation



- Organized youth shooting sports programs are a gateway to hunting and other outdoor activities. Twenty-eight percent of survey respondents do not currently hunt with a firearm but would like to try, while 27% would like to try bow hunting. A quarter of participants are also interested in trying archery as well as other forms of recreational shooting, fishing, and other outdoor activities (Figure 9).

- Organized youth shooting sports programs could be used as a platform for introducing people to other forms of outdoor recreation. Local clubs could consider inviting experts to meet with their participants to talk about other types of outdoor recreation or possibly hold joint meetings with hunting or fishing clubs to encourage participants to try other activities and expand their outdoor horizons.

Figure 9. Types of activities respondents do not currently engage but would like to try.



Participant Spending Profiles

- Like any outdoor activity, there are costs to participate in the shooting sports. Survey respondents were asked to report their total shooting sports-related expenditures over the past 12 months and then to provide the percentage of each made in support of organized youth shooting sports programs (Table 1).
    - The average program participant spent just over $2,800 in the past year for all types of organized shooting sports equipment and supplies plus travel to tournaments and other events.

Table 1. Average spending per participant for organized youth shooting sports programs

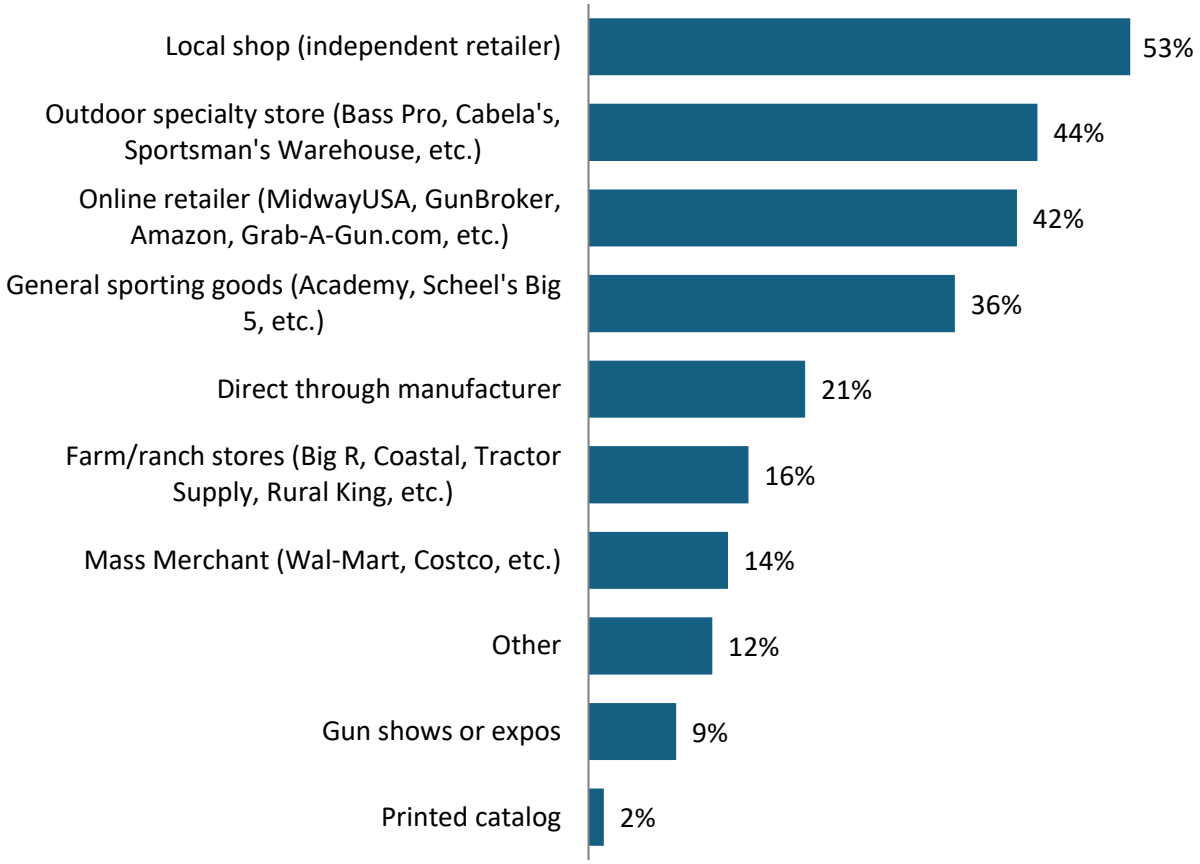
Item	Estimated amount spent per participant annually for their organized youth shooting sports activities*
Firearms (NEW)	$872
Firearms (USED)	$190
Ammunition	$461
Targets	$61
Shooting Accessories	$159
Fee (ranges, membership, tournaments)	$235
Other Equipment	$11
Food and Beverage	$185
Gas, Airfare, Transport	$210
Overnight Accommodations	$456
Other items not listed above	$0
Total	$2,841

**Based on the median amount spent among purchasers*

- Two-thirds of participants report purchasing at least something within one of the ten tracked spending categories, but few if any purchased something from all ten categories. As a result, the average amount spent per participant as reported in Table 1 understates the amount spent when a purchase is actually made. In other words, the reported $872 spending on a new firearm incorporates those participants who spent $0 as well as those who spent $1,500 or more on a new firearm. Table A3 (in the appendix) reports the average annual spending for those who actually purchased an item fitting the listed category, otherwise known as 'spenders'.

- Most program participants (53%) purchased their shooting sport supplies and equipment at local independent retailers (Figure 10).
    - This proportion is notably higher among youth shooting sports participants relative to purchase locations among all ages of target shooters nationally. According to Southwick Associates, 14% to 27% of shotgun sports-related purchases were made at local retailers in 2024.

Figure 10. Where program participants shop for shooting products

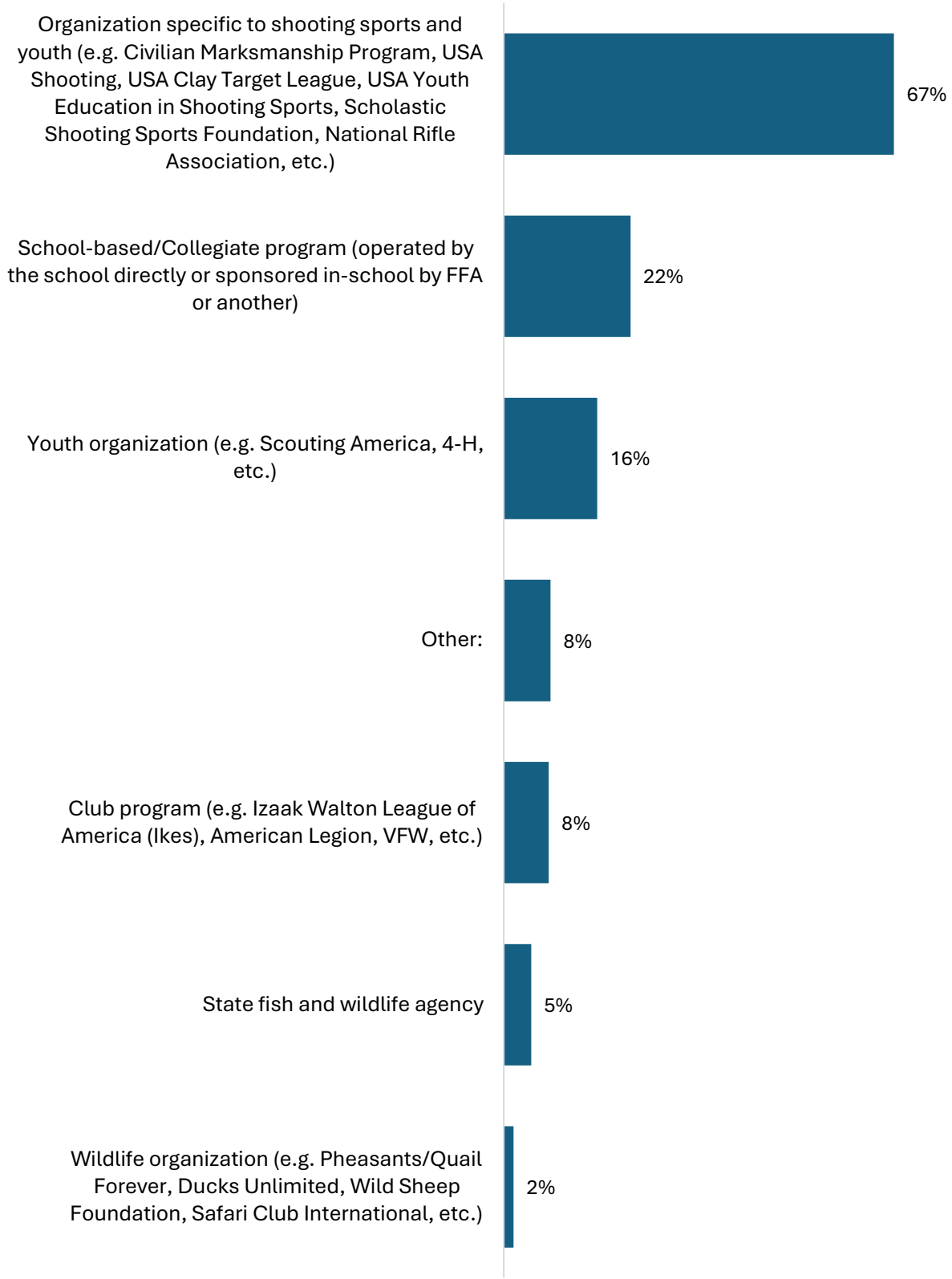


Youth Firearm Shooting Sports Programs

Program Profiles

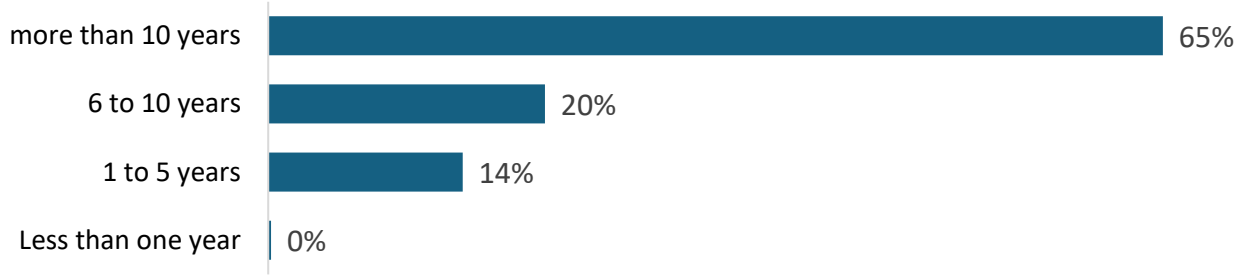
- This section presents the feedback collected from administrators, coaches and volunteers associated with organized youth shooting sports programs.
- With results matching feedback from the program participants survey, most of the reporting programs are hosted by organizations dedicated to the shooting sports. The second most common type of host organization is school or college-based programs (Figure 11).

Figure 11. Host organization through which the program or club operates.



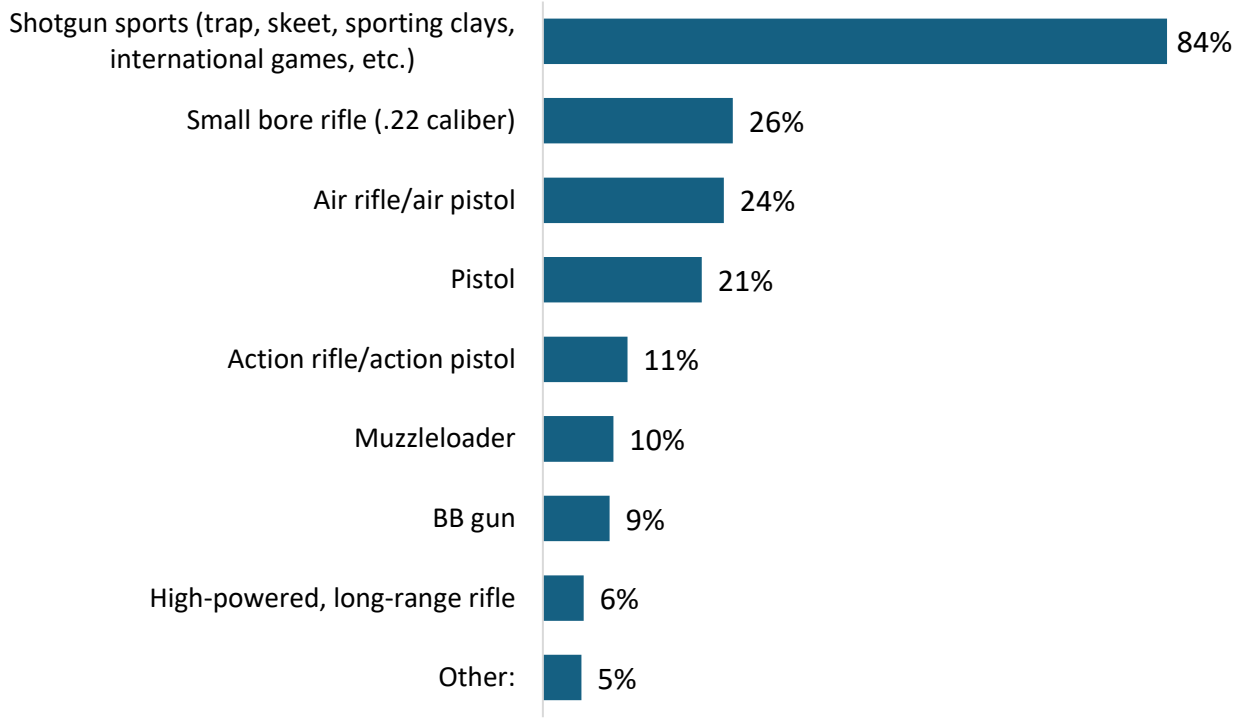
- Most of the responding programs have been in existence for more than 10 years (Figure 12).
    - There may be a bias in the results below. The mailing list for this survey was provided by the MidwayUSA Foundation (Foundation). Local youth shooting sports programs may not be aware of the Foundation and not join in their initial years. With experience often comes awareness of available opportunities.

Figure 12. Duration of program or club operation of a youth shooting sports program.



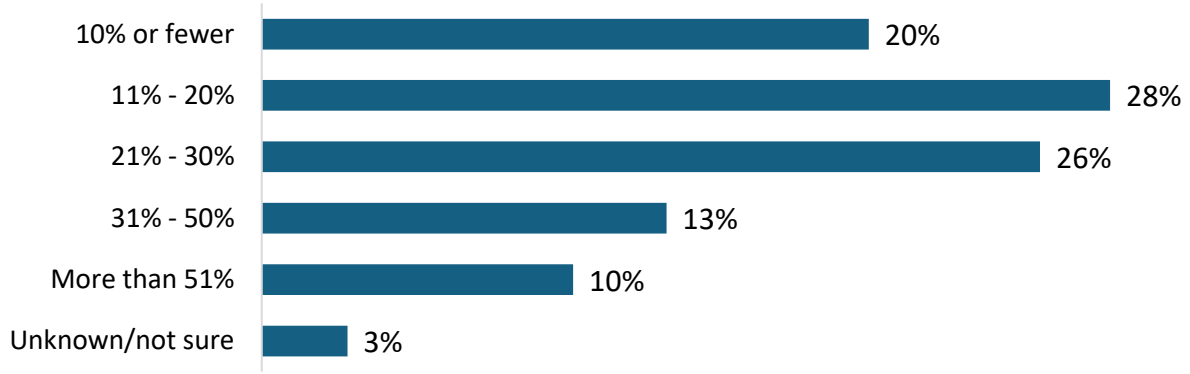
- As seen in the participants survey, the number of programs featuring shotgun sports are several times greater than the numbers offering rimfire rifle and other forms of shooting sports (Figure 13).

Figure 13. Types of shooting sports offered by the program



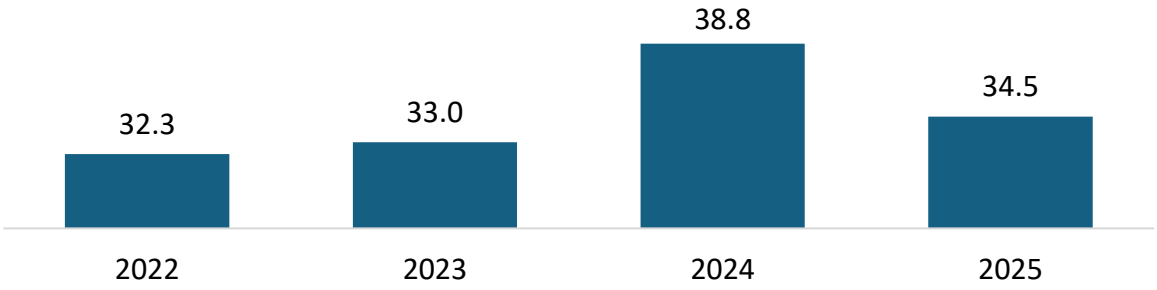
- Only 10% of responding programs said that most of their participants had never been target shooting prior to joining their program (Figure 14).
    - About half (48%) of the programs reported that first-time target shooters only comprised up to 20% of their participants.
    - Taking an average across all respondents, the average number of participants who joined as first-time target shooters was 30%.
    - With roughly 70% of participants having some level of experience prior to joining an organized program, there may be a need or opportunity to provide advance firearm instructions to a subset of participants.

Figure 14. Percent of participants who were first-time target shooters.



- Across the four years of reported membership (2022 through 2025), the number of members increased by 7% from 32 members on average to 35 members in 2025, with a peak of 39 members in 2024, on average. (Not presented via a visual figure).

Figure 15. Average number of youths enrolled or participated in your youth shooting activities: by year.



- More programs have reported their number of first-time participants has been increasing over the past five years (Figure 16) and the same was true for experienced

participants but at lower rates (Figure 17), indicating established youth shooting sports programs are growing overall, especially among first-time target shooters.

Figure 16. First-time participant trend during the last five years

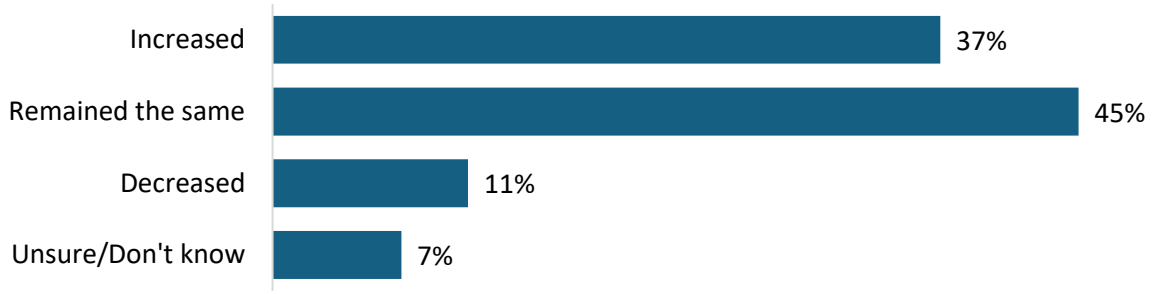
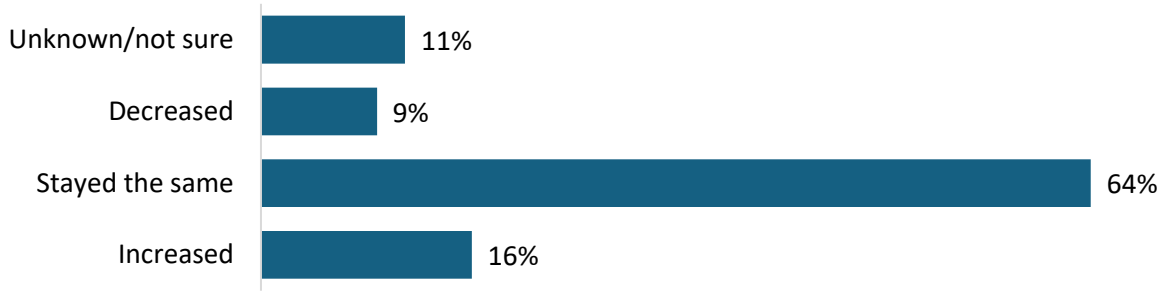


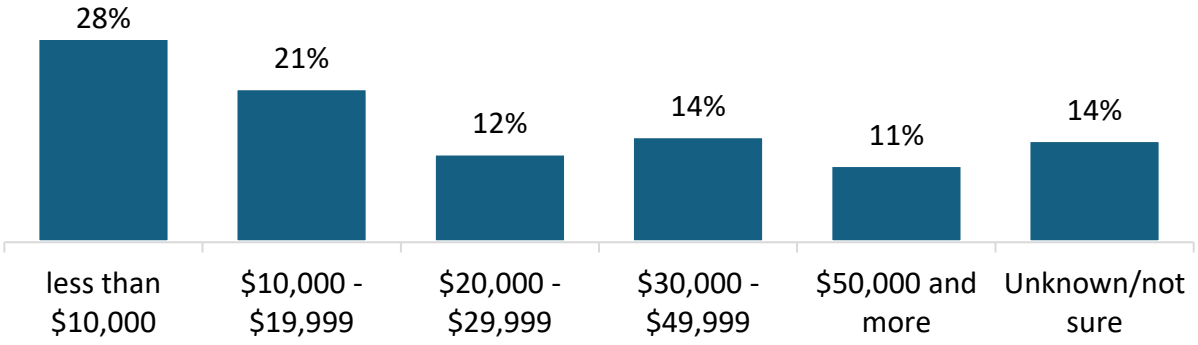
Figure 17. Trend of participants with prior experience during the last five years



Per-Program Spending, Funding and Volunteer Profiles

- The range of spending per local program can differ significantly, depending on the number of youths served, local support and donations, type of shooting activities engaged, in-kind vs paid expenses, and more.
- Roughly 11% of reporting programs had annual expenses over $50,000, while 49% had expenses under $20,000 (Figure 18).

Figure 18. Programs responding by total annual expenditure categories.



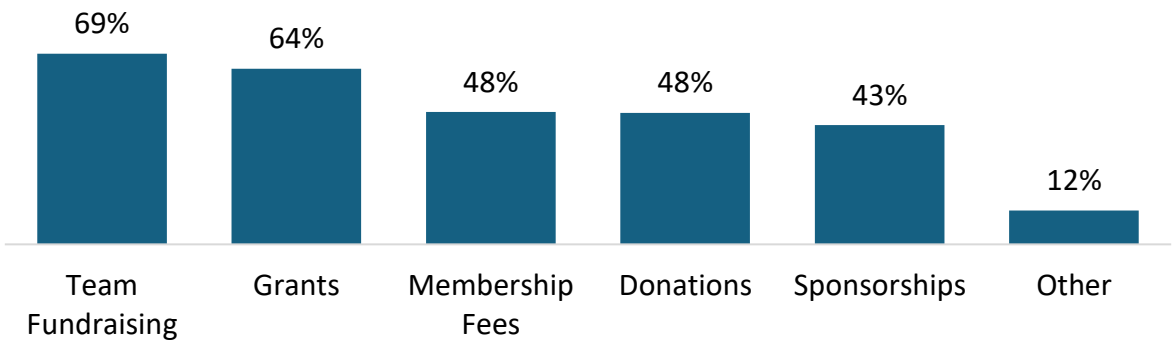
- The mean annual expenses per youth shooting sports program annually was $13,210 per program and $382 per participant (Table 2).
- Ammunition and targets comprise the majority of program spending. These two categories alone make up 57% of the typical mean expenses per program (Table 2).
- The 11% of responding programs with significantly higher than average annual spending affected the average spending estimates. To reduce their effects, the median spending is presented in Table 2. To see the effects of these few large programs on the averages, Table A4 in the appendix presents the median and mode spending estimates just for those programs who reported purchases in each category.

Table 2. Estimated average (median) annual program spending.

	Per program	Per participant	Percent of spending
Ammunition	$5,066	$146.59	38%
Targets	$2,541	$73.52	19%
Tournament or competition entry fees	$1,761	$50.96	13%
Program shooting accessories (optics, uniforms/apparel, etc.)	$676	$19.56	5%
Firearms purchased new	$482	$13.95	4%
Overnight accommodation (e.g., hotel, VRBO, etc.)	$457	$13.23	3%
Range membership fees	$317	$9.16	2%
Gas, airfare, and other transportation costs	$285	$8.25	2%
Range maintenance and/or improvements	$306	$8.86	2%
Fundraising costs	$294	$8.49	2%
Other items not captured above	$1,025	$29.67	8%
Total	$13,210	$382.25	

- Sources of program funding vary. Figure 19 shows fundraising efforts are the top funding source, followed by grants then membership fees tied with donations. Sponsorships are also a significant source of funding for many programs.
- Most programs rely on multiple funding sources to maintain operations.

Figure 19. Percent of programs receiving program funding: by source



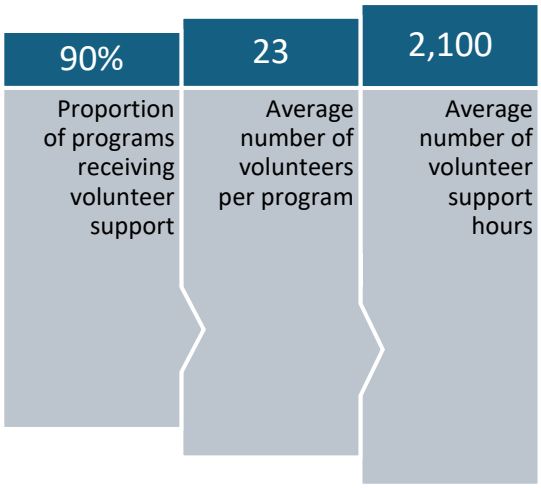
- Table 3 presents the estimated annual value of donations received by a youth shooting sports program, by program and participant annually.
- The 11% of responding programs with significantly higher than average annual spending affected the average donation estimates. To reduce their impact, the median receipts are presented in Table 3. To see the effects of these few large programs on the averages, Table A5 in the appendix presents the median and mode spending estimates just for those programs who reported purchases in each category.

Table 3. Average annual donations received by program.

	Per program	Per participant	Percent of donation value
Ammunition	$234	$6.78	16%
Firearms purchased new	$180	$5.22	12%
Targets	$160	$4.64	11%
Range membership fees	$132	$3.82	9%
Range maintenance and/or improvements	$130	$3.76	9%
Tournament or competition entry fees	$71	$2.06	5%
Fundraising costs	$66	$1.91	4%
Overnight accommodation (e.g., hotel, VRBO, campgrounds, etc.)	$59	$1.72	4%
Program shooting accessories (optics, uniforms/apparel, etc.)	$44	$1.26	3%
Gas, airfare, and other transportation costs	$25	$0.71	2%
Other items not captured above	$387	$11.21	26%
Total	$1,489	$43.09	100%

- Ninety percent of programs surveyed receive volunteer support of some sort. The average program had 23 volunteers ranging from coaches to fundraisers, providing an average of 2,100 hours of volunteer time annually (Figure 20).

Figure 20. Average levels of volunteer support received.



- Additional funds are the greatest need reported by youth shooting sports programs, though is not the only need, as shown in Figure 21. Nearly 70% of program organizers report that funding is a limiting factor.
    - Funding is not the only need, however. Trained coaches, greater community awareness, access to places to shoot and more are important needs reported by youth shooting sports programs. These highlight the wide range of support needed to operate a local youth shooting sports program.

Figure 21. Additional resources needed to support program operations and growth.

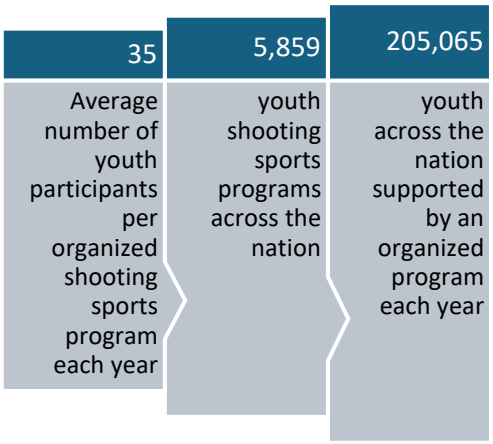


A National Youth Firearm Shooting Sports Program Perspective

Collective Participation, Spending and Economic Contribution Estimates Among Identified Programs

- Based on the average level of participation during the last four years, organized youth shooting sports programs served an average of 35 youth and young adults per year.
- 5,859 youth shooting sports programs from all across the nation were identified by MidwayUSA Foundation. Those programs hosted 205,065 youth and young adults, providing education about shooting sports techniques in a safe and supported way. (Figure 22)

Figure 22. Annual participants in organized youth shooting sports programs identified through this study



National Program Spending

The total spending associated with organized youth shooting sports programs is comprised of two parts:

A. Total spending by the participants and their families, plus
B. Total spending by the programs

- The total spending by participants was calculated using the estimated spending per participant (Table 1) multiplied by the total number of participants from Figure 22:

  $2,841 per participant x 205,065 participants = $582,589,665 annual spending.

- The total spending per program is taken from Table 3 multiplied by the total number of organized youth shooting sports programs associated with MidwayUSA Foundation.
  - $13,210 per program X 5,859 programs = $77,397,390 annual spending.

- The sum of the two is the estimated total national spending by organized youth programs identified in this survey annually ($659.9 million; Table 4).

Table 4. Total cumulative spending (Youth + Programs) by organized programs identified through this study

Participant Spending	
Number of participants	205,065
Average annual spend per participant	$2,841
Total annual spending by participants	$582,589,665
Program Spending	
Number of programs	5,859
Average annual spend per program	$13,210
Total annual spending by programs	$77,397,390
Total Annual Spending for Organized Youth Shooting Sports Programs	$659,987,055

National Program Economic Contributions

- The economic contributions of organized youth shooting sports programs were calculated using standard economic modeling methods. Economic models estimate the jobs, tax revenues, and other benefits created by the total spending by program participants and the programs themselves (Table 5). Detailed descriptions of key terms are provided in Appendix A.
- The portion of household spending identified as funds paid to youth shooting sports programs for range or tournament fees ($235 per household) was subtracted to prevent double-counting. Spending associated with the purchases of used firearms by households or programs were also not included in the models as they do not represent new economic impact to most levels of industry. After these adjustments, the net amount applied to the economic models was $572,728,161 (Table 5).
- Direct spending by households and programs on goods and services to participate in organized youth shooting sports programs supported an estimated 7,164 jobs, provided $445 million in salaries, contributed $1.47 billion in total economic output, added $801 million to the nation's GDP, and generated about $194 million in federal, state, and local taxes.

Table 5. Total economic contributions of organized youth shooting programs

	Participants' spending	Program spending	Total
Retail spending	$495,324,118	$77,204,043	$572,528,161
Total economic activity	$1,299,215,966	$172,444,164	$1,471,660,130
Contribution to GDP	$701,988,761	$99,146,287	$801,135,049
Jobs	6,152	1,012	7,164
Salaries and wages	$389,104,686	$56,294,277	$445,398,963
Federal, state, and local taxes	$168,914,091	$25,145,783	$194,059,874

Total Output: The value of many measurable rounds of economic activity that occur within the economy generated by participant or programmatic spending is known as total output. Overall, a good definition for this measure is: "If participants stopped spending money on shooting sports activities and did not spend that money anywhere else, the economy would shrink by this amount."

Contribution to Gross Domestic Product (GDP): This represents the new contributions to the economy from participants and programs. It is essentially the same as total output (above) but removes the double counting by subtracting the value of raw materials as they change hands moving through the supply chain.

Jobs: This value reports the total jobs in all sectors of the economy resulting from the nation's youth shooting sports activities and includes both full-time and part-time positions.

Salaries and wages: This value reports the total salaries and wages paid in all sectors of the regional economy as a result of the nation's youth shooting sports participants and programs, including the net earnings or take-home pay earned by small business owners.

Federal, state, and local taxes: These figures report the total revenues earned by each level of government as a result of the economic activity originally stimulated by participant and programmatic spending.

The National Reach of Youth Firearm Shooting Sports in General

Participation and Interest in Shooting Sports

A survey was conducted of U.S. households to determine the percentage with youth and young adults who participate in some form of shooting sports activity. These include more than the structured youth programs described above and can include a youth day at a local range, a shooting station at a scout camp or 4-H event and other events where target shooting may or may not be primary purpose. The survey also documented the number interested in

participating. Insights describing their participation preferences and more are also reported. Methodological details are provided in Appendix A.

Participation

- According to the Census Bureau, there are 131,434,000 households in the U.S. Of these, 30.5% or 40,093,000 have family members aged 25 years or younger.[10]
    - This project's U.S. household survey determined 17% of households with young people under the age of 24 participated in the shooting sports at least once in the past three years, equaling 6,815,810 households.
    - Of these households, 44.4% participate solely or partially through an organized youth or young adult program, or 3,026,220 households. Such programs can include those run by organizations dedicated to shooting sports or could be part of a broader program such as Scouting America, 4-H, and others.
    - The same survey determined that for each of these households, there were on average 1.73 youth or young adult participants.
    - Considering the numbers above, we estimate 5,235,000 people under the age of 24 participated in some sort of organized shooting sports activity at least once over the past three years (Table 6).[11]

- The growth potential for youth shooting sports programs is significant. For every youth or young adult currently participating in an organized youth shooting sports program, there are three who would like to (Table 6).
    - The number of youth or young adults who would like to try target shooting outnumber the residents of Pennsylvania, the 5th most populous state in the nation (13,079,000 in 2024 per the U.S. Census Bureau).

[10] Organized youth shooting sports programs as defined in this project includes collegiate programs. Therefore, the age range of participants considered in this analysis goes up to 23 years of age versus the standard 18 years of age. Considering the US Census Bureau does not report age breaks at 23 years of age but does provide data for those 25 and under, data for those 25 years and under are used in this analysis.

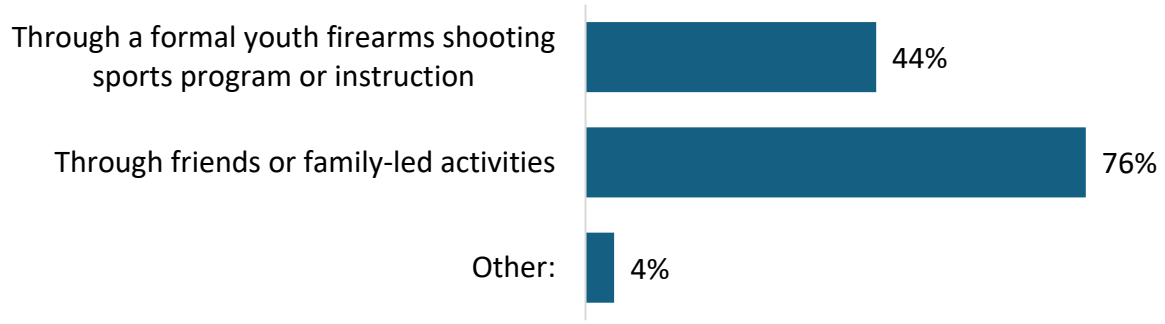
[11] We encourage caution using the typical annual spending reported above in conjunction with the estimated 5.2 million youth who participated in some form of organized youth firearm shooting sports in order to derive a total national spending estimate. While the typical spending of $2,841 is reflective of participants on identified teams, it may overstate the typical amount spent annually should the level of active engagement across the 5.2 million youth participants be lower than those participants on identified teams.

Table 6. Shooting Sports Among U.S. Households with children 25 years of age or younger

U.S. Households (U.S. Census Bureau, 2024):	
Number of U.S. households	131,434,000
U.S. households with someone under 24	40,093,000
Of U.S. households with some under 24 years of age:	
The percent who participate in shooting sports	17%
The percent who participate through some type of formal or organized program	44%
Average number of participating youths per household	1.73
Number of participants in some form of organized youth shooting program	5,235,360
Of U.S. households with someone under 24 years of age:	
The percent who have not been target shooting but are interested	42%
Assuming just one interested young participant per household, the total number of interested youth in the U.S.	16,839,060
Number of surveyed U.S. households	*10,580*

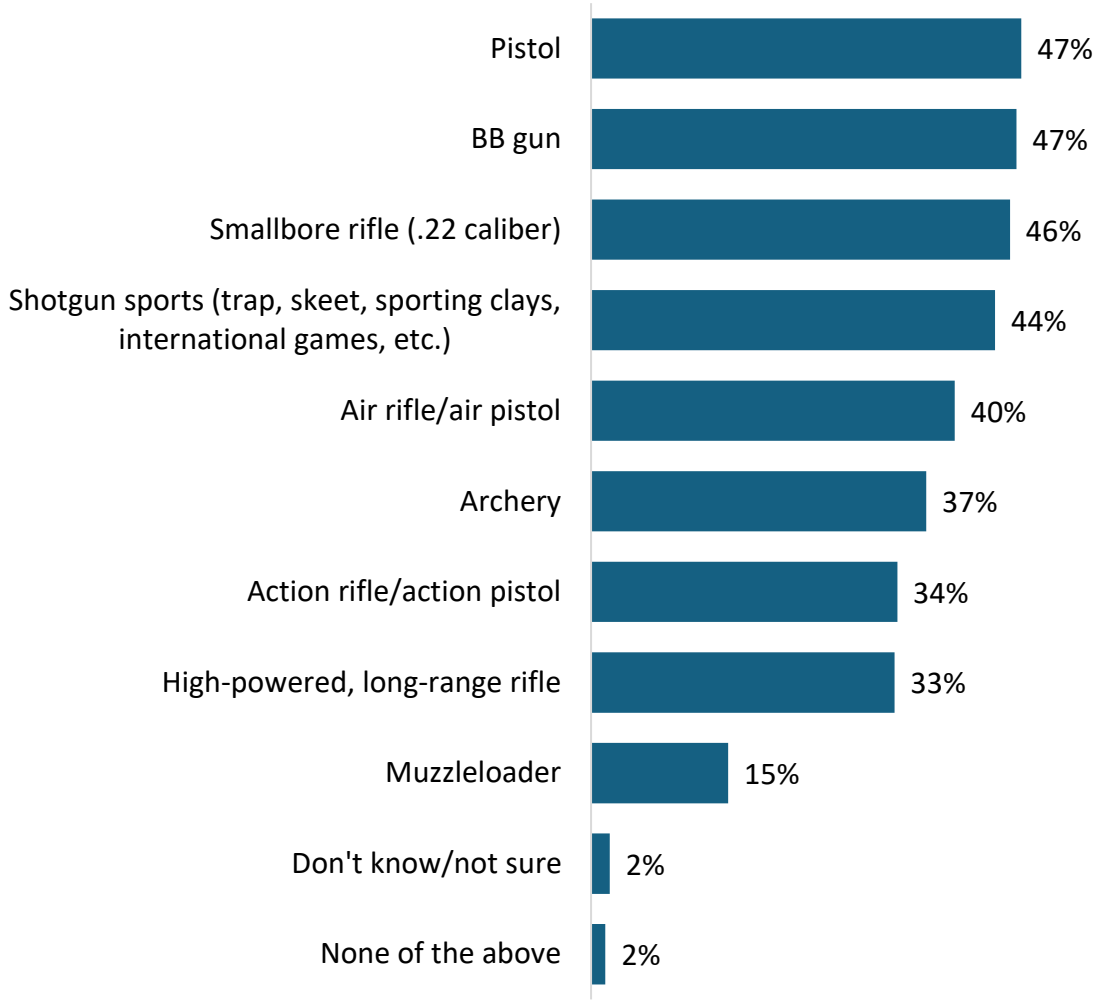
- Of all U.S. youth who participate in some form of shooting sports in the last three years, 76% participated outside of a formal, organized program (Figure 23).

Figure 23. Forms of participation in target shooting sports among youth



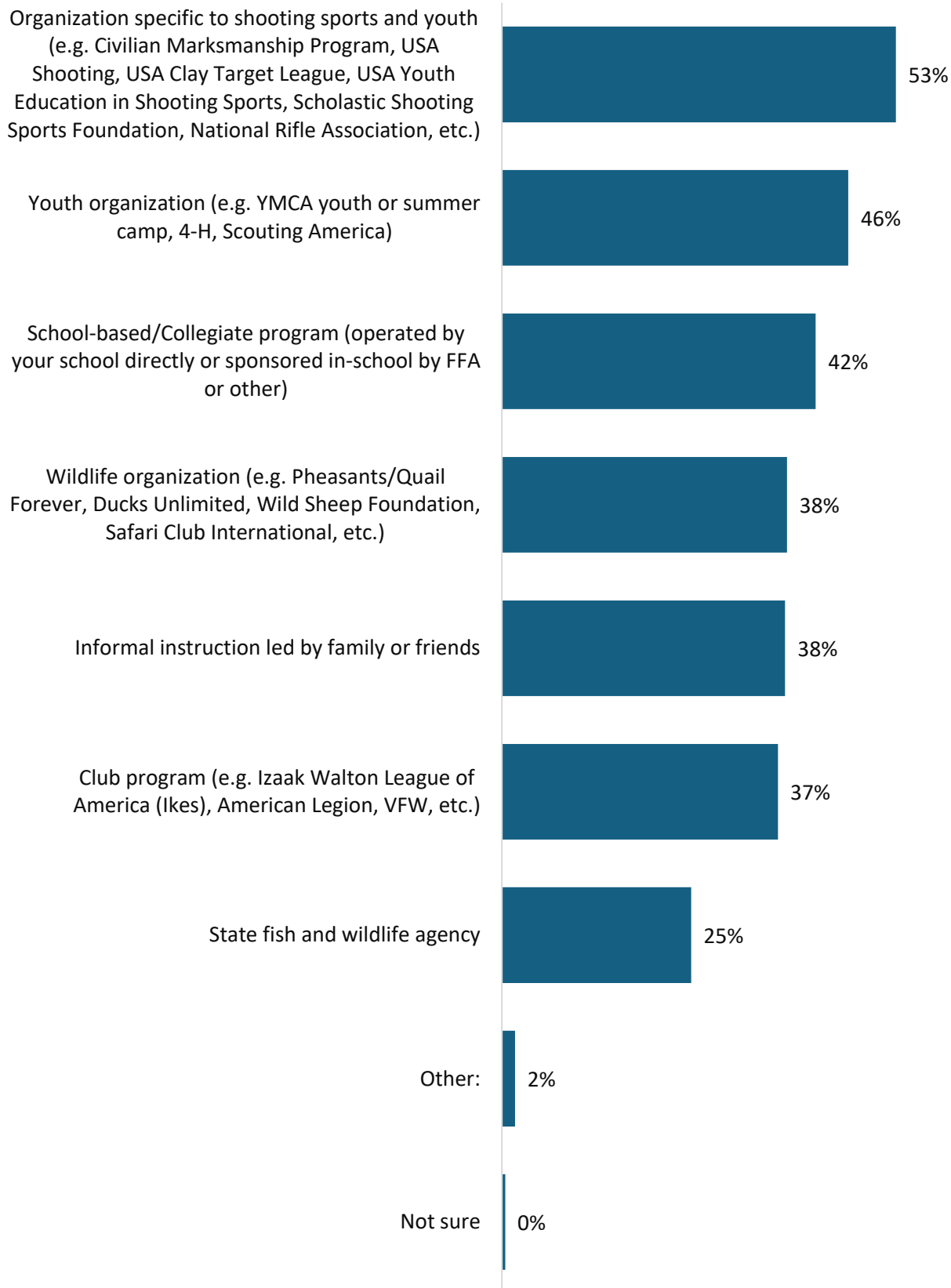
- When looking at formal and informal shooting activities together, U.S. youth and young adults are more likely to use handguns and BB guns (Figure 24).

Figure 24. Type of experience through shooting sports participation: by firearm



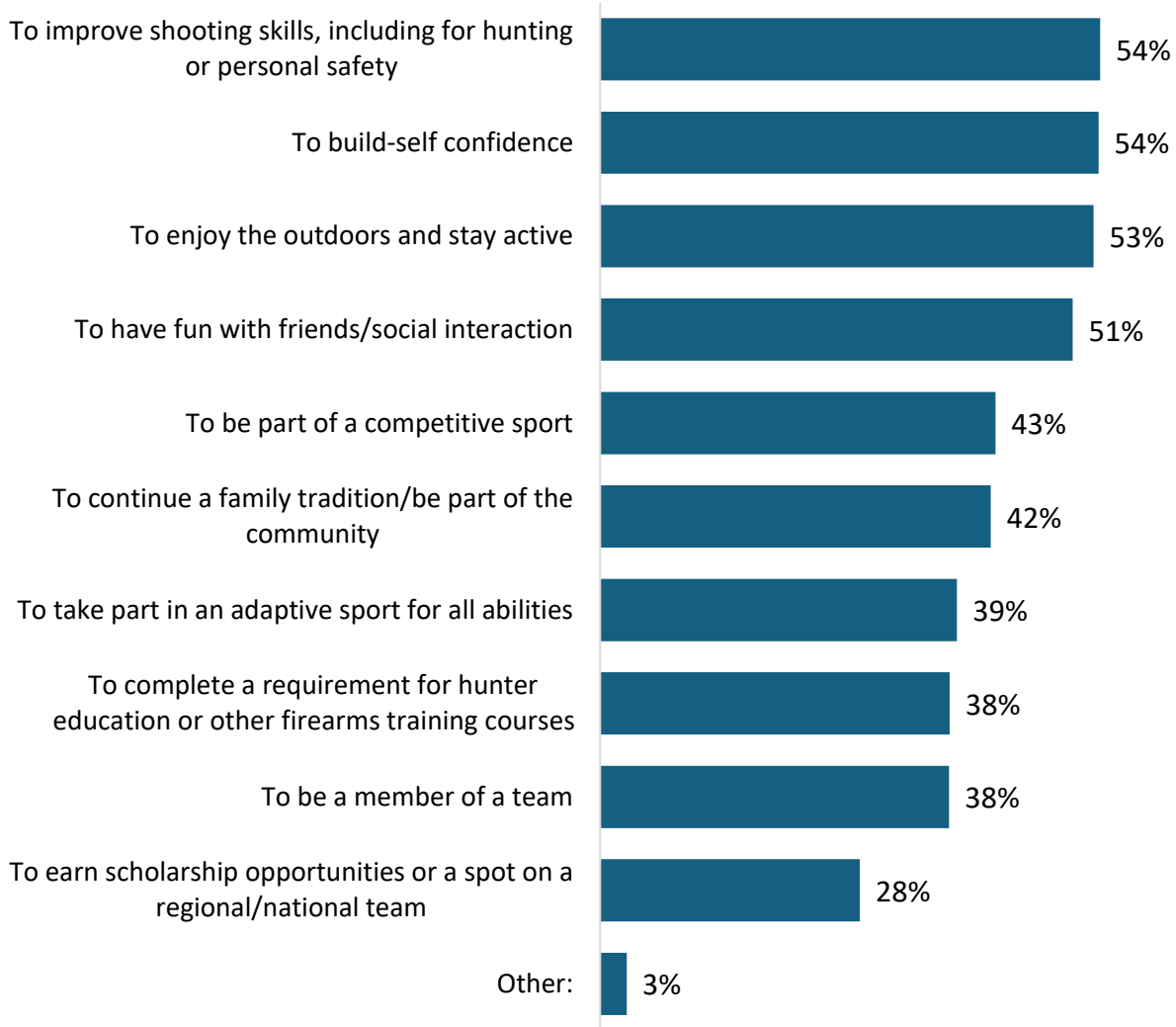
- Organizations specializing in shooting sports were the most common providers of these activities, instruction, and programs/clubs (Figure 25). The second-most common providers were general youth organizations such as Scouting America or 4-H. Schools and educational institutions were third. State agencies were the least commonly reported activity leader across all regions of the U.S. though they, along with other organizations listed here may be partners and supporters of other organizations' programs that receive greater recognition from participants.

Figure 25. Host organization supporting the youth shooting sports program.



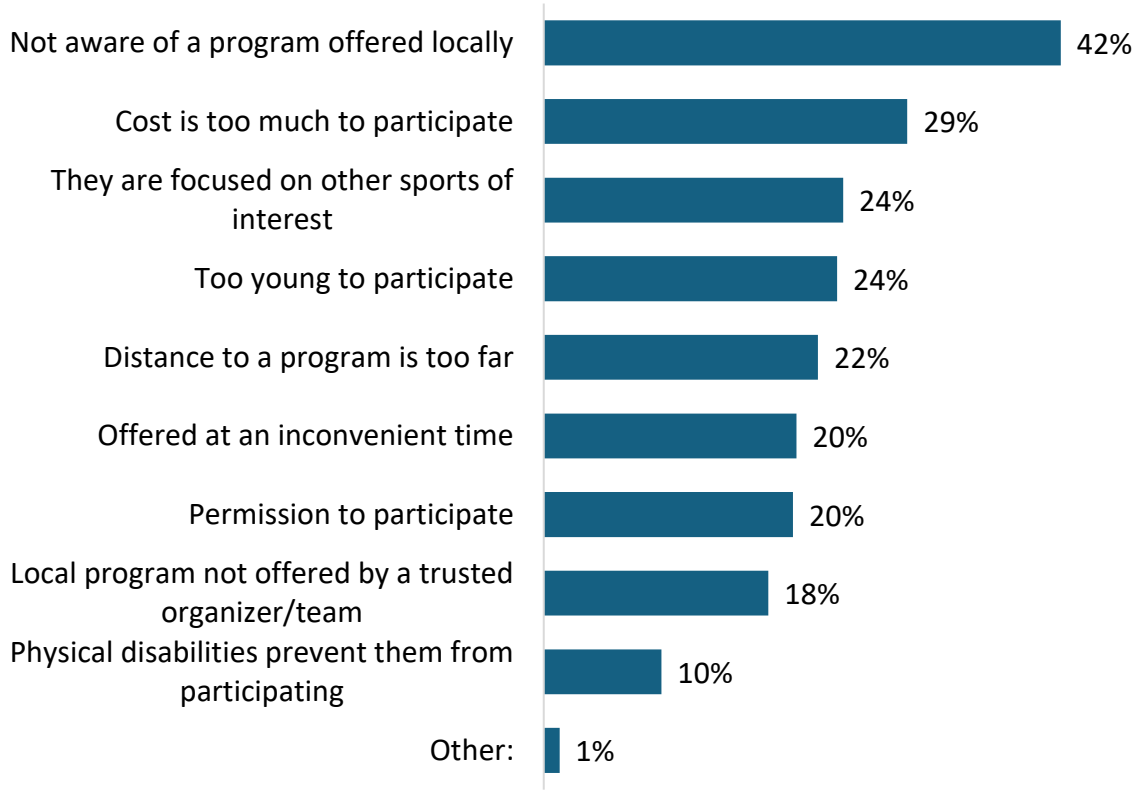
- No singular motivation was offered for youth wanting to participate in the shooting sports. Multiple motivations were often cited by their parents, with the top reasons including improving skills for personal safety, building self-confidence, being outdoors, and having fun with friends (Figure 26).
- Differences were noted by age. For younger households, the most common motivation was to enjoy the outdoors. While this holds increased importance in older households, building self-confidence, having fun with friends, and providing social interaction become more important as families age. The number of households interested in improving shooting skills for hunting and personal safety also increased with age, becoming just as important as the motivation to enjoy the outdoors.

Figure 26. Motivations for participation by U.S. youth in target shooting.



- For youth and young adults who are not part of an organized shooting sports program, almost half of interested respondents were not aware of a program offered locally (Figure 27). This could pinpoint an issue of information dissemination. Regardless of availability, the programs may not be communicating effectively with interested households. Local youth shooting sports programs, generally run by volunteers, need assistance in promoting their availability to area youth.
- The second most common barrier was that of cost, with nearly half of all low-income households citing this as an issue prohibiting entry.
- Other issues block participation, including cost, distance and more, indicating local programs need assistance on numerous fronts ranging from volunteers to fundraising to local transportation and more.

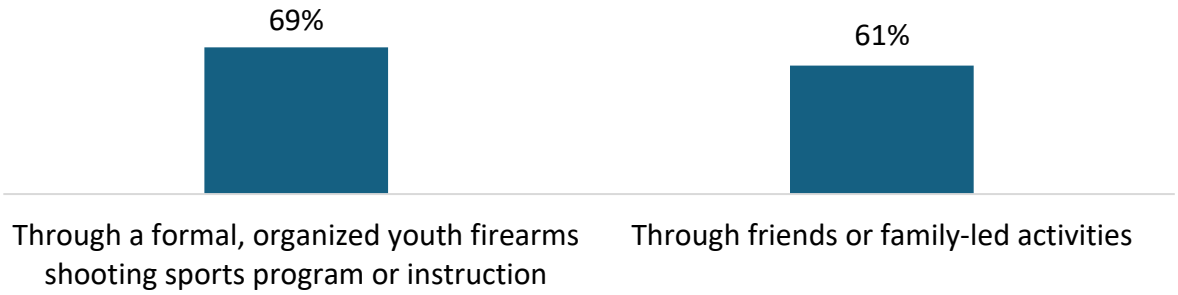
Figure 27. Barriers to prior participation in youth shooting sports programs among interested households.



- Across nearly all demographics, those interested in participating in a formal organized youth shooting program was as common as wanting to participate informally with friends or family (Figure 28).

- The exception is respondents from rural areas where informal activities are more appealing, though more than half still reported interest in the formal, organized programs.

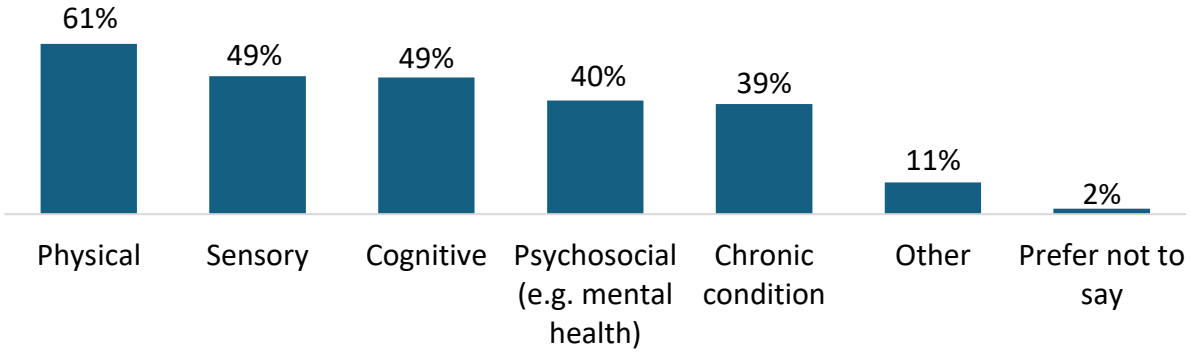
Figure 28. Preferred form of participation among households with children who currently do not participate but have interest.



Physical and Cognitive Participation Challenges

- Approximately one third of interested participants need some form of equipment, adaptation, or specialized instruction to help minimize impairments. The most common types of impairment are physical, but there is a need to support participants who may face barriers due to other impairments such as sensory, cognitive and others (Figure 29).

Figure 29. Types of physical and cognitive challenges among children with interest in youth shooting sports programs



Appendices

Appendix A: Data and Methods

Two research phases were implemented through this effort. The first was a qualitative research effort by IPSOS to document the personal and social benefits of youth participation in shooting sports. Readers are referred to the separate report available from the MidwayUSA Foundation for details and results. The second focuses on participation, spending, and economic contributions plus providing profiles of participants and program administrators. The rest of Appendix A provides detailed methodologies specific to the second phase.

Sampling frames

Three surveys were conducted as part of this phase: a survey of the U.S. general population to estimate youth participation in the shooting sports, a survey of current and former participants of youth shooting sports programs, and youth program administrators.

General population survey

The goal of the general population survey was to identify the percentage of households with at least one person currently or previously having participated in a youth shooting program and to estimate the number of annual participants in youth shooting sports. This online general population survey was distributed through a Qualtrics opt-in panel representing all U.S. households between October 3, 2025, through November 5, 2025. The survey targeted 10,000 households with children under 26 years of age. Ultimately, 739 households qualified as having current or former participants of youth programs, yielding a margin of error of 3.5% at a 95% confidence level.

Respondents were initially asked about participation in a long list of outdoor recreations. To reduce bias issues, the survey did not reveal its shooting sports focus until after the adult respondents had indicated if youth in their household participated in the shooting sports among other activities. Respondents were not allowed to go back and change their response once the shooting sports-specific questions began.

To ensure final results reflect an accurate representation of households, the data and results representing all households with and without children were weighted based on United States census benchmarks using a two-tier system. Initially, benchmarks for household income, region, and age of the head of household were used. Then the data were subsequently weighted based on the portion of households with children for each age category. Weights were capped at an

upper bound to limit any over-weighted responses effect on the overall data set. In some cases, totals and percentages may not sum to 100% due to rounding effects on weighted data.

Table A1. Age, region, and income targets used for the general household sample.

	Census percent	Sample percent
Householder Age		
Under 25	4%	5%
25 to 34 years of age	16%	17%
35 to 54 years of age	34%	33%
55 years of age or older	46%	46%
Region		
Northeast	17%	17%
Midwest	20%	21%
South	39%	39%
West	24%	23%
Household income		
less than $50,000	30%	32%
$50,000-$99,999	27%	30%
$100,000-$149,999	17%	18%
$150,000-$199,999	10%	9%
$200,000 or more	16%	11%

Program organizer and participant surveys

The purpose of the organizer survey was to learn about participant numbers, trends, club-level spending, and similar directly from folks with hands-on involvement with the programs. The participant survey documented current and former participants youth shooting activities from the year before joining their youth program forward to a maximum of ten years to better understand recruitment success, annual spending, and suggestions for improvements.

Program organizers and participants were contacted by MidwayUSA Foundation and invited to participate in the research by sharing contact lists with the MidwayUSA Foundation and Southwick Associates. All were provided with a non-disclosure agreement to ensure anonymity, data security and to limit use to this project only. In total, 18,900 program contacts reflecting over 5,800 programs were shared with the research program. A subset of these programs then shared their participant contact lists with the research program, specifically more than 13,600 participant names across 794 programs were received. These lists were then split between the IPSOS qualitative effort and this quantitative effort with names assigned to each list using random assignments based on the type (collegiate and non-collegiate) and size of the program (count of names in the list). No program administrators or participants appeared on both lists to

reduce survey burden. Lastly, one administrative contact was selected per program or program with multiple contacts to prevent duplicate entries.

An initial survey invitation was sent to program organizers on October 1, 2025. Four reminders were sent to non-respondents between October 4, 2025, through October 29, 2025. Invitations and reminders to participants were distributed during the same timeframe. Afterwards, organizers who responded to the program organizers survey and did not share participant contact information were sent a thank you message and call to action to share the anonymous link to the participant survey with their participants to boost responses.

Ultimately, 6,390 participants and 5,662 program administrators were invited to participate with 225 participants (42 of whom were recruited through the organic effort through program organizer outreach outside of shared contact lists) and 404 program administrators responding, providing margins of error of 6.5% and 4.9% respectively at a 95% confidence level. Please note that respondents were not required to answer all questions which will impact margins of error for specific results. Given the sample frame was actual youth shooting sports participants and administrators, weighting steps were not necessary.

Table A2. Current age, region of residence and gender of responding current and former organized youth program participants.

	N	%		N	%
Currently participate in shooting sports?			**Gender**		
Yes	189	84%	Male	132	75%
No (had done so previously)	36	16%	Female	43	24%
Total	225	100%	Prefer not to say	1	1%
			Total	176	100%
Current age			**Current region of residency**		
6 - 12 years old	19	8%	North	15	7%
13 - 17 years old	92	41%	Midwest	97	43%
18 - 23 years old	69	31%	South	84	37%
24 years or older	45	20%	West	29	13%
Total	225	100%	Total	225	100%

Spending profile development

Both program participants and program organizers were asked to share their annual expenditures toward organized youth shooting sports programs. Participants were asked to report the estimated annual amount spent toward youth shooting sports activities in general for each one of the ten specific items listed in Table A3. They were then asked to estimate the

proportion of that spending which was appropriate to allocate toward their youth firearm shooting sports program participation.

Two-thirds of participants report purchasing at least something within one of the ten tracked spending categories, but few if any purchased something from all ten categories. As a result, the average amount spent per participant as reported in Table 1 (in the body of the report) understates the amount spent when a purchase is actually made. In other words, the reported $872 spending on a new firearm incorporates those participants who spent $0 as well as those who spent $1,500 or more on a new firearm. Table A3 reports the average annual spending for those who actually purchased an item fitting the listed category, otherwise known as 'spenders'.

Please note that not every participant spends the amounts reported in Table A3. Some participants spend significantly more, while most spend less each year. The difference between the Average and Median (central value within the range) values reflects the influence of those who spend above average. Spending profiles of participants (Table 1 in the body of the report) were built using the more conservative median spending amount.

Table A3. The average mean and median spending attributable to organized program participation by those who actually made a purchase of the listed item.

	% of spenders who purchased this item	Amount spent		% of spender's annual expenditures attributed to organized youth programs
		Average (Mean)	*Median*	
Firearms-NEW	65%	$2,854	$2,000	100%
Firearms-USED	35%	$2,262	$1,500	55%
Ammunition	92%	$2,089	$1,000	75%
Targets	73%	$543	$250	50%
Shooting accessories (optics, apparel, etc.)	86%	$594	$300	93%
Range fee, membership fee, tournament entry fee, and other competition fees	88%	$1,283	$400	100%
Other equipment	5%	$4,482	$450	0%
Food and beverage	91%	$681	$350	70%
Gas, airfare, and other transportation services	88%	$937	$400	85%
Overnight accommodation (e.g., hotel, campgrounds)	69%	$1,755	$1,000	90%
Other items	3%	$5,150	$5,150	100%

Program organizers were not asked to report specific programmatic expenditures across the categories of interest. Instead, they were asked to select a range within which their total annual

expenditures fell. They then report the estimated proportion that the nineteen spending categories contribute to overall program spending. Itemized program expenditures were then estimated based on the mid-point of a program's reported expense range and the proportion of annual expenses each program attributed to each expenditure category.

Table A4. The average (mean) and median organized program spending by those who actually made a purchase of the listed item.

	Percent of programs reporting expenses in this category	Estimated amount	
		Average (Mean)	*Median*
Ammunition	84%	$8,813	$6,000
Targets	85%	$5,191	$3,000
Tournament or competition entry fees	70%	$4,308	$2,500
Program shooting accessories (optics, uniforms/apparel, etc.)	54%	$1,956	$1,250
Firearms purchased new	23%	$2,423	$2,125
Overnight accommodations (e.g., hotel, VRBO, campgrounds, etc.)	20%	$3,194	$2,250
Range membership fees	21%	$2,525	$1,500
Gas, airfare, and other transportation costs	19%	$2,511	$1,500
Range maintenance and/or improvements	17%	$3,646	$1,759
Fundraising costs	23%	$2,257	$1,250
Other equipment (tents, tables, supplies, and non-shooting related items)	21%	$1,918	$900
Other costs not already captured by these categories	6%	$1,810	$1,475
Scholarships	12%	$1,583	$1,000
Personnel costs	6%	$1,496	$625
Sponsorship of events or activities	12%	$1,467	$750
Administrative costs	16%	$1,447	$750
Food and beverage	25%	$1,161	$750
Coach training	23%	$1,146	$750
Firearms purchased used	6%	$1,027	$550

Again, please note that not every program spends the amounts reported in Table 2 (body of the report). Some spend significantly more, while most spend less each year. The difference between the Average and Median (central value within the range) values reflects the influence of those who spend above average (Table A4). The estimates in Table 2 are based on median values. It should also be noted that twenty programs with total expenditures exceeding $80,000 were excluded from the calculation of average and median values.

As with participants, spending profiles of programs (Table 2 in the body of the report) were developed using the more conservative median spending amount. All spending was adjusted by

the reported proportion of spending within that category. Finally, non-spenders were assigned a spending value of zero.

Forty-eight percent of programs reported donations are a part of their funding structure. As part of the program organizers survey, respondents were asked to provide the estimated dollar value of those goods and services received as donations. As with programmatic expenditures, the value of donations varied widely across the range of responding programs (Table A5).

Similar to participants and programmatic spending, donation profiles of programs (Table 3 in the body of the report) were developed using the more conservative median spending amount. All donation values were adjusted by the reported donation value received within that category. Lastly, non-recipients are assigned a spending value of zero.

Table A5. The average (mean) and median donations received, by category.

	Percent of programs reporting donations received in this category	Estimated amount	
		Average (Mean)	*Median*
Ammunition	17%	$3,608	$1,388
Firearms purchased new	10%	$3,222	$1,800
Targets	16%	$2,354	$1,012
Range membership fees	11%	$3,998	$1,250
Range maintenance and/or improvements	9%	$3,050	$1,450
Tournament or competition entry fees	7%	$2,842	$1,000
Scholarships	3%	$27,063	$2,500
Fundraising costs	7%	$1,330	$1,000
Overnight accommodation (e.g., hotel, VRBO, campgrounds, etc.)	2%	$3,693	$2,500
Firearms purchased used	4%	$3,430	$1,250
Coach training	11%	$1,318	$500
Food and beverage	17%	$617	$300
Program shooting accessories (optics, uniforms/apparel, etc.)	9%	$1,453	$500
Sponsorship of events or activities	5%	$1,395	$900
Personnel costs	7%	$5,056	$600
Other equipment (tents, tables, supplies, and non-shooting related items)	7%	$1,200	$575
Gas, airfare, and other transportation costs	4%	$2,232	$550
Administrative costs	6%	$1,284	$380
Other costs not captured elsewhere	3%	$1,325	$650

Appendix B: Economic Contribution Modeling

Spending data provided by respondents to the youth shooting sports participants survey were combined with the estimated number of participants from the first survey to develop statewide economic contribution estimates for youth shooting sports participant and programmatic spending. Each expenditure collected by the survey was paired with a specific industry based on the appropriate North American Industry Classification System (NAICS) code, which were developed by the Federal government under the direction of the Office of Management and Budget in 1991 (OMB). These expenditures were then assessed using economic modeling data provided by the IMPLAN input-output modeling system.

The IMPLAN-based models describe how sales in one industry affect other industries. For example, once a youth shooting sports participant makes a purchase, the retailer buys more merchandise from wholesalers, who buy more from manufacturers, who in turn purchase more raw materials, inputs, and supplies. In addition, salaries and wages paid by these businesses stimulate more benefits. Simply put, the first purchase by program participants or their parents then starts multiple rounds of purchasing. The economic analysis takes over by tracking how the dollars flow from the consumer through all of the businesses that are affected, either directly or indirectly, then reports the total economic activity that occurred. This process also documents the number of jobs supported for every million dollars received for each industry. The data necessary to explain how many dollars are spent by any one industry sector on another – and are the basis of the economic models – are generated by surveys conducted of U.S. businesses and households by the U.S. Bureau of Economic Analysis.

The following economic contributions are reported by the modeling effort:

Total Output: The value of many measurable rounds of economic activity that occur within the economy generated by participant or programmatic spending is known as total output and is sometimes referred to as the total multiplier effect. Because it does not subtract the value of raw materials as they change hands moving through the supply chain, this measure essentially double-counts a portion of the output of the industries in the value chain. Overall, a good definition for this measure is: “If participants stopped spending money on shooting sports activities and did not spend that money anywhere else, the economy would shrink by this amount.”

Contribution to Gross Domestic Product (GDP): This represents the new contributions to the economy from participants and programs. It is essentially the same as total output (above) but removes the double counting. This is also often referred to as the total “value added” made by the industries involved in the production of goods and services used by youth shooting sports participants or programs. For economists, this measure tells us the net contribution to the economy and is a preferred measure of an activity’s contribution to economic growth and prosperity.

Jobs: This value reports the total jobs in all sectors of the economy resulting from the nation's youth shooting sports activities and includes both full-time and part-time positions. These are not just the employees directly serving participants or programs or who manufactured their gear. Also included are employees, from truck drivers to accountants, within industries that support and supply those businesses that do directly support youth participants and programs.

Salaries and wages: This value reports the total salaries and wages paid in all sectors of the economy as a result of the nation's youth shooting sports participants and programs, including the net earnings or take-home pay earned by small business owners. These are not just the paychecks of employees directly serving or manufacturing goods used by youth participants or programs, it also includes portions of the paychecks of all employees affected by the direct, indirect, and induced effects. For example, it would include a portion of the dollars earned by the truck driver who delivers goods to the local sporting goods store serving programs and participants, along with the accountants who manage the books for companies down the supply chain.

Local, state, and federal taxes: These figures report the total revenues earned by each level of government as a result of the economic activity originally stimulated by participant and programmatic spending. These include more than the taxes paid directly, but also include the various taxes generated as dollars cycle through the economy.

For all economic measures above, the creation of additional economic impacts stops when youth shooting sport participant or programmatic dollars leave the nation's economy or when the contributions are no longer measurable. Only economic activity that occurs within the nation is considered and reported.